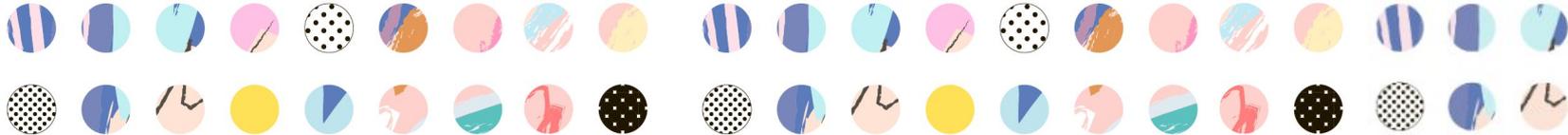


How Digital Tools Activate, Preserve and Promote Our Collections





Intro's



Keasha Dumas Heath

Executive Director

Museum of African American Art (MAAA)



Elysian McNiff Koglmeier

Head of Growth

Artwork Archive

Today's roadmap

- **The hesitancy:** Are you avoiding technology?
- **The misconceptions:** Do you believe databases to be static and clunky?
- **The reasons to go virtual:** Why should we bring our institutions online?
- **The how:** What are the initial steps for digitizing your collection?
- **The benefits from going online | a deep dive:** How can technology make us more collaborative, accessible, dynamic and perseverant?
- **Q&A**





The hesitancy

Why institutions drag their feet with using technology:

- Cost
- Labor
- Resources
- Only for the “Big” guys
- Data security





The misconceptions

What may be holding us back?

Perceiving databases as:

- Static
- Expensive (need grant funding or a large budget)
- Only for large teams



Why should we bring our institutions online?

Organize your collection in one place. Make your collection accessible for years to come.

Expand your reach. Reach beyond your walls and no longer be limited by physical space.

Grow your digital audience. Get more visits to your website and fundraisers, from near and far.

Enrich engagement. Connect with your audiences in new ways. Make it easier for schools, donors, community members, etc. to connect with your objects.

Make your fundraising more resilient. Don't be reliant on in-person foot traffic.





Continued...

Offer a hybrid solution. Online is not a replacement of in-person. Offer more choices.

Show off your institution. Have something that looks good. You're a visual institution – showcase that.

Bolster relationships with donors. They are excited to see their artworks online and visible.

Scale back on resources. Less people needed to staff.

Make your processes more sustainable. Make collaboration easy by accessing your information, anywhere at any time.



How to get started





What information are we collecting, preserving and displaying?

Our cultural heritage is not just the objects and their images...it's their stories, their context, the related ephemera.

Online art databases give you storage to record artwork and acquisition details, artist info, and the related documents associated with the records. And make it shareable!

Conventional documentation: donor records, conservation reports, artist statements, studies, publications etc.

"New wave" provenance: video clips, audio recordings, social media posts, etc



Digitization Tips

Look at your collections and determine what your needs are.

Ask yourself: what is your goal?

Find a CMS that provides flexibility and breadth of functionality.

Make a plan. What will you digitize first?

Remember to preserve your documents to make them shareable.

Consider your “non-art” objects like books.

The benefits from digitizing your collection





Make info accessible

Never lose track: Centralize all of your artwork details, images, & documents in one place. Easily find info you need.

Supplement in-person visits: Help scholars conduct research.

Field online inquiries: Connect directly with audiences offsite.

Let technology tell your stories.
Show related ephemera.

Collection of Works on the History of Haiti / Pieces

[New Report](#) [Edit](#) [Copy](#) [Register Sale](#) [Donate](#) [Gift](#)



Artist: Franco Calvin
Type: Book
Market Value: \$5.95
Creation Date: September 29, 2011
Inventory Number: BK.Kriegsman.D46
Collections: [Elliot Kriegsman](#)
Status: Available

Condition: Excellent
Perfect condition

Description: From the Haitian Act of Independence, to the 1817 Constitution, this is great for teachers and students alike, this book has articles, acts, orders and other works on the history of Haiti.

