<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collection Overview</td>
<td>1</td>
</tr>
<tr>
<td>Administrative Information</td>
<td>1</td>
</tr>
<tr>
<td>Descriptive Entry</td>
<td>1</td>
</tr>
<tr>
<td>Names and Subjects</td>
<td>1</td>
</tr>
<tr>
<td>Container Listing</td>
<td>3</td>
</tr>
</tbody>
</table>
Collection Overview

Repository: Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title: Publicity Files
Identifier: Accession 10-195
Date: circa 1969-2004
Extent: 2 cu. ft. (2 record storage boxes)
Creator: Hirshhorn Museum and Sculpture Garden. External Affairs
Language: Language of Materials: English

Administrative Information

Prefered Citation

Smithsonian Institution Archives, Accession 10-195, Hirshhorn Museum and Sculpture Garden. External Affairs, Publicity Files

Descriptive Entry

This accession consists of records documenting publicity for exhibitions, events, and educational programs of the Hirshhorn Museum and Sculpture Garden (HMSG). Particularly well-represented in the records are the Smithsonian Institution's annual Art Night on the Mall and the exhibition, Gyroscope. This accession also documents the history of the HMSG building and collections; comments and complaints received from the public; and marketing strategies. Materials include correspondence, memoranda, clippings, brochures, strategy documents, compilations of historical information, images, and related materials. Some materials are in electronic format.

Names and Subject Terms

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

Subjects:
- Art museums
- Art, Modern
- Marketing
- Museum buildings
- Museum exhibits
- Museums -- Collection management
- Museums -- Educational aspects
- Museums -- Public relations
Publicity
Special events

Types of Materials:
Black-and-white photographs
Brochures
Clippings
Color transparencies
Electronic records
Manuscripts

Names:
Smithsonian Institution. Art Night on the Mall
Container Listing

Box 1

Box 1 of 2  Smithsonian Institution 150th Anniversary - 1996
Box 1 of 2  Media Projects - BBC/Sister Wendy - 1995-1996
Box 1 of 2  Media Projects - David Vassar's Project - 1997
Box 1 of 2  Art Night on the Mall - 2003
Box 1 of 2  Art Night 2003 - Brochures
Box 1 of 2  Art Night 2003 - Tally Sheets of Visitor Attendance
Box 1 of 2  Gyroscope: A Contemporary Apparatus for Art and Culture - Background - 2003-2004
Box 1 of 2  Gyroscope - Press Release
Box 1 of 2  Gyroscope - Visuals - George Segal Bus Riders
Box 1 of 2  Gyroscope - Image Requests
Box 1 of 2  Gyroscope - Checklists
Box 1 of 2  Gyroscope - Miscellaneous
Box 1 of 2  Art Night on the Mall 2002 - Promotional Materials
Box 1 of 2  Art Night 2002 - Musical Performers
Box 1 of 2  Art Night 2002 - Latin Jazz Press List
Box 1 of 2  Art Night 2002 - Visitors Attendance Record
Box 1 of 2  Art Night on the Mall 2001
Box 1 of 2  Art Night on the Mall 2000
Box 1 of 2  Art Night on the Mall 1999
Box 1 of 2  Art Night on the Mall 1998
Box 1 of 2  Art Night on the Mall 1996
Box 1 of 2  Education Programs - Multicultural Programs - Subject Checklists
Box 1 of 2  Education Programs - Multicultural Programs - Asian-Pacific
Box 1 of 2  Education Programs - Multicultural Programs - A Day without Art
Box 1 of 2  Education Programs - Multicultural Programs - Hispanic
Box 1 of 2  Education Programs - Multicultural Programs - Black History Month
Box 1 of 2  Education Programs - Touch Tours - 1986
Box 1 of 2  Education Programs - 20th Century Consort
Box 1 of 2  Education Programs - "Currents" Seminars for High School Juniors
Box 1 of 2  Education Programs - Public Lectures - 1994
Box 1 of 2  Education Programs - Young at Art - 1993
Box 1 of 2  Education Programs - Questionnaires or Statistical Requests regarding the Hirshhorn Museum and Sculpture Garden (HMSG)
Box 1 of 2  Education Programs - Children's Programs
Box 1 of 2  Education Programs - Miscellaneous
Box 1 of 2  Web - Requests for Hirshhorn Information
Box 1 of 2  Web - Copyright Issues and Information
Box 1 of 2  Sculpture Garden and Exterior Photographs - Di Suvero - 1999
Box 1 of 2  Sculpture Garden and Exterior Photographs - Outdoor Sculptures
Box 1 of 2  Publication of Garden Book - 1998

