

Welcome to

# The Swiss Poster Collection

**Carnegie Mellon University**  
donated by Ruedi Ruegg, Switzerland  
supported by APG  
(Swiss Outdoor Advertising Company)

Housed at  
The Special Collections of  
Carnegie Mellon Libraries

Sponsored by  
The School of Design  
Carnegie Mellon



## Collaborative Swiss Posters Project at Carnegie Mellon University

ARLIS/NA 2008

Mary Catharine Johnsen

## ***Needs***

- ❖ Access
- ❖ Safe handling and preservation

## ***Selection criteria***

- ❖ Small collection of about 300 posters

# ***Collaboration Opportunities***

## ***The Team***

Head of Arts & Special Collections

Special Collections/Design Librarian

Libraries' chief programmer

Slide Librarian and photographer

Head of the School of Design

Senior Graphic & Interaction Design professor

Graduate students

# *Collaboration Contributions*

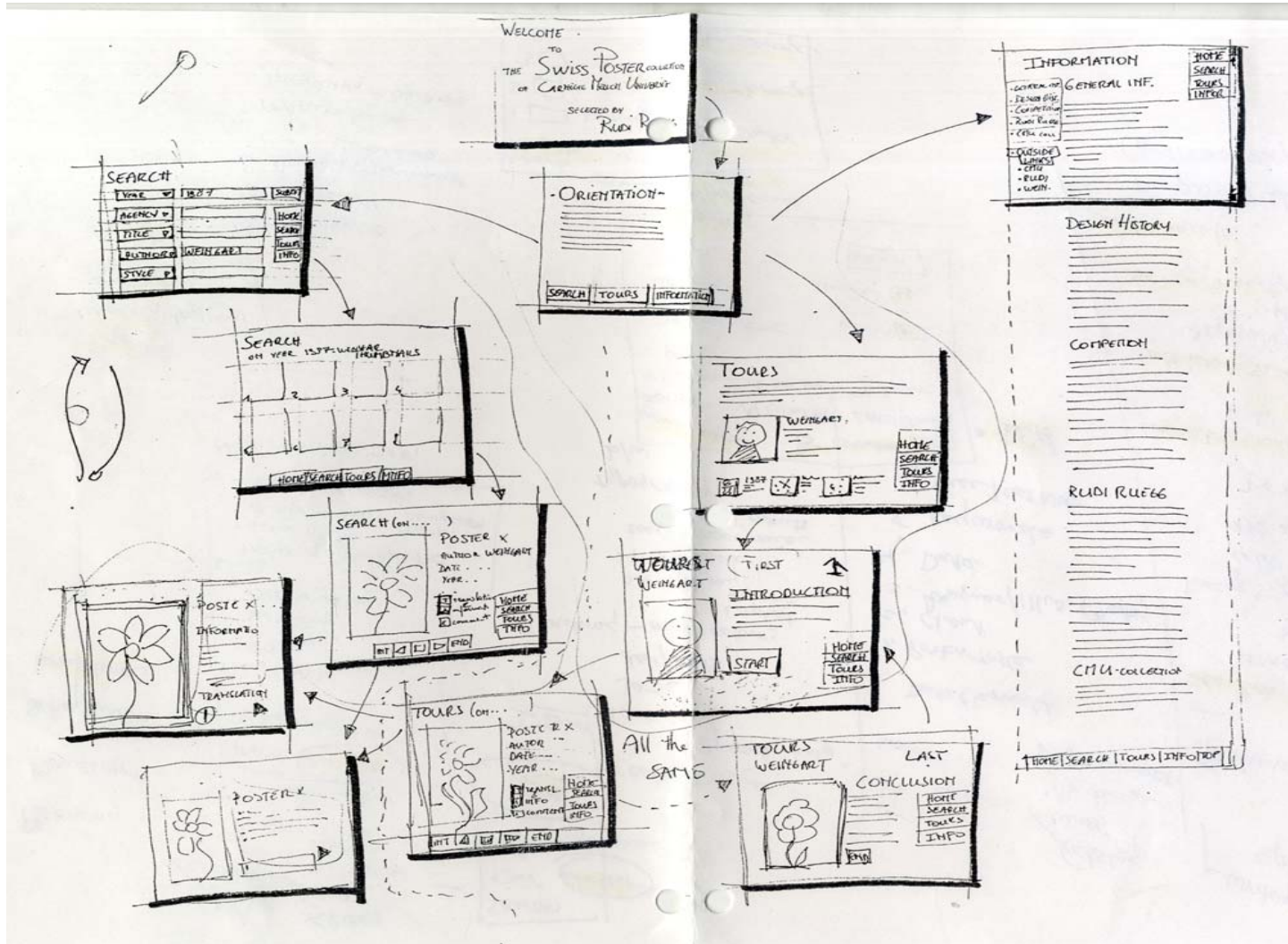
## From the Libraries

physical and digital storage space  
staff + time for photography, cataloging  
coding