ASIN: B005D3HPDQ
ID: 2116887

Donation Info
Donation Date: March 02, 2010
Donation Value: \$5.00
Donor: [Elliot Kriegsman](#)

Current Location
[Haitian Heritage Museum](#)
Mar 25, 2022 [\(edit\)](#)
[Assign To New Location](#)

Appraisal History [Add Appraisal](#)
None

Location History [New Location Record](#)

Location	Dates
Haitian Heritage Museum	Mar 25, 2022

Provenance [Edit Provenance](#)
[Elliot Kriegsman](#) was a journalist, Haiti scholar, and activist for the country of Haiti. Professor of New York University
San Emery Kriegsman
Address: 259 Purchase St Rye, NY 10580

Exhibition History [New Exhibition Record](#)

Publication History [New Publication Record](#)

Original Editions [New Edition](#)

Runs/Reproductions [New Run](#)

Additional Files [Add File](#)

Maintenance Records [Add New](#) [Show All](#)

Expenses [New Expense](#)



Collaborate remotely

Don't rely on being onsite: Access info from anywhere on any device. Share directly from your art collection database.

Engage with your communities: volunteers, lending institutions, students, scholars, community members, etc.

Always be prepared: Have details at the ready for the press, insurance brokers, donors, external loans, etc.

Collections (5) / Pieces

[+ New Collection](#)

[Elliot Kriegsman](#) Piece Count: 49 [Show](#) [Edit](#) [Delete](#)

A collection of books on the Caribbean, mostly focusing on Haiti and Haitian history. Donated by professor from NY State University.



[Haitian Heritage Museum \(HHM\)](#) Piece Count: 13 [Show](#) [Edit](#) [Delete](#)



[Hoffman Collection](#) Piece Count: 3 [Show](#) [Edit](#) [Delete](#)

[Introspective Noir Exhibition](#) Piece Count: 9 [Show](#) [Edit](#) [Delete](#)





Contemporary Art from The Lilley



Private Rooms enable you to curate and share a body of artworks with a particular audience. Use Private Rooms to coordinate with lending institutions, donors, insurance brokers, exhibiting artists, etc. Quickly share images & information.



Connect with your audiences while you share information

- Colleagues
- Board members
- Interns & volunteers
- Scholars
- Loaning institutions
- Donors
- Press
- Conservators



UNLV MARJORIE BARRICK MUSEUM OF ART

Las Vegas, Nevada

We believe everyone deserves access to art that challenges our understanding of the present and inspires us to create a future that makes space for us all.



Message

Portfolio

About

News

Artists

Exhibitions

SOME RESEARCH ON JUAN QUEZADA CELADO

October 2020 | [f](#) [t](#) [in](#) [✉](#)



This summer we decided to draw attention to the similarities between two of our black ware pots by curating a small exhibition in the window of the Braunstein Library. We wanted to point out that both of the potters – Jaime Quezada and Maria Martinez – had rooted their practices in discoveries that came from a close observation of potsherd left behind by ancient American cultures. When our volunteer Michael Freborg began to look into the life of Quezada he quickly learnt about the pioneering work carried out by the artist's uncle, Juan Quezada Celado, and chose to research him further. This is what he wrote.

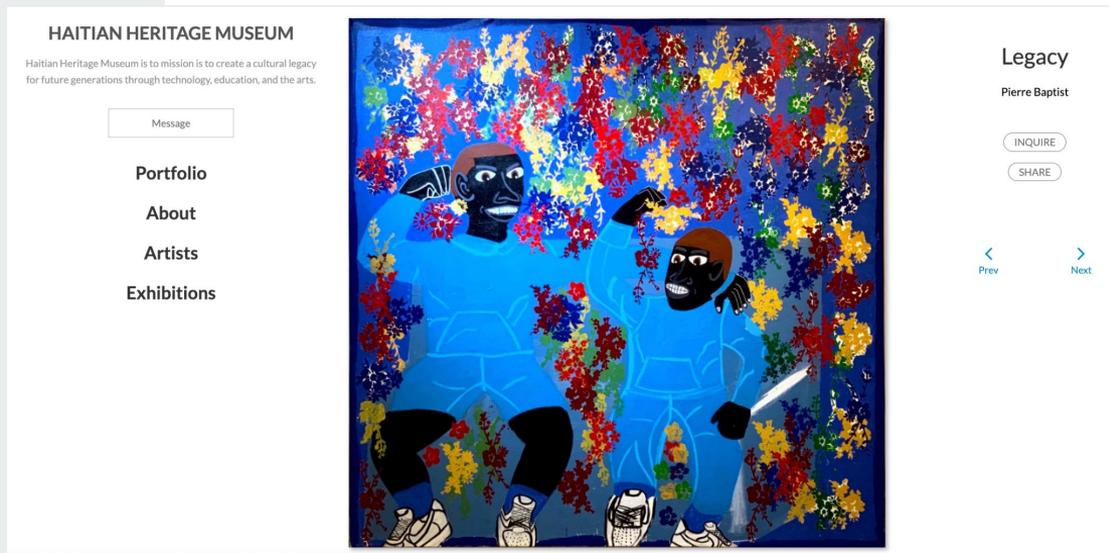
Juan Quezada Celado is known as the founding father of Mata Ortiz pottery. He was born to Jose and Paulita Quezada on May 6, 1940 in Santa Bárbara de Tutuaca, a town in the Belisario Domínguez Municipality. His father was a rancher in Tutuaca who herded cattle and raised horses. His mother moved from San Lorenzo to



