

The N Project at PNCA

Over ten months in the making, the N Project leverages social media to promote traditional library collections at the Albert Solheim Library at the Pacific Northwest College of Art in Portland, Oregon (PNCA). The first stage of the project used Instagram, the popular photo-based social networking site, to document each shelf of the N Library of Congress call number range of the library's book collection. One picture was shared during each working day, starting with the beginning of the range and working through the shelves in order. Each picture was tagged #nprojectpnca, so Instagram users could see a tiled view of all the pictures together as they accumulated, simply by pressing the tag. The poster is essentially this tiled view of the entire collection of books in the N range.

While the initial goal is to highlight the collection on a highly visible, free website, the poster is designed to promote both the Instagram project and the collection. The decision to use Instagram was based on its popularity among students at PNCA, the target demographic for the promotional project. In the next phase, posters will be hung in various studio locations that often seem remote from the library, even though they are usually physically nearby. The posters will serve as reminder of the relevance, utility and beauty of traditional library collections, and the intricacies of classification. For those less attuned to the Library of Congress Classification Outline, N is the main class designation for Fine Arts, which happens to occupy a large section of the Albert Solheim Library, 169 shelves at the project's completion, though now more. This broad classification does not include subcategories such as Sculpture or Architecture.

The next step is to print smaller versions of the poster in journals and magazines, and to find alternate uses for the graphic. We're placing the tiled image on patron-use computers in the library and exploring other uses. Librarians who see utility in this concept are encouraged to adapt the idea to their own institutions. Anyone with an Instagram account can search the tag on a mobile device (#nprojectpnca) or use a [Iconosquare.com](http://iconosquare.com) on a Web-based computer to search the tag and see all the photographs individually or in tiled format.

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