## From the School of Design

collection and donor  
subject expertise  
website architecture and interface design  
gift funds for equipment

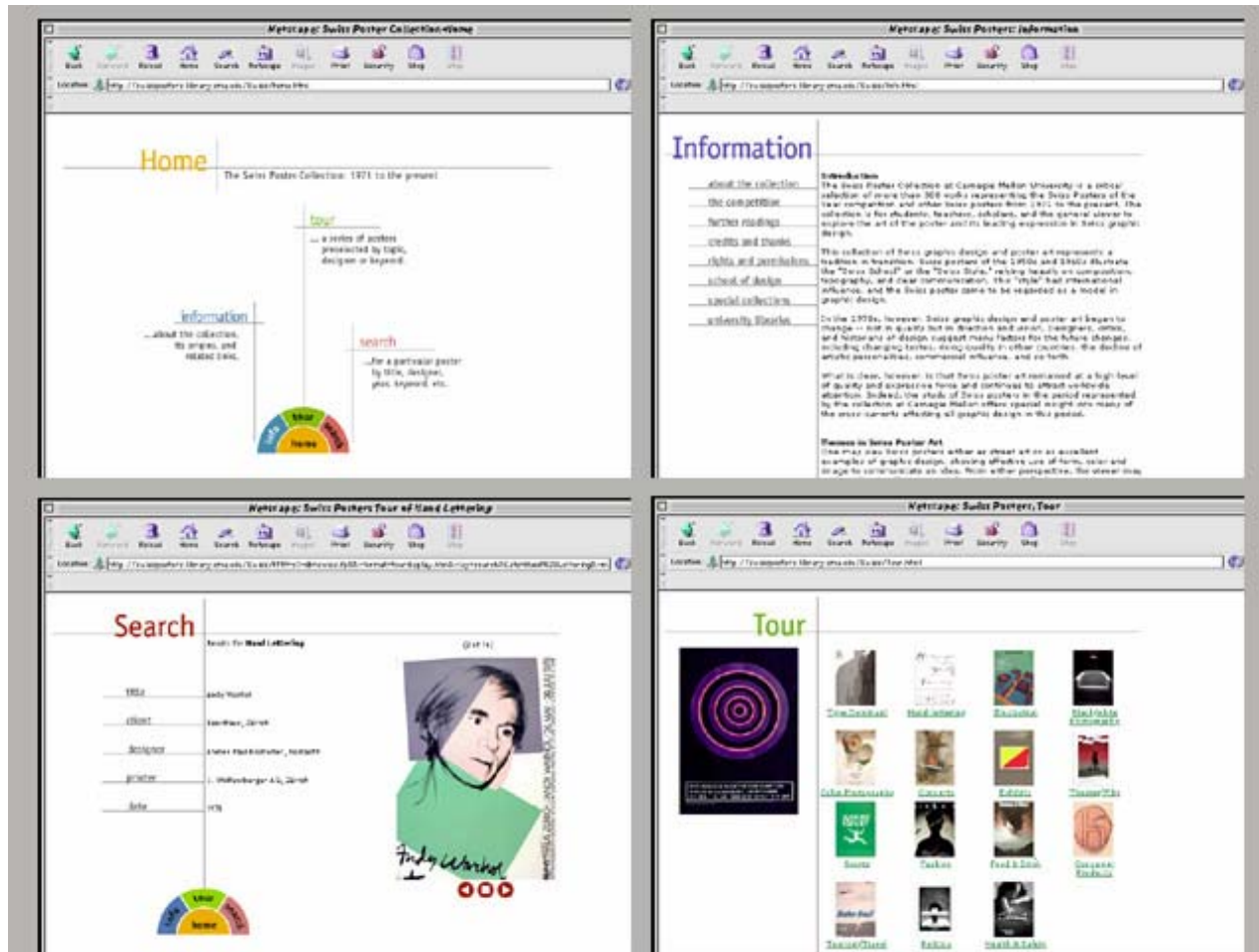
# First plan



## ***Filemaker + Custom “look”***

- Filemaker for storage and delivery database
- Custom-designed, hand-coded interface
- Everything was OK in Filemaker 3, 4, 5, 6, 7, but blew up migrating to Filemaker 9 in 2007
  - No time to maintain hand-coding
  - Filemaker 9 forces conflicting formats

