The CNS Natural Sciences Gallery is an exhibit space for specimens, artifacts, and ideas illustrating the discovery and innovation of research and teaching in the college. It is located in the first floor Atrium of the Integrated Sciences Building (ISB). Exhibits run for one year, from September 1 through August 31.

Faculty, staff, or graduate students affiliated with the College of Natural Sciences interested in displaying an exhibit must submit an exhibit proposal via the application form found on the CNS website. Applications will be reviewed and exhibits will be selected by the CNS Gallery Oversight Committee.

Exhibitors are responsible for the idea, the funding, the gathering of items, the implementation plan, and the mounting and promotion of the exhibit.

**Exhibit Deadlines**

- January 15: Proposal submission deadline
- February 15: Proposals reviewed; exhibit selected and announced
- March 15: Exhibit team assembled, first content/planning meeting held
- August 31: Installation complete

Following is a compendium of information and resources to help guide the development and installation of exhibits in the CNS Natural Sciences Gallery.
THE EXHIBIT CASES

The gallery consists of five display cases; one horizontal display case and four vertical cases. All are encased by Plexiglas.

HORIZONTAL CASE:

This is a good case in which to “tell the story” of your exhibit. Photos, text, and shallow objects can be placed on the main surface. Additional text can be displayed along the slanted front ledge. (Labels shown below are 4 ¼” x 14” and were printed on a laser color printer on heavy weight paper)

CASE DIMENSIONS:
58 ½’ wide
16 ¾” deep
TALL CASES:

Items can be pinned to the back panel and objects can be placed at the bottom of the case. These cases do not have shelves.

BACK PANEL DIMENSIONS:
32” wide
43 ½’ tall

BASE DIMENSIONS:
26 ½” wide
12” deep
TRANSLUCENT WINDOW POSTER

A poster mounted at the front entry of the ISB has been an effective way to promote and identify the exhibit on display in the gallery inside.

*Past posters have been printed by:

WJ BLUEPRINT & DIGITAL GRAPHICS
167 W. Housatonic Street
Pittsfield, MA 01201
413-442-3320
color@wjblueprint.com
www.wjblueprint.com

*Order information for past window posters:

Roland Printing - Window Scrim
W:33.0 in. X H:43.0 in.:
Single Sided Roland Printing using ecosol ink on Shil backlit film laminated with ps matte calendar laminate.
Translucent -

Approximate Cost $200

*This printing process utilizes a translucent film, rather than paper, that helps prevent fading and warping and is specifically designed for use in windows.
CREATING THE ARTWORK FOR THE POSTER

The poster for the “Women in Science” exhibit was created in-house in Publisher using the dimensions W:33.0 in. X H:43.0 in.
PUBLICITY

Putting the exhibit up is the main step, but letting people know that there is a new exhibit will help guarantee that people will actually SEE it. Information can be communicated via:

- Digital Displays
- Announcements on Events Calendars
- Inside UMass
- Press Release
- Posters
- Postcards
- Opening Reception (announce on CNS Events and UMass Events)

If you have questions or need help with drafting a piece for Inside UMass or approaching the New Office about a possible press release, contact Mo Turner (maureenturne@cns.umass.edu), CNS Communications Manager, for assistance.

DIGITAL DISPLAYS
Images for CNS digital displays must conform to the following specifications:

- Allowed extensions: png, gif, jpg, jpeg
- Aspect ratio of 3:2
- Images must be larger than 888 pixels wide x 592 pixels high.
- Maximum file size: 60 MB

Contact Mo Turner (maureenturne@cns.umass.edu) for permissions to post on the digital displays within CNS or if you need instructions for how to post the image.

ANNOUNCEMENTS ON EVENTS CALENDARS
CNS Events:

Contact Mo Turner (maureenturne@cns.umass.edu) for permissions to post to the CNS Events Calendar or if you need instructions for how to post the event.

UMass calendar: http://www.umass.edu/events/

You will need to request one-time permissions to be able to post to the UMass Amherst event calendar. Your event will be available on the UMass homepage.

PRESS RELEASE
Inside UMass: https://www.umass.edu/newsoffice/inside-umass/submit-story

Submit a story or information about your event using this webform. Inside UMass is published every Thursday (every other Thursday in the summer months), so share your story early in the week, or the week prior to your event. You can check off Weekly Calendar to publicize an event, or select Headliners to announce the exhibit.
SAMPLE PRESS RELEASE:

Women in Science: The Stories Are All Around Us

Date: August 11, 2016

Contact: Jane Markarian, jlmkar@cns.umass.edu

The Women in Science Initiative of the College of Natural Sciences is hosting an exhibit, “Women in Science: The Stories Are All Around Us,” September 1, 2016, through August 31, 2017, in the Integrated Sciences Building (ISB) first floor Atrium at the University of Massachusetts Amherst. A formal exhibit opening will take place on Thursday, September 15, 2016, beginning at 4:00 p.m. in ISB 221 with a talk by Prof. Laura Lovett, Department of History, UMass Amherst, on the challenges and accomplishments of women in science. Following will be a reception in the ISB Atrium.