Increase visibility and promote discoverability

"Within a week of bringing our collection online with the Public Profile we saw a sudden increase of traffic to our website. No other variables changed."

New Mexico State University



[Example from Haitian Heritage Museum Public Profile](#)



Reach beyond your gallery walls with online exhibitions

We are no longer limited by geography, time, & other restrictions.

Have the flexibility to showcase emerging and local artists and provide more curation opportunities.

Clicks can be the new footprints.

HAITIAN HERITAGE MUSEUM

Haitian Heritage Museum is to mission is to create a cultural legacy for future generations through technology, education, and the arts.

Message

Portfolio

About

Artists

Exhibitions

Introspective Noir

December 02, 2021 - February 27, 2022

Haitian Heritage Museum - On Site Exhibition



Haitian Heritage Museum presents "Introspective Noir" during Miami Art Week 2021, a group exhibition featuring works by renowned visual artists Addonis Parker, and Pierre Jean Baptiste. The show presents contemporary works by Afro Caribbean and African American artists, that circumspect the narratives of identity and reflection if self-awareness in our communities.

Explore this Exhibit

Artwork

Artists

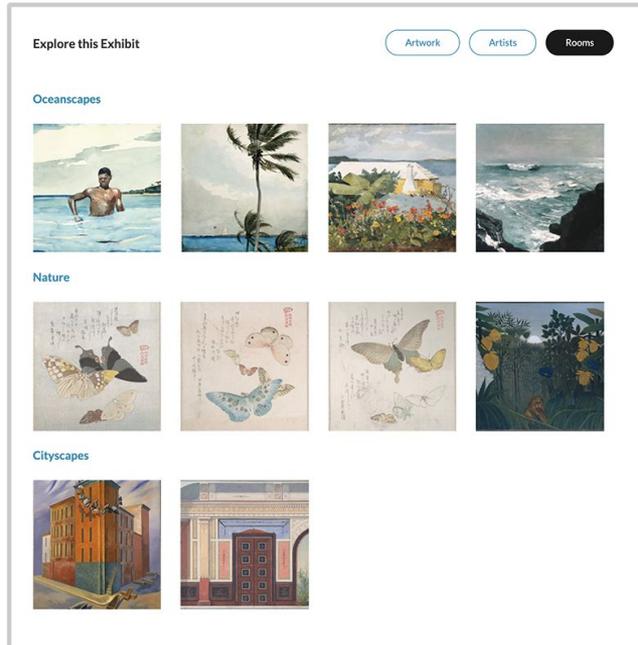
Rooms

Piece Search





Manage, share and archive your exhibits



Give your curators and other colleagues the tools to organize upcoming shows, collaboratively.

Document historical exhibitions and preserve an archive of your organization's legacy.

Capture that recent history and continue to share your de-installed shows with the public, your board, funders, etc..



Encourage encounters with an Interactive Map

Show the spread of your art collection.

Get exact with GPS coordinates.

Provide directions.

