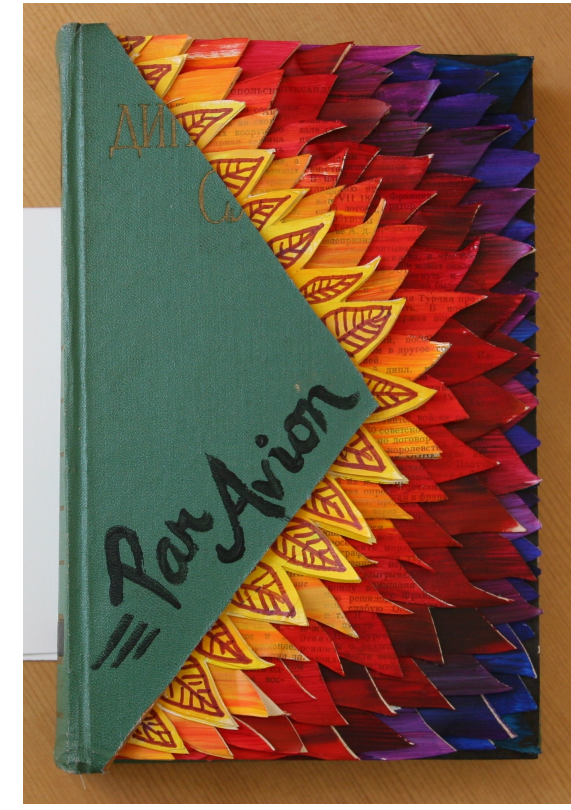


Re:Purpose Your Event: How the RE:BOOK Altered Book Contest Became a Signature Event

Natalie Tagge, Alex Chappell • Claremont Colleges Library, Claremont, CA

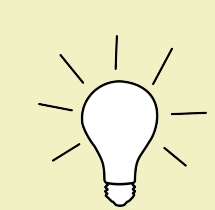


A **RE:BOOK** is an artwork made from cast-off books



Fall 2011

- Library has too many unusable gift books
- Students are altering old books into art
 - Library wants a creative National Library Week event
 - Sustainability is an important campus issue
- National Library Week & Earth Day coincide



Natalie proposes an altered book contest to the Outreach Team & RE:BOOK is born



Winter 2012

Library administration approves the contest, but is nervous about promoting RE:BOOK because of fears faculty may connect it to a recent (and controversial) weeding project. As a result marketing is minimal.