Women have been contributing to our understanding of science for millennia, in ways both large and small. Unfortunately, aside from a few, their work is often unacknowledged, uncredited, and unknown. This led CNS Assoc. Dean Martha Baker to pose the question to students in her “Women in Science” course, “where are the women?” Their research uncovered many compelling stories, and served as inspiration for this exhibit.

“Women in Science: The Stories Are All Around Us” was created to recognize the long history of women’s contributions to science. The ISB Exhibit highlights 12 women who have made significant additions to our understanding of science over the last 400 years. “The original list of exceptional women in science we compiled had 100 women on it,” said Martha Baker. “The exhibit cases could only hold a small sampling, so we have also created a companion website that provides more information about the women mentioned in the exhibit, and many others as well. (http://blogs.umass.edu/womeninscience/). The stories are all around us!”

The CNS Women in Science Initiative (WISI), sponsor of the exhibit, focuses on increasing the success of women scientists at all stages of their academic careers. WISI offers special programs and events, and connects women scientists through campus organizations and community outreach, and provides helpful off-campus resources for women scientists.

For more information about the exhibit, contact Jane Markarian at jlmkar@cns.umass.edu, 413-545-5630.

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The College of Natural Sciences Presents

**Women in Science:**
The Stories Are All Around Us

**Exhibit: September 2016 - August 2017**
Opening Reception—Sept. 15, 4:00 pm
221 Integrated Sciences Building & Atrium

CNS Women in Science Initiative, University of Massachusetts Amherst
http://blogs.umass.edu/womeninscience/
SAMPLE POST CARD:

The College of Natural Sciences Presents

**WOMEN IN SCIENCE: THE STORIES ARE ALL AROUND US**

An exhibit curated by the CNS Women in Science Initiative

Exhibit in ISB Atrium
Sept 2016—Aug 2017

Go online for more stories and resources:

http://blogs.umass.edu/womeninscience/
INSTALLATION DAY

Reserving the ISB Atrium & Requesting Assistance To Open and Close the Cases:

Installing a new exhibit is typically a day-long process. The ISB Atrium will need to be reserved in advance and CNS Operations staff will need to be scheduled to open up the display cases and seal them once the exhibit is in place. The installation of the new exhibit must also be coordinated with the people responsible for dismantling the old exhibit.

→ Pick an installation date at least one month prior to set-up so timing can be coordinated with your set-up team, the old exhibit team, and CNS Operations staff.

→ Contact Bethany Desbien (577-6421, bdesbien@cns.umass.edu) at least one month before installation to reserve ISB atrium and schedule display case assistance

→ Suggested set-up day schedule:

  9:00 a.m. : Cases opened; old exhibit removed
  10:00 a.m.: New exhibit installed
  3:00 p.m.: Cases closed up again at the end of day
HANDY TOOLS:

- Rulers & measuring tapes
- Cardboard templates cut to the exact dimensions of the cases to enable you to fine-tune the layouts before mounting the exhibit
- Mats for photographs – Pre-cut mats in standard sizes and a range of basic colors can be purchased inexpensively from craft supplies stores such as Michaels. In this exhibit, 11” x 14” mats, designed for photographs measuring 8”x12” were used. (Price range: $4.50 for single mats, $7.50 for double mats).
- Glue dots (to mount the text signs to the slanted edges of the cases)
- Pins (for mounting photos and text to the back panels—short dressmakers pins work best)
- Thimbles (to help push the pins into the backboards)
FOR MORE INFORMATION, CONTACT PAST EXHIBIT CURATORS:

“William S. Clark as Collector: A Legacy at Two Agricultural Colleges” (2012-2015)
Kate Doyle
Collections Manager
Natural History Collection
Biology, Morrill 2, Room 146;
E: kdoyle@bio.umass.edu
T: 413-577-2303

“Patterns in Nature” (2015-2016)

“Women in Science: The Stories Are All Around Us” (2016-2017)
Jane Markarian
CNS Special Projects and Outreach Manager
220 Morrill 2
E: jmarkar@cns.umass.edu
T: 413-545-3056
Exhibit website: http://blogs.umass.edu/womeninscience

Julie Brigham-Grette
Department Head/Professor
Department of Geosciences
243 Morrill 2
E: juliebg@geo.umass.edu
T: 413-577-2270
Exhibit website: http://blogs.umass.edu/geoandsociety