



ART LIBRARIES SOCIETY OF NORTH AMERICA

**36<sup>th</sup> Annual Conference**  
**Grand Hyatt, Denver, Colorado, May 1-5, 2008**

**Session: Digital Asset Management in Transition**

**Sunday, May 4, 2008 11:00 am-12:30 pm**

**Moderators:**

Lynda Bunting, Skye Lacerte and Julie Yamashita, The Museum of Contemporary Art, Los Angeles

**Speakers:**

Layna White, San Francisco Museum of Modern Art  
Bret Nicely, Museum of Contemporary Art, Los Angeles  
Sue Mayberry, Otis College of Art and Design

**Introduction:**

This session seeks to explore how various types of digital assets originating in cultural institutions are archived, cataloged and accessed. Museums, archives and libraries increasingly create digital content with respect to collections, exhibitions, and other events. These digital assets can take many forms, such as collection records, image surrogates, finding aids, web-based artworks, podcasts, exhibition web sites, blogs, and wikis. Content is also being created for distribution outside institutional walls, such as on YouTube and Flickr. Some of the residue may be forwarded to the department responsible for archiving the institution's history. Preserving and accessing poses problems primarily because of the novelty of the assets. We have invited staff from three institutions dealing with contemporary art to discuss certain aspects of the issue.

Layna White, Head of Collections Information and Access at the San Francisco Museum of Modern Art, will describe their *Digital Image Library*, a new technology- and staff-supported program charged with improving the museum's abilities to manage an ever-expanding cache of digital assets. The program addresses the emerging challenges and opportunities for a 21st

century museum making the mandatory shift from using film-based assets to being 100% digital. Layna is responsible for managing the advancement of SFMOMA's collections management system; producing visual documentation for works of art and implementing a new digital asset management system; as well as managing inquiries related to intellectual property, and fostering information sharing about the Museum's collection. Layna has a BA in art history from California State University, Long Beach and an MLIS from UCLA.

Sue Maberry, Director of the Library and Instructional Technology at Otis College of Art and Design, will describe some of the successes Otis faculty and students have had utilizing new digital formats and technologies. However, she will also delve into the problems associated with archiving this content and the lack of enthusiasm for doing so. Otis also has a digital asset management system, but due to the wide spectrum of assets it must handle, it is an uphill battle to identify, import and describe them in a meaningful way. Since becoming Otis' librarian in 1992, Sue has worked to integrate information literacy instruction within the Liberal Arts and Sciences curriculum. In 2000, she expanded her duties and began directing instructional technology initiatives for the entire College. In this capacity, she led the development of a new Teaching/Learning Center for Otis Faculty, which won a "Centers of Excellence" Award in 2007 from the New Media Consortium. Sue holds an MLS from San Jose State University and a BA from Pitzer College.

Bret Nicely, Web Generalist at the Museum of Contemporary Art, Los Angeles, will describe various types of museum digital assets relating to exhibitions, such as podcasts of artists' talks, web sites, installation images and finding aids of archival documents. Special emphasis will be given to how some of these assets are displayed to the general public, how they are archived for future use, and how a consistent brand is created for these disparate digital files.

Bret creates web initiatives that augment and articulate the museum's exhibition programming, including a podcasting program, a Myspace profile, and a series of web videos. He has designed and managed websites for a

number of important MOCA exhibitions. This spring, he helped launch the *MOCA Exhibition Archive*, an online resource that makes accessible an almost complete record of MOCA's exhibition history since 1983. Bret has a BFA from the Milwaukee Institute of Art and Design and an MFA from Art Center College of Design.