



UNIVERSITY OF MINNESOTA
LIBRARIES

THE MAGAZINE OF THE UNIVERSITY OF MINNESOTA LIBRARIES

continuum

INSIDE:
UNCHARTED
TERRITORY

DELVING
DEEPER
MAPS OF
THE BODY

ON THE MAP

ISSUE 6

FALL/WINTER 2007



WALDSEEMÜLLER,
FRIEDMAN, AND
GOOGLE

This issue of *continuum* explores maps and mapping in the broadest sense. The theme is occasioned by a significant anniversary of our most treasured map, the Waldseemüller globes, the first map of the world to depict America. The 1507 map is thought to be one of only four in existence and is part of the University Libraries' James Ford Bell Library. Bell, the founder of General Mills, was both a skilled businessman and a collector of rare books, manuscripts, and maps, and his interests in the history of exploration and commerce shaped an extraordinary collection which he later entrusted to the University. The Waldseemüller map was a critical acquisition, capturing a point in time that signaled an expanded world for trade and an ever-changed worldview.

Scroll forward 500 years to another era where our worldview is changing. In *The World is Flat*, Thomas Friedman (another Minnesotan) has described a new paradigm for 21st century commerce. The flattened world is prompted by shifts in political power and global business trends and fueled by new technologies, including the advent of the World Wide Web and search engines like Google. For those of you who have read Friedman's work, you might recall the opening paragraphs in which the author describes a golf game in Bangalore where the visual targets along the course were buildings occupied by Microsoft, IBM, HP, and Texas Instruments (and the caddie was wearing a hat from 3M). His book describes a 24 by 7 world where radiologists in Australia might easily respond to midnight requests to review CAT scans originating in the U.S.

Waldseemüller broadened our horizon beyond Europe, and Friedman brings us full circle to experience a global, virtual economy. Waldseemüller captured the opportunities of the 16th century in an early printed map, while Friedman captures the opportunities of the 21st century. Both helped make sense of profound changes for their contemporaries.

Mapping and navigation provide nice metaphors for libraries. Every day, our staff is engaged in assisting students, faculty, and visitors in navigating the complexities of information abun-

dance in our collections and on the Internet. You'll read in this issue about a new portal service we've developed to help structure and filter relevant resources, presenting different views of library resources to different communities of users, depending on their discipline background.

This past June, the University of Minnesota seized the opportunity to contribute to an exciting digitization program that offers tremendous potential for access to our collections. Our Libraries joined a unique partnership between Google and the Committee on Institutional Cooperation (CIC) consortium (the Big 10 universities, plus the University of Chicago). The plan is to digitize some 10 million volumes from CIC collections, with up to one million from the University Libraries here at Minnesota. Google Book Search offers unprecedented access—not just to the authors and titles of works, but to every word on every page of every volume. Just think of the possibilities of finding occurrences of words or buried information about individuals or places. Google's library partnerships now include more than two dozen institutions, allowing a global audience to tap rich collections of institutions such as Harvard, Princeton, Oxford, or the Universities of Michigan, Virginia, or California.

Why did the University of Minnesota decide to become part of the CIC-Google partnership? The ability to search individual volumes provides unprecedented access. Digitized copies will preserve the intellectual content (while we maintain the physical object), a critical value given the deterioration that is occurring in contemporary libraries as acid-based paper turns our 19th and 20th century collections to brittle artifacts. But there are other benefits. Minnesota can offer a truly extraordinary collection to the world. Back in the 1940s, we were the sixth largest research library collection in North America. While our ranking has slipped over time (we're currently 15th), digitization of our rich historical resources and efforts to make them available to the world via the Internet is a feat of the scale that both Waldseemüller and Friedman would appreciate.

Waldseemüller put America on the map. Now Google will put the University of Minnesota Libraries' collections on the map as well.

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continuum is the magazine of the
University of Minnesota Libraries,
published twice each year.