The screenshot displays the 'ARTS & HEALTH AT DUKE' website interface. On the left, there is a navigation menu with the following items: 'Message' (a button), 'Portfolio', 'Map' (underlined), 'Collections', 'Artists', and 'Exhibitions'. The main content area is titled 'Explore the Arts & Health at Duke collection by location' and includes a 'Reset Map View' link. The central feature is a map of the Duke University campus with a blue location pin. A pop-up window shows a photograph of a statue and the text: '65th Commemorative Statue Group Stephen Smith Nanaline H. Duke QUAD (google map)'. The map shows various buildings and landmarks such as the Duke Eye Center, Bell Medical Research Building, and Duke Cancer Center. The bottom right corner of the map area contains the text 'Leaflet | Terms & Feedback'.



Share more information with QR Codes

Thanks to the pandemic, QR codes are coming back in style.

Create a thorough organizational system for your inventory.

Add QR codes to labels or your catalogs for additional context.

Drive viewers to your exhibits and website.

Average Dimensionality, 2015
Sophia Rouhana
Oil On Canvas
96 x 44 in



Dialogue with Intuitive Analysis, 2014
Sophia Rouhana
Oil
45 x 82 in



Fragment of a Burning Square, 2013
Sophia Rouhana
Oil
72 x 46 in





Produce educational materials with Portfolio Pages

Print, laminate and include in
your on-site exhibitions.

Or send directly to your audience
before an event.



Jacob Vosmaer

A Vase with Flowers

1613

Oil on Wood

33 x 24.68 in (83.82 x 62.69 cm)

\$22,000.00

DESCRIPTION

In this early example of flower painting in the Netherlands a bouquet of rare flowers is arranged in an earthenware pot that is set into a large stone niche. The panel has been trimmed on both sides and cut down at the top by nearly a quarter of the composition's original height (see Mahon 1993/94). The picture's design was originally quite similar to that of Vosmaer's *Still Life of Flowers with a Fritillary in a Stone Niche* (private collection Amsterdam) which shows an ample volume of space around the pot of flowers and the curved wall of the niche advancing in sunlight to the chipped edge of a wall on the right. This frontal element the worn stone sill at the bottom and the strong shadows cast by flowers on the pot and by the bouquet on the background create a sense of illusionistic space to a degree rarely found in contemporary Dutch or Flemish flower pictures.



Strengthen relationships with your contacts

Build and strengthen your relationships with artists, donors, funders, partners, loaning institutions, etc.

Don't lose track of any key contact details.

Jack Fehrer / Contacts

Edit Add Reminder



Phone: 720 777 9999
Email: julle@notrealmail.com
Spouse: Cheryl Fehrer

1760 garfield st
denver co 80206
United States

Donor

Tags
Level 3 Member

Reminders for Jack Fehrer No Current Reminders

[Show All](#)

Recently shared with Jack Fehrer

[Show All](#)

- Jun 27 2022 [Shared Report *Loan Agreement*](#) [\(View\)](#)
- May 29 2022 [Shared Report *Invoice #1007 \(PDF\)*](#) [\(View\)](#)
- Nov 15 2021 [Shared Room *Sneak Peek for upcoming show*](#) [\(View\)](#)

Bio

Class of 1973. Art History major. Professor Watkins was his advisor. Currently the CEO of PRESERVECULTURE.

Notes

Mr. Fehrer has had multiple conversations with the museum about setting up a collections care endowment. He is interested in preserving culture for future generations so thus interested in preserving the museum's collection for future generations. He also has an extensive personal art collection from which he is willing to loan and donate to the university.

Donated Pieces





Expedite your admin processes with the Artist Upload Tool

Artists with or without Artwork Archive accounts can upload artwork images & information directly into an Organization account (with your permission).

Aiseborn / Contacts

[Edit](#) [Add Reminder](#)



Website: <https://www.rengallery.com/artists/aiseborn> Los Angeles CA Artist: O Pieces

Groups

- Muralists
- Exhibiting Artists
- California Artists
- Registry Artists

Social: @

Bio

AISEBORN ["Ace-born"] developed as an illustrator, graffiti writer, and fine painter in Los Angeles. His work defies the boundaries of traditional art, known for his murals, which often include aerosol portraits, adorned with his classic one brush stroke techniques, the rhythms intrinsic to nature. Captivating enough to stand alone, his circular framework, replicates the ingenuity of van Gogh's Flower-of-Life, Dream Catcher, etc.

