

LIBRARY EXHIBIT TIPS

By JOHN ELLINGTON*

Purpose

Exhibits are used to *sell*. Whether the use of the exhibit is to provide knowledge or enjoyment, or both, unless it accomplishes this purpose by making an appeal to the public, it is useless.

The following are examples of specific purposes:

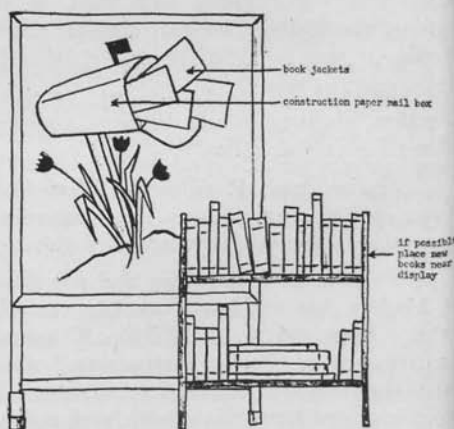
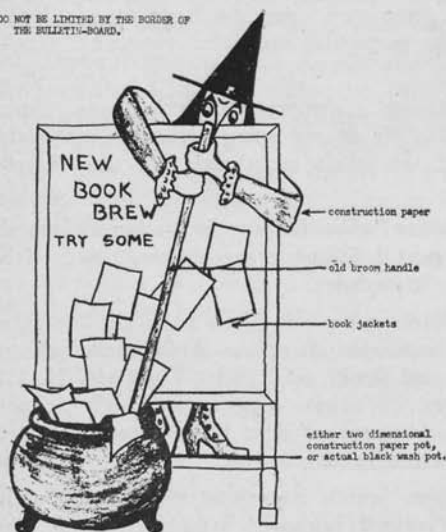
1. Circulation of books: Either new books or slow moving books brought to the attention of the public through attractive, simple exhibits.
2. Information
3. Civic group displays

Techniques

After the selection of the theme to be used, the selection of appropriate materials should be considered next.

There are certain objects, colors, and materials that are associated in the public mind with special days and events. Silver, red, and green combinations, and plastic foam for example, are associated with Christmas; orange and black with Halloween; and cherries and hatchets with Washington's birthday. Pastel shades are usually asso-

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HELP THE DISPLAY SHINE.

ciated with spring; vivid colors with summer; brown, rust, and gold with fall; and grey, white, and black with winter. These special colors, objects, and materials in general should be used in context. There are exceptions, however. A snow scene done on a silver background, displayed during the hot summer months, would draw attention strongly to itself. This type of display could be used with an exhibit of travel books with the caption, "Beat the Heat, Travel by Book to Cooler Places." This (shock treatment) should be used sparingly, for constant use will dull the effectiveness.

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NORTH CAROLINA LIBRARIES

Materials which are available in most libraries would be construction paper, crepe paper, book jackets, books, letters, photographs, twine, and newspapers. With these basic materials plus imagination, glue and pins, an endless variety of attractive exhibits can be achieved. The exhibits should be in harmony with their surroundings. When making an exhibit, the place it is to be located, the color of the room, and architecture should be considered. The exhibit should not, however, blend into the background.

One very important point to remember at all times is that exhibits should be simple. Do not clutter or overdo a display, and keep the wording short, eye-catching, and to the point. Exhibit labeling is an art and should be carefully considered.
