

ARLIS/NA + VRA 3rd Joint Conference 2016 | Seattle
Poster Session

Finding Art through Pinterest - Could curators do more with this tool? A visual call for more discussion on collecting digital images on the open web — *Julia Z. Deal*, Curator, Visual Resource Collection, Davidson College

Posterize how Pinterest might be used in applications relevant to use of visual resources in schools, libraries, archives and museums. Thumbnails from Pinterest, a bibliography, and some Pinterest jargon and methodology will be offered through handout. Interest in the visual qualities of an image is a primary reason for using Pinterest over another social media platform. As a bookmarking tool, it is structured to include reference to the image source, which addresses Copyright concerns to some degree. There are pros and cons to consider. A poster may generate discussion about this after engaging some prospective "pinners". Pinterest can allow anyone to experience collecting and curation (at cost of time only!), as some art students do now at Davidson College. It can connect users to a particular WWW landing page, permit social tagging, allow for user connection through collaboration on one board, and permit "secret" boards. Pinterest is more than simply making a pin "board" of pictures you "like" - though that has always been a useful process for artists and creative thinkers. Pinterest automatically aggregates images taken from a particular museum site, for example, drawing attention to that institution's collection. It is not VRA Core 4, but Pinterest pushes out keywords and organizational categories that are popular. Museums, Libraries, even ARLIS-NA have already jumped into the game. However, VRA seems to have no presence in Pinterest. Let's talk about this social media tool that is growing in user base by leaps and bounds.