Through study and practice, he demonstrates the fluid movements of an organism, capturing the morphological process of physiological expressions from the human subject. Foresight with design is fueled by observing the order in which organisms move through the human form with enriched motifs that radiate the essence of One. He has installed several murals throughout the city, in backyards, parking lots, gardens, schools, on rooftops, brick walls, sheds, furniture, instruments, bicycles, schools and community centers. His work has been featured at the El Segundo Museum of Art with the Ghetto Museum in 2014, the A+D Architecture Center in 2015, the African American Museum in 2016. He debuted his first solo show "Worth the Weight" during Fall 2016 at the Contemporary Art Museum.

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Notes

Aiseborn exhibit at MAAA January 18-April 30, 2023.
Wants to sell merchandise in gift shop (prints, swag, etc.)

Additional Files [Add File](#)

Allow Uploads for this Contact

Allow this person to submit pieces directly to your account with a password protected page.

Submissions for this contact are currently: **ON** [\(edit\)](#)

Copy the URL and Password below and give it to your contact to grant permission to upload pieces into this account.

Upload URL: <https://www.artworkarchive.com/uploads/uofd/e504f8/aiseborn>

Upload Password: aiseborn

Copy

From the HeArt
A solo exhibition by "Aiseborn"

Opening January 28, 2023 | 4:00–7:00 pm



MUSEUM OF AFRICAN AMERICAN ART
Exhibition Dates: January 28 – April 30 / 2023



Serve as steward and protect your institution's legacy

Be proactive rather than reactive
when it comes to conservation.

Conduct a condition assessment.
Establish a baseline. Decide what
to prioritize. Create a schedule.
Initiate more effective and
modern workflows. Prepare for
deaccessions.

Maintenance Records / The Repast of the Lion / Pieces		
New Report New Maintenance Record		
Filter <input type="text" value="Date"/>		
Records: 5 Total Cost: \$2,950.00		
The Repast of the Lion	Info	Notes
	Date: May 11, 2022 Cost: \$2,000.00 Contact: Art Restoration	Treatment of fading on canvas due to low quality paints.
	Date: Jan 31, 2022	Annual inspection
	Date: Feb 24, 2016 Cost: \$300.00 Contact: Art Restoration	Restored damaged corner issue.
	Date: Jul 11, 2013 Cost: \$500.00 Contact: Art Restoration	Replaced glass in frame with new museum glass.
	Date: Apr 01, 2011 Cost: \$150.00 Contact: Art Restoration	Frame touch up

Extend your event's reach with online tools

"With Artwork Archive, we were able to expand and extend the reach of our event and art sales. And the intuitive user interface allowed our event intern and volunteers to manage the online gallery with minimal training."

– Hal Stringer, Chairperson - Winter Park Paint Out, Polasek Museum & Sculpture Garden





Fundraise sustainably

"Our online presence with Artwork Archive was a lot more successful than we thought it could be. Now, we're busting at the seams. Our recent art sales tripled. We're too successful." Duke Arts & Health

Artwork Archive

Piece Search

Sales/Donations/Gifts (1125)

Sort: Sale Date (new)

Filter: Date Location Client Artist Artwork Type **Sale Type** Sale Price

Active Filters: Sale Type "sale" x Clear All Filters

Sales Total: \$46,817.00 Net Total: \$46,817.00

Artwork Info	Sales Info	Sales Price	Net
 Charoite in Silver-Plated Enameled Copper Wire Pamela Dexter April 19, 2022	Type: Sale Client: Location: Duke Eye Center Concourse Hallway Case	\$36.00	\$36.00
 Top - Dendritic Agate in Silver-Plated Enameled Copper Wire Tree Pamela Dexter April 19, 2022	Type: Sale Client: Location: Duke Eye Center Concourse Hallway Case	\$35.00	\$35.00
 Strawberry Quartz Heart in Silver-Filled Wire with Stainless Steel Chain Pamela Dexter April 08, 2022	Type: Sale Client: Location: Duke Eye Center Concourse Hallway Case	\$57.00	\$57.00
 Top - Owyhee Blue Opal with silver-plated enameled copper wire tree Pamela Dexter	Type: Sale Client:	\$34.00	\$34.00