Spring 2012



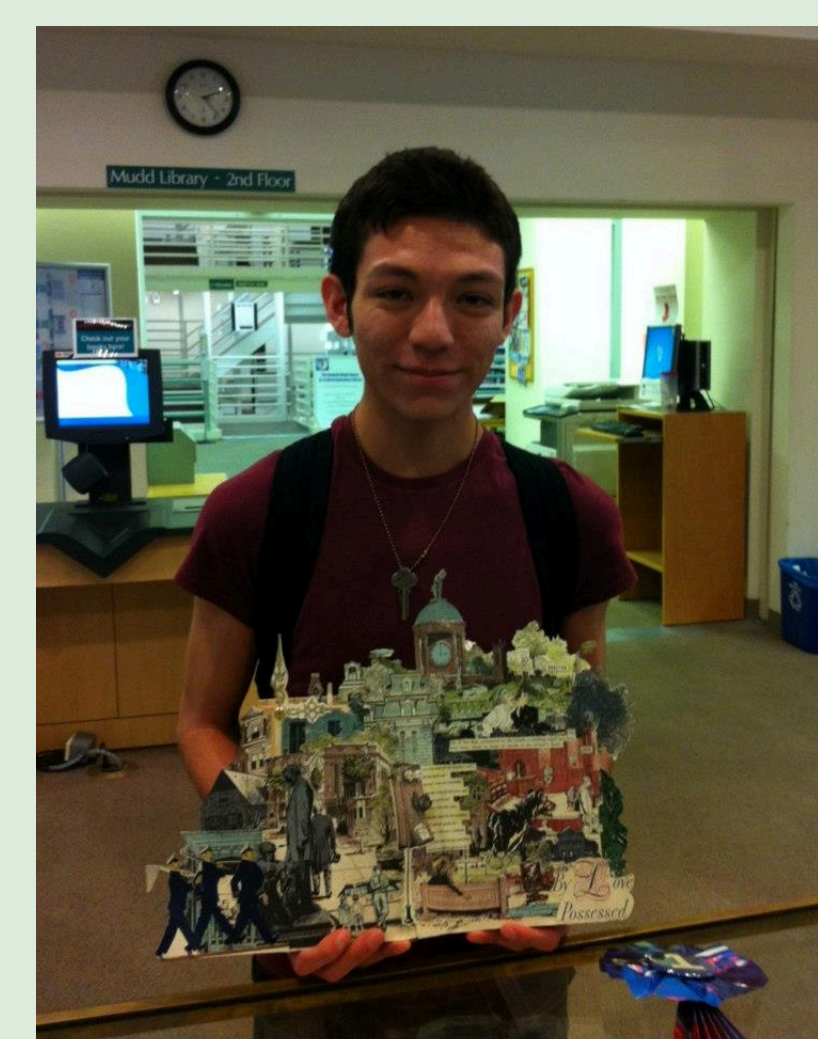
Alexandra Pincus,
Faire Day



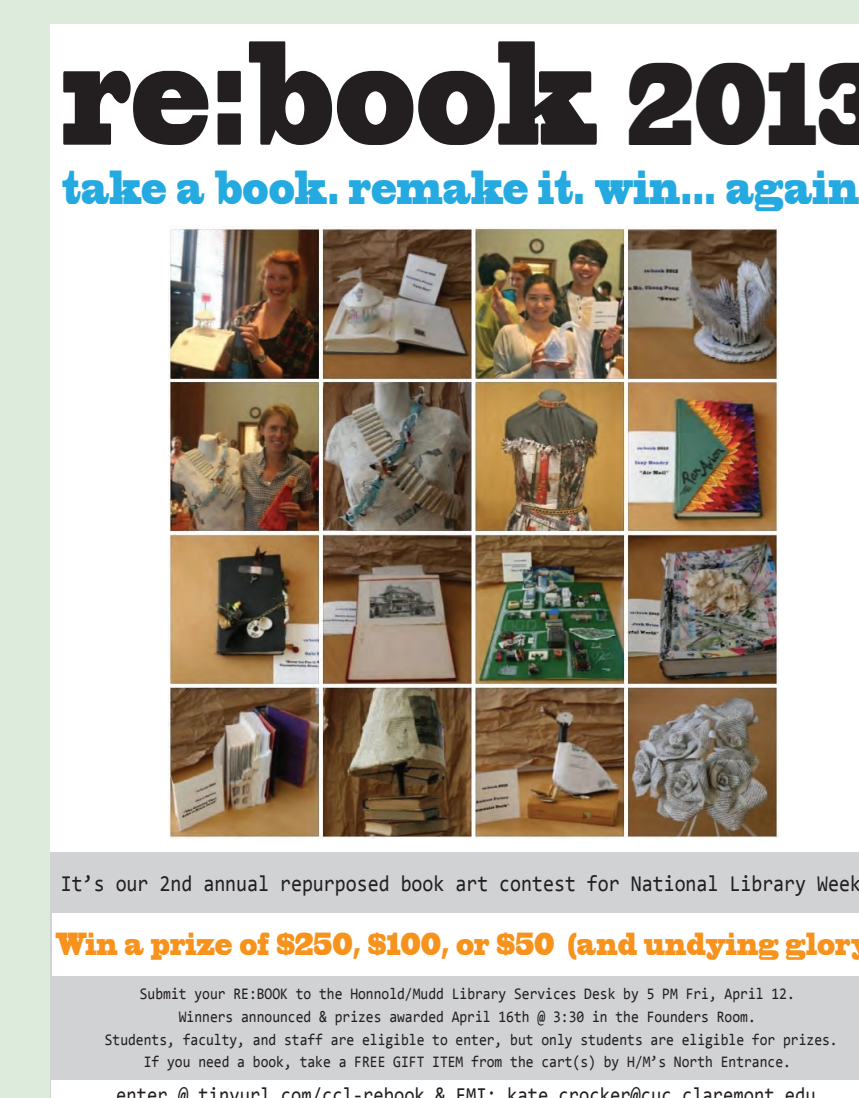
Re:made prize ribbons



Spring 2013



Leo Estrada,
By Love Possessed



Celebration

Fall 2013

ENTHUSIASTIC administrative support

*

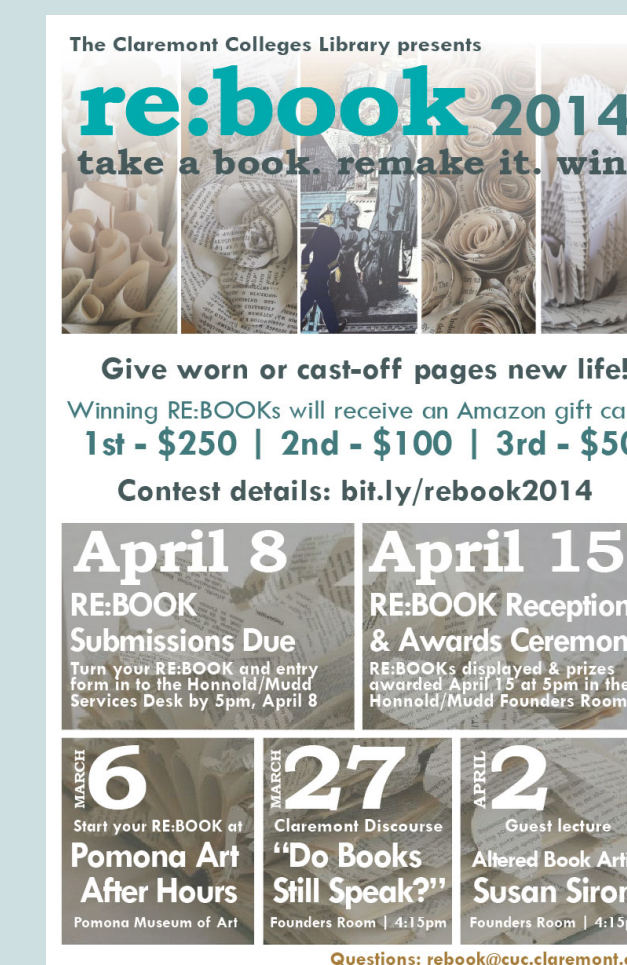
Expanded Goals:

- Connect to curricular and co-curricular campus activities
- Form strategic, campus partnerships
- Increase student and faculty engagement



