



Smithsonian Institution Archives

Project Files, 1976-2001

by Smithsonian Institution Archives

Smithsonian Institution Archives
Washington, D.C.
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Table of Contents

Collection Overview.....	1
Administrative Information	1
Descriptive Entry.....	1
Names and Subject Terms	1
Container Listing.....	3

Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., <i>osiaref@si.edu</i>
Creator:	Smithsonian Institution, Visitor Information and Associates' Reception Center
Title:	Project Files
Dates:	1976-2001
Quantity:	3.27 cu. ft. (2 record storage boxes) (1 16x20 box) (0.58 non-standard size boxes)

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Accession 02-189, Smithsonian Institution, Visitor Information and Associates' Reception Center, Project Files

Use Restriction

Restricted for 15 years, until Jan-01-2017; Transferring office; 5/21/2002 memorandum, Alers to Klein; Contact reference staff for details.

Descriptive Entry

These records document the development and execution of projects by the Visitor Information and Associates' Reception Center (VIARC). The bulk of the records document VIARC's activities relating to the Smithsonian Institution's 150th Anniversary Program. VIARC developed various marketing tools to promote anniversary events. The office was responsible for the design and deployment of banners, flags, signage, brochures, and a special videodisc presentation by Secretary Ira Michael Heyman advertising the celebration that culminated in the "Party on the Mall" (August 10-11, 1996). Other projects include the development of signage directing visitors to museums and other points of interest in and around the Mall.

Materials include brochures, correspondence, drawings, financial records, ephemera, maps, memoranda, photographs, proposals, reports, and videodiscs.

Names and Subject Terms

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

Subjects:

Advertising
Anniversaries
Marketing
Museums -- Public relations.
Visitors' centers
Visitors.

Types of Materials:

Architectural drawings
Black-and-white photographs
Brochures
Drawings
Ephemera
Manuscripts
Maps
Pamphlets
Videodiscs

Names:

Heyman, Ira Michael, 1930-
Potter, Mary Grace
Smithsonian Institution 150th Birthday Party on the National Mall (1996: Washington, D.C.)
Smithsonian Institution. 150th Anniversary Program Committee.
Smithsonian Institution. 150th Anniversary Program.

Container Listing

Box 1

Banners (Interior/Exterior)

Birthday Party

SIC Theater Program Introduction Update

Publications/Logo

Product Development and Licensing (PDL) Projects

Community Committee

Calendar

Coin

Bell

"America's Smithsonian" (Pass Reservation Problems)

Rack Cards

Advertisements & Travel Industry Promotion

"Initiatives" Paper

Marketing

Program Committee

SIC Exhibitions

"Smithsonian's Gift" Case

Timeline Pylon: Smithson and Smithsonian

Training Manuals/Assignments (Volunteers & Staff Birthday Party)

Information Reference Binder (Museum Desks, Mall Booths, Telephone Stations for Birthday Party)

Public Inquiry Phone Operations

Memos, Schedules & Operations

Acknowledgment of Volunteer / Staff Support

150th Financial Summary

150th Budget

Bannerwork Problems

Assignments

Miscellaneous Items

Box 2

1st Exterior Graphic Information System, 1983-1988

Chronology of Activities

GWU Design Study

SI Review of Study and Prototypes

Commission Reviews (National Capitol Planning Commission, Commission of Fine Art, Historic Preservation & Review Board)

Photos of Prototypes on Site

Directional Signs to Anacostia Museum

History of National Park Service/SI Signage on the National Mall, 1976-1989

Smithsonian Management and Analysis Office (MAO) Review Visitor Signs in Museum, 1989

Downtown Business Improvement District (Pedestrian Signs 1998-2001, Miscellaneous Correspondence)

Box 3

Videodiscs of 150th Anniversary Theater Presentation with Secretary Heyman

Box 4

Design Drawings for 150th Anniversary signage and banners