



Smithsonian Institution Archives

Exhibition Records, 1999-2000

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Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
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Administrative Information

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Descriptive Entry

This accession consists of materials that document the development of the reference and graphics manual to accompany the *Treasures to Go* tour - a set of eight traveling exhibitions featuring collections from the Smithsonian American Art Museum and underwritten by the Principle Financial Group. The thematic exhibitions were created to tour the United States (70 cities) beginning in 2000 and lasting through 2002 (while the Museum is closed for renovation) with the intent of generating public awareness of American art. The technical manual that was developed provides standards and guidelines for the venues to follow to meet specific graphic mandates stated in the exhibition contract and to provide optional design suggestions for invitations, print ads, internal signage, external banners, tickets, and Internet banners. In this way, the Smithsonian and Principle Financial Group identity would be properly represented and tied to the show title and all promotional materials associated with the exhibition. The thematic exhibitions were entitled: *Young America*, *Lure of the West*, *American Impressionists*, *The Gilded Age*, *Scenes of American Life*, *American Modernism and Abstraction*, *Contemporary Folk Art*, and *Arte Latino*. Materials include correspondence, memoranda, planning files, basic text of the manual, notes, and related records.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:
Art museums
Art, American

Publicity
Technical manuals
Traveling exhibitions

Types of Materials:

Manuscripts

Names:

American Impressionists (Traveling exhibition)
American Modernism and Abstraction (Traveling exhibition)
Arte Latino (Traveling exhibition)
Contermporary Folk Art (Traveling exhibition)
Gilded Age (Traveling exhibition)
Lure of the West (Traveling exhibition)
Principle Financial Group
Scenes of American Life (Traveling exhibition)
Young America (Traveling exhibition)

Container Listing

Box 1

- | | |
|------------|--|
| Box 1 of 1 | <i>Treasures to Go</i> - Work plan |
| Box 1 of 1 | <i>Treasures to Go</i> - American Impressionism - Checklists, images and datasheets |
| Box 1 of 1 | <i>Treasures to Go</i> - The Lure of the West - Checklists, images and datasheets |
| Box 1 of 1 | <i>Treasures to Go</i> - Young America: The View from the East - Checklists, images and datasheets |
| Box 1 of 1 | <i>Treasures to Go</i> - The Gilded Age - Checklists, images and datasheets |
| Box 1 of 1 | <i>Treasures to Go</i> - The American Scene - Checklists, images and datasheets |
| Box 1 of 1 | <i>Treasures to Go</i> - American Modernism and Abstraction - Checklists, images and datasheets |
| Box 1 of 1 | <i>Treasures to Go</i> - Contemporary Folk Art - Checklists, images and datasheets |