Kevin Mulroy,
Dean of The
Claremont
Colleges Library

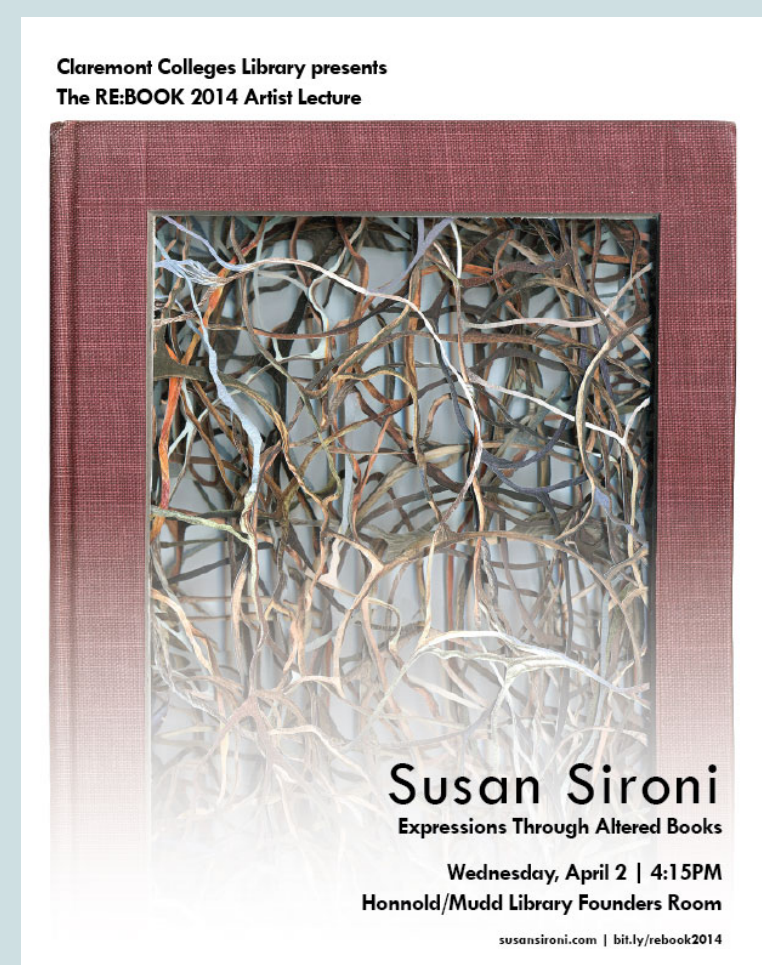
Spring 2014 Collaboration/Expansion



Student group partnership



Book arts lecture



Nicky Subler, *Keep Looking*



Campus judges



Awards ceremony and celebration

Future

Faculty/curricular engagement * Steering group * More inclusive judging criteria
Connect to other library outreach * More visible exhibition * Fundraising potential