Marketing in Museum Libraries
in the past, present and future
– using the example of the Library of the Hamburger Kunsthalle

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Agenda

1. Introduction
2. Welcoming address from Dr. Stefan Brandt, managing director of the Hamburger Kunsthalle
3. Why were museum libraries set up in the first place and what was their function?
4. What is the present situation of museum libraries in Germany? How many libraries exist? What are the Top 5?
5. What kind of marketing activities can you find in museum libraries? Examples in particular of the Library of the Hamburger Kunsthalle.
6. What are the problems facing the museum libraries today, and how are we getting to grips with them?
2. Welcoming adress from Dr. Stefan Brandt, managing director of the Hamburger Kunsthalle

Three buildings of the Hamburger Kunsthalle
3. Why were Museum Libraries set up in the first place and what was their function?

Natural history museum of Ferrante Imperato of Naples

Engraving
1672

The Wellcome Library
London

PURL:
http://wellcomeimages.org/inde xplus/image/L0000088.html
3. Why were Museum Libraries set up in the first place and what was their function?

Leopold von Kalckreuth (1855-1928): Bildnis Alfred Lichtwark

Öl auf Leinwand 1912

Studyroom of the Department of Prints and Drawings and the Library of the Hamburger Kunsthalle
4. What does the landscape of Museum Libraries in Germany look like today? How many of them are there and which are the Top 5?
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5. Communication and Marketing
5.1. The library has a documented concept, fixed in writing, which sets out guidelines for the presentation of what services and other activities it offers to its responsible governing body, what its target groups are, what the national and international specialist public is as well as the general public. It should contain a clear allocation of responsibilities e.g., for the planning, implementation and evaluation of measures taken, the creation of the marketing material and media, contacts to the press, lobbying activities. It should be revised annually on the basis of its evaluation.
5.2. The library carries out a poll at least every three years to determine its Degree of name recognition as well as the needs and wishes of its customers. The poll is carried out at two different times (seasonal factors) using a prescribed method (see Checklist for Poll, Enclosure 3). The contents and
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methods of the polls are to be comparable over a longer period of time. The results of the evaluation are documented and used to adapt and improve the services and activities.

5.3. The image of the library is determined at least every three years in a survey (e.g. using a polarity profile) of customers as well as all staff of the library. In the case of not yet customers and non-customers, the image is determined using the same method with a random selection of the potential target groups.

5.4. The library has a documented corporate design for all its material and media (e.g. logo, signet, typefaces, colours, formats, layout, online media, signage and guidance systems, standardized identifying features for the museum staff) which is agreed with its sponsor organization/responsible governing body.
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5.5. The library has a documented concept for the language style and formulations of all its means of communication. This includes standard formulations (e.g. greetings, wordings for positive and negative information, order requests, text modules, stylistic examples).

5.6. The library’s services are published in the media of the responsible governing body (e.g. print material, press releases, intranet, homepage, social media, wiki, blogs, s. checklist Intra- and Internet sites, Enclosure 4).

5.7. The library informs the staff of the responsible governing body directly once a month (e.g. in a newsletter, by email, letter) about current developments and new acquisitions, scheduled events and special events.
5. How is the marketing done in Germany museum libraries today, with a focus on the Library of the Hamburger Kunsthalle?

Availability of the collections

Open access:
• OPAC (monographs and catalogues, magazines, essays, new media, electronic resources)
• Other library catalogues with the collection of the library

Only internet access:
• Database on the exhibitions of the Hamburger Kunsthalle
• Database on the booklets in the library
• Press archive with keyword search

Only in the Study room:
• Card index catalogue organized alphabetically and by themes
• Card index archive
• Reserve shelf compilations for exhibitions
• Database on the exhibitions of the Hamburger Kunsthalle
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Further services offered by the library

For use in the Study Room:
- Reserve shelf for readers
- Connection for laptops
- WLAN (coming soon)
- Use of photocopier at low charge

Information and Advice (personally, by telephone or in writing):
- Forwarding of copies for a small charge
- Ordering publications via interlibrary loan (for the museum staff)

Events:
- Use of the library for groups by prior agreement
- Introduction to the library, for general use, for target groups (e.g. own staff, students and school classes) as well as individual users
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- Introduction to the library focussed on specific themes, customized for individual target groups (e.g. students and school classes)
- Introduction to researching information in art history (also outside the library collections)
- Seminars on specific topics for the Freundeskreise des Museums (sponsor groups) and for the Education Department (Bildung und Vermittlung)
- Events geared to particular days or occasions (e.g. the “Long Night of the Museums”, Action week, “Meeting Point: Library” (“Treffpunkt Bibliothek“)

Exhibitions / Items on loan:
- In the Study Room and in the museum
- In exhibitions in outside museums

Information about the Library:
- The Library website pages and the Intranet pages
- Monthly Newsletter “WissensWert“ („Worth Knowing“)
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http://www.kulturkurier.de/newsletter_last_8940.html
5. How is the marketing done in Germany museum libraries today, with a focus on the Library of the Hamburger Kunsthalle?
6. What are the problems facing the museum libraries today, and how are we getting to grips with them?

Thank you very much!