# Filemaker + Custom “look”



# Sample Search

Netscape: Swiss Posters Tour of Hand Lettering


Back Forward Reload Home Search Netscape Images Print Security Shop Stop

Location: <http://swissposters.library.cmu.edu/Swiss/FMPro?-db=swiss.fp5&-format=tourdisplay.htm&-lay=search&Cats=Hand%20Lettering&-m>

## Search

Results for **Hand Lettering** (2 of 16)

title	Andy Warhol
client	Kunsthau, Zürich
designer	Atelier Paul Brühwiler, Küsnacht
printer	J. Wolfensberger AG, Zürich
date	1978



Andy Warhol

KUNSTHAUS ZÜRICH / ANDY WARHOL / 26. MAI - 30. JULI 1978  
DINZ NOBILITÄT / KUNSTHAUS ZÜRICH / 26. MAI - 30. JULI 1978

info tour search home



# *Cataloging*

**Purpose** of collection and site is to teach graphic design fundamentals such as grid, hierarchy, use of color

## **Decision**

Cataloging should reflect this purpose  
not be elaborate  
let thumbnail-views carry  
intellectual weight

# *Each poster is tagged by:*

Accession Number

Title

Translation

Date

Client

Designer

Photographer

Printer

“subject heading” for content

“subject heading” for major design element

Swiss Poster Collection Data Entry Screen

Accession Number	1974-20	<input type="button" value="New Record"/>									
Title	Basler Revue	<input type="button" value="Reindex"/>									
Translation											
Other Text											
Date	1974										
Description											
Location of Original											
Role(s)	<table border="1"><tr><td>Client</td><td>Fauteuil-Theater,Basel</td><td>▲</td></tr><tr><td>Designer</td><td>Herbert Leupin, Basel</td><td>■</td></tr><tr><td>Printer</td><td>Siebdruck Peter Giss, Basel</td><td>▼</td></tr></table>	Client	Fauteuil-Theater,Basel	▲	Designer	Herbert Leupin, Basel	■	Printer	Siebdruck Peter Giss, Basel	▼	
Client	Fauteuil-Theater,Basel	▲									
Designer	Herbert Leupin, Basel	■									
Printer	Siebdruck Peter Giss, Basel	▼									
Category	<table border="1"><tr><td>Hand-Lettering</td><td>▲</td></tr><tr><td>Theater, Film, Dance</td><td>■</td></tr><tr><td></td><td>▼</td></tr></table>	Hand-Lettering	▲	Theater, Film, Dance	■		▼				
Hand-Lettering	▲										
Theater, Film, Dance	■										
	▼										
Image(s)	<table border="1"><tr><td></td><td>▲</td></tr><tr><td></td><td>■</td></tr><tr><td></td><td>▼</td></tr></table>		▲		■		▼				
	▲										
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Notes											

# *Sample Record*

**Title** Botta/Cucchi

**Client** Museo Cantonale d'Arte,  
Lugano

**Advertising Agency**

Bruno Monguzzi, Meride

**Designer** Bruno Monguzzi

**Illustrator** Clichés-Color SA, Bioggio

**Photographer** Fratelli Roda SA,  
Taverne

**Date:** 1994

**Subject 1:** Exhibit

**Subject 2:** Type Dominant



# ***Storage & Access***

- Digital images stored on tapes as tiffs  
served on web as jpegs
- Paper posters kept in map case drawers  
in acid-free map folders

1970s and early 1980s are dry-mounted on foam-core  
easy to use and show  
need lots of storage space

1980s, 1990s and 2000s posters are floppy and fragile

## ***Workflow & Maintenance***

Design professor receives & delivers new posters

Librarian unpacks, flattens, inventories, accessions,  
catalogs posters in Filemaker; alerts Swiss donor

University photo-lab makes digital images as tiffs  
returns posters with a CD of tiffs

Assistants connect digital images to Filemaker

Server Manager maintains web-site

## ***Use: Teaching & Display***

Classrooms: Professors project web-images

Library: Classes visit to see subtle details in paper posters

Individual Access: By appointment

WWW: Images are *low-res* so that no one can  
commercially reproduce an image.  
No one *ever* gets access to tiffs

Student Union: 5 posters in plexiglas frames; 3x/year

## ***What we need to do next***

Re-confirm collaborations annually

Evaluate Filemaker, process, site annually

Establish server maintenance timetable

Dedicate budget line for photography

Devise collection development strategy  
for when current donors retire

Re-publicize collection

# Thank You!

Ruedi Rüegg

Dan Boyarski

Henry Pisciotta

Richard Buchanan

Brent Frye

Angel Morris

Grad students