Box 2

Box 2 of 2  Plaza Photographs - Band Concert on Plaza - Summer 1997
Box 2 of 2  Plaza Photographs - Exterior Architecture Transparencies
Box 2 of 2  Plaza Photographs - Plaza Shots
Box 2 of 2  Equal Employment Office - Outreach Activities - 1997
Box 2 of 2  Permanent Collection - Artist Blurbs
Box 2 of 2  Permanent Collection - Reinstallation of Permanent Collection - 1992 and 1993
Box 2 of 2  Permanent Collection - Black Artists in HMSG Collection
Box 2 of 2  Permanent Collection - De Kooning's Reclining Man (John F. Kennedy) - 1998
Box 2 of 2  Permanent Collection - Miscellaneous
Box 2 of 2  HMSG Acquisitions - 1974-1994
Box 2 of 2  Correspondence - Visitor Comments and Inquiries - 2002
Box 2 of 2  HMSG Statistics - Museum Signage
Box 2 of 2  HMSG Statistics - Background Information and Statistics
Box 2 of 2  Technology File - 1994
Box 2 of 2  Visitor Comments - 2001-2002
Box 2 of 2  Historical Information on HMSG Building/Garden/Plaza - Architecture
Box 2 of 2  Historical Information on HMSG Building/Garden/Plaza - Architect Gordon Bunshaft
Box 2 of 2  Historical Information on HMSG Building/Garden/Plaza - Background Articles on Museum - 1969
Box 2 of 2  Historical Information on HMSG Building/Garden/Plaza - Plaza Clips and Press Release
Box 2 of 2  Historical Information on HMSG Building/Garden/Plaza - Garden Articles
Box 2 of 2  Office of Public Affairs - Correspondence, Policy Memoranda, etc. - 1990s
Box 2 of 2  Events - Brazilian Family Day - May 2002
Box 2 of 2  Events - Special Tour Attendance - 2000-2002
Box 2 of 2  Events - Biennial Symposium - January 2002
Box 2 of 2  Events - Jacob Lawrence - February 2002
Box 2 of 2  Events - "Dreams and Conflicts" talk by Bonami - October 2002
Box 2 of 2  Events - Italian Family Day - November 2002
Box 2 of 2  Events - Italian Evening - November 2002
Box 2 of 2  Events - Lectures, etc. - 2002
Box 2 of 2  Photography and Film Crews - Film Crews - 1987-2001
Box 2 of 2  Photography and Film Crews - Photography Permission Requests
| Box 2 of 2 | Photography and Film Crews - Photography Databases - 1997 |
| Box 2 of 2 | Undated Photos of People at HMSG |
| Box 2 of 2 | Advertising /Marketing - Advertisement Examples and Opportunities |
| Box 2 of 2 | Advertising /Marketing - Marketing Improvement Plan - December 2001 |
| Box 2 of 2 | Advertising /Marketing - Miscellaneous (2 folders) |
| Box 2 of 2 | DIRECTIONS: Janet Cardiff - March-June 2004 |
| Box 2 of 2 | Incidents and Psychos - 1996 and 1997 |
| Box 2 of 2 | Complaints about Christ Held by Half Naked Men |
| Box 2 of 2 | 1962 Exhibition - 2002 |
| Box 2 of 2 | Anselm Kiefer - 1998 |
| Box 2 of 2 | HMSG 20th Anniversary - 1994 |
| Box 2 of 2 | Visitor Comments - 2004 |
| Box 2 of 2 | Women's Committee Grant - 2002 |
| Box 2 of 2 | Voice Tape 2, March 28 and May 30, 1997 (electronic records) (Accession 15-296) |
| Box 2 of 2 | Intuity Backup, November 9, 1998 (electronic records) (Accession 15-296) |