Further Reading:

- 01 | [Make an Impact: Adapt and Activate Your Art Collections and Archives](#)
- 02 | [5 Ways to Make Your Art Collection More Accessible to the Public](#)
- 03 | [How One Museum Moved its Exhibitions Online During COVID-19](#)
- 04 | [Feature Release: Online Exhibitions and Exhibit Archive](#)
- 05 | [Arts & Health at Duke Overhauled Their Art Management System and Tripled Their Art Sales in the Process](#)
- 06 | [Public Profile Overview](#) + [How to Embed onto Your Website](#)
- 07 | [How Arts Nonprofits are Saving Time & Headache When Planning Art Shows](#)
- 08 | [QR Codes: Your Art Collection's New Best Friend](#)
- 09 | [Your Art Collection Database Can be a Fundraising Tool](#)
- 10 | [Art Organizations Share Why They Chose Artwork Archive](#)



NEWS, TOOLS & RESOURCES FOR THE ART COMMUNITY



IF YOU'RE INTERESTED...

<https://www.artworkarchive.com/blog>

All Artist Collector Categories Search



ARTIST, COLLECTOR 5 Ways to Make Your Art Collection More Accessible to the Public

Engage with new audiences as you reach beyond the physical boundaries of your institution.



COLLECTOR A Short Tutorial on Protecting Art Collections from Natural Disasters

We're living during challenging times. Learn how to catalog and safeguard your art collection in this short video tutorial.



COLLECTOR How to Avoid Denials or Low Payouts on Your Fine Arts Claim

Have you minimized your risk of having your fine art claim denied or reduced?



ARTIST, COLLECTOR Unconventional Provenance: Documenting Art Ownership in the 21st Century

Provenance is taking new shapes during the digital era. As times change, so do the ways that we document our art.



- Get Organized
- Share Your Work
- Analyze Your Career
- Report Professionally
- What Our Artists Say

Popular Posts

- 9 Things You Should Give Up to Be a Successful Artist
- How to Inventory Your Artwork
- Complete Guide to 2020 Artists Grants
- Seven Rules for Pricing Your Artwork
- How to Make Money as an Artist on Instagram

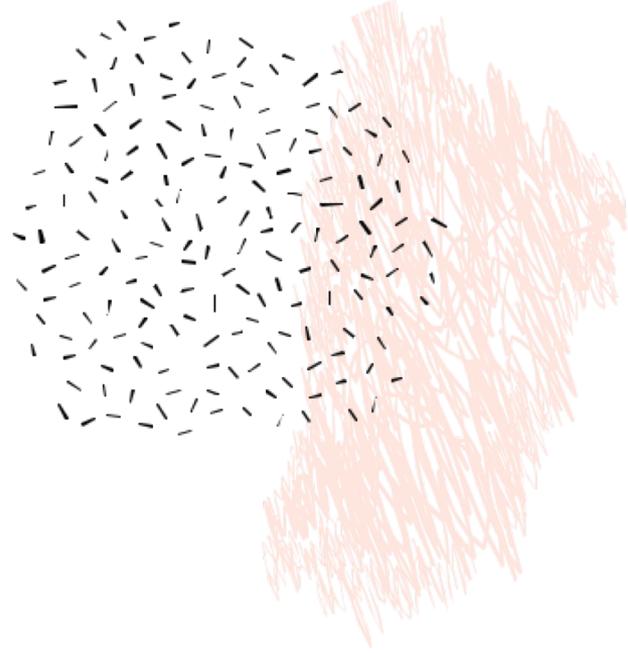


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ARTWORK ARCHIVE CAN HELP

- Artwork Archive provides the tools for artists, collectors and organizations to organize, manage, share and showcase their art and collections.
- Free trial can be found at www.artworkarchive.com/aaam
 - Try it free for 14 days
 - AAAM members get a lifetime 30% discount
- Our blog is at www.artworkarchive.com/blog
- Contact us at team@artworkarchive.com
- Stay tuned for upcoming [webinars](#).





THANK YOU!

