From Paper to Pixels: Digitizing Artists' Books at MassArt to Promote Physical Interaction — *Caitlin Pereira*, Visual Resources Librarian, Massachusetts College of Art and Design, *Abi Sweeny*, Librarian, Massachusetts College of Art and Design, and *Greg Wallace,* Reference and Instruction Librarian, Massachusetts College of Art and Design

The creation of our online Artists' Books Gallery has increased user engagement with a popular but restricted collection. Featuring the choices made when creating our gallery such as theme selection, photography aesthetic and promotion. Our online gallery has entries for over 150 of the approximately 300 artists' books in our collection. For several years the MassArt Library has offered a very popular class highlighting these works. As popularity in the class and the collection grew, the library staff decided a virtual component could provide better visibility for the collection and an online reference for patrons outside of class sessions. The ultimate goal was to create a findable, usable and aesthetically pleasing resource from the photographs that would act as a promotional tool and surrogate for the physical collection. Using only free software (WordPress), the visual resources department created an online repository for the artist book images that is a more appropriate display for the beautiful and intricate objects than what existing library systems could offer.