

Grant shines new light on old artwork

By DAN RUDY
Sentinel writer

Visitors to the Wrangell Museum this year will have the chance to see its exhibits in a new light, after some 200 of the old four-foot fluorescent tubes were uninstalled and replaced with LED bulbs.

One aspect of the replacement is efficiency, with the new bulbs lasting longer and consuming only a fraction of the power a traditional bulb does.

Each bulb is expected to have 50,000 hours of life, or almost six years of continuous use.

Aesthetically, the light shines brighter as well with a crisper whiteness. But the biggest consideration will only be noticeable over time, as the change will reduce artifacts' exposure to ultraviolet light, which accelerates fading and deterioration.

"We put them in all the critical areas," said museum director Terri Henson.

The museum's main gallery, its office area, storage rooms, archival room and laboratory all have the new lighting installed. The new system was paid for with a grant from Museums Alaska, the statewide association which helps support efforts to preserve Alaska's art and history.

A \$3,000 grant Wrangell received at the beginning of this year went toward paying for the system itself, as well as paying for an adaptable art hanging storage system. Hanging wires can be attached to slim, unobtrusive frames, and can be adjusted to accommodate a wide variety of artwork.

"These things are so easy to put up, and are universal,"

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PHOTO BY DAN RUDY

Paintings and other artwork finally have a place to hang at the Nolan Center after Wrangell Museum received a grant from Museums Alaska for improved artifact storage. The grant also went toward replacing much of the museum's fluorescent lighting, a move which is both energy-efficient and helps better preserve items on display.

8 Business Tips from the WRANGELL SENTINEL

1. Keep in mind that advertising is an investment in your business... NOT an expense.
2. Keep reminding your established customers how much you appreciate their business.
3. Make sure everyone knows what products and services you have to offer.
4. Make yourself so well known that customers will automatically come to you.
5. Remember, there are new potential customers who would do business with you if they knew you were there.
6. Set aside some time to think about promoting your business. Don't believe word of mouth and social media is the ONLY advertising you'll ever need.
7. Remember that you have competitors trying to attract your customers away from you.
8. Studies show a potential customer must see your company's advertisement at least 3 times for the product or service to register. Be consistent.

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Henson noted.

The new displays has enabled the museum to put up more of its paintings and photographs, much of which have not seen the light of day for many years.

"We've got thousands of photographs," Henson explained. Other items include portrait and landscape paintings by local artists, collected works from abroad, sketches, carvings, and even mounted trophies.

Right now museum staff are in the process of cataloguing the entire collection, which includes artifacts, photographs, artworks and records. Being able to break out the pictures

and prints makes it a little easier to number and log them into the system. The eventual goal is to have every piece catalogued, photographed and entered.

"This is just one phase of what we're doing for our collection project."

The project will someday have the entire collection available to browse online, using PastPerfect archival software. The cataloging software is currently used in 9,500 museums worldwide and preserves a digital record of artifacts and archival materials.

Another \$1,390 grant received last year from Museums Alaska went toward the purchase of the program

and two computers, and the grants have helped the museum save up for a new photo scanner to assist its work.

The process will be a long one, perhaps three years or more to complete.

"And it's always ongoing," said Henson.

The project will allow patrons and researchers to examine items even when they are not on display, in turn allowing the museum to rotate displays and showcase new artworks on a more regular basis.

The museum last year began to feature local art and loaned collections, such as the Northern Alaskan art currently in the Nolan Center entryway.

Court declines to hear Tongass appeal

JUNEAU (AP) – The U.S. Supreme Court has declined to review an appeals court decision that reinstated prohibitions on road-building and timber harvests in roadless areas of the Tongass National Forest.

Earthjustice attorney Tom Waldo called this great news for the Tongass, the country's largest national forest. The state had requested the review after a divided federal appeals court in July found that the U.S. Department of

Agriculture did not give a reasoned explanation for reversing course and creating a special exemption to the "Roadless Rule" for the Tongass.

In a release, Waldo said that remaining wild and undeveloped parts of the forest are important wildlife habitat and important to local residents for hunting, fishing, recreation and tourism.

A separate state challenge to the Roadless Rule is still pending in a federal court.