



Smithsonian

Institution Archives

Publicity Records, 1980, 1992, 1997-2009

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Table of Contents

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

Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title:	Publicity Records
Date:	1980, 1992, 1997-2009
Identifier:	Accession 16-250
Creator::	Hirshhorn Museum and Sculpture Garden. Communications and Marketing
Extent:	2 cu. ft. (2 record storage boxes)
Language:	English

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Accession 16-250, Hirshhorn Museum and Sculpture Garden. Communications and Marketing, Publicity Records

Descriptive Entry

This accession consists of records documenting publicity, marketing, and branding activities of the Hirshhorn Museum and Sculpture Garden for exhibitions and events as well as for the museum overall. This office was previously known as the Office of Public Affairs. Materials include marketing plans, reports, studies, proposals, press releases, press kits, correspondence, brochures, videotapes, mock-ups, 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
- Branding (Marketing)
- Exhibitions
- Museums -- Public relations
- Publicity

Types of Materials:

- Brochures
- Compact discs
- Electronic records
- Manuscripts

Videotapes

Names:

Hirshhorn Museum and Sculpture Garden. Office of Public Affairs

Container Listing

Box 1	
Box 1 of 2	"The Cinema Effect," 2007
Box 1 of 2	Amy Sillman Exhibition Data Sheet, 2008
Box 1 of 2	Panza, 2007
Box 1 of 2	Guillermo Kuitca, 2007
Box 1 of 2	Yves Klein, 2009
Box 1 of 2	Ann Truitt, 2007
Box 1 of 2	Acquisitions, 2006-2007
Box 1 of 2	Black Box, 2006-2007 (includes electronic records)
Box 1 of 2	Yoko Ono, 2007
Box 1 of 2	Wolfgang Tillmans, 2007
Box 1 of 2	Morris Louis, 2007
Box 1 of 2	Hiroshi Sugimoto, 2004-2006 (2 folders)
Box 1 of 2	"Directions: Oliver Herring," 2006
Box 1 of 2	Douglas Gordon, 2004
Box 1 of 2	Anselm Kiefer, 2006
Box 1 of 2	Marketing Plan, 2006-2008
Box 1 of 2	Master Plan, 2007-2009
Box 1 of 2	Communications Audit, 2005
Box 1 of 2	Visitor Studies and Statistics, 2004-2007
Box 1 of 2	"Avant-Garde at the Hirshhorn: Cutting Edge or Behind the Curve?," 2007
Box 1 of 2	Branding, 2005-2006
Box 1 of 2	Brand Proposals, 2005-2007

Box 1 of 2	Rebranding, 2008
Box 1 of 2	Media Plan, 2007
Box 1 of 2	Visitor Services, 1997-2007
Box 1 of 2	Brochure
Box 1 of 2	Graphic Identity Development, 2006
Box 1 of 2	Presentation for Store, 2007 (electronic records)
Box 1 of 2	Mall-wide Banner Recommendations, 2004
Box 1 of 2	Meeting and Time Management Workshop, 2006
Box 2	
Box 2 of 2	Visitor Research Videotapes (4 VHS), November 22, 2005 (2 folders)
Box 2 of 2	Josh White Videos (4 mini DVs), circa 2005 (electronic records)
Box 2 of 2	Appreciating Art Study, 1992
Box 2 of 2	Richard Lindner Visitor Responses, 1997
Box 2 of 2	Gyroscope Evaluation, 2004
Box 2 of 2	Visitor Study, 1980
Box 2 of 2	Art Night on the Mall Visitor Study, Summer 2001
Box 2 of 2	Messaging Study, 2005
Box 2 of 2	Vision Statement and Board Writing, 2002
Box 2 of 2	Exterior Mall Signage, 2003-2005
Box 2 of 2	Art Surrounds You Campaign, 2007
Box 2 of 2	Briefing Packet, 2007
Box 2 of 2	Armory Show, 2007
Box 2 of 2	Communications and Marketing Plan Development, 2005
Box 2 of 2	Communications Training with Geri Thomas, July 7, 2006