It is mailed to a broad readership
that includes audiences both on
and off campus.

continuum supports the mission of the
University Libraries and our community
of students, faculty, staff, alumni, and
friends by providing information that:

- > highlights news, events, developments,
and trends within the Libraries
- > examines issues facing libraries globally
- > provides a forum for dialogue
- > connects the many constituencies
of the Libraries

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COVER: An 1871 map of Minnesota from the collection of the John R.
Borchert Map Library

For more information about the University of Minnesota Libraries
visit www.lib.umn.edu

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A Bridge for Tomorrow's Leaders

The University of Minnesota Libraries are a complex network of academic resources. And for incoming freshmen, including those from traditionally underrepresented groups, the unfamiliar world of the University – the Libraries included – may at times seem intimidating. But the Bridge to Academic Excellence, a new University program, has helped turn this set of challenges into an opportunity for these future leaders to excel.

Spearheaded by the Office of Equity and Diversity, the Bridge to Academic Excellence provides students with tools integral to

making a successful transition from high school to the University. This summer saw the inaugural session of the program, when 80 students from a variety of cultural, racial, economic, and geographic backgrounds spent six weeks at the U, engaged in a rigorous academic schedule. The curriculum includes two University courses and in-depth training in library skills.

The Libraries' contribution—an instructional series meeting one hour each week—was established by librarian Jody Gray. "So often, we hear from students who are graduating, 'I wish I'd known that when I started,'" says Gray. "This is a way to get at them right away so they aren't seniors and struggling." Learn more at www.bridgetoexcellence.umn.edu.

Twelve Months of Kerlan

Looking to liven up your workspace? Searching for unique holiday gifts? Look no further – the Kerlan Collection 2008 Calendar is here. Featuring vibrant, full-color images from the Kerlan Collection of children's literature, the calendar provides a view into this colorful resource at the University of Minnesota Libraries. It's also a beautiful decoration for your home or office.

The Kerlan Collection was founded in 1949 by U alumnus Irvin Kerlan, M.D.. A part of the University Libraries' Archives and Special Collections department, the Collection houses more than 100,000 children's books today and includes original manuscripts, artwork, and more from thousands of titles. The Collection offers researchers and the public a glimpse of children's authors' and illustrators' creative processes.

The calendar features images of both finished illustrations

and fascinating artists' studies exclusive to the Collection. To order yours (\$15 for one, \$25 for two), visit <http://special.lib.umn.edu> and click on "What's New."



The Kerlan Collection
 2008 Calendar

East Meets West

The Chinese word *Ma can* mean four completely different things depending on how it's pronounced. Important meanings are often confused in translation from Chinese, Japanese, or Korean characters to the Roman alphabet. Now imagine searching electronic databases in these languages with only Roman letters at your disposal. Until recently, this has been the difficult task of researchers of Chinese, Japanese, and Korean texts. But the arrival of CJK (Chinese, Japanese, and Korean) characters to the University Libraries catalog provides welcome clarity to searches.

Before CJK, records in these languages could only be found in MNCAT, the Libraries' electronic catalog, using the

Romanized forms of words. Now users of library computers can search for resources using CJK characters, and the records will appear in CJK. Users can even search for CJK records using the Roman alphabet. New indexes are also available for browsing Chinese, Japanese, and Korean authors and titles.

So whether a researcher is looking for resources on *horses* or *curses*, *mothers* or things that make you *numb* (the four possible meanings of Ma), this new service advances the ways we search and the accuracy of our results. For more information, contact librarian Su Chen in the East Asian Library at suchen@umn.edu.

IMAGE: Illustration from *Millions of Cats* by Wanda Gág.

Webotany

Wondering where you can find some Northern Lights azaleas for your garden? Or where to find sources for horticultural research? These answers and more can be found for free with the University Libraries' database Plant Information Online, one of the world's largest resources for botanical and horticultural information. Previously a subscription service that was free only to U faculty, staff, and students, Plant Information Online (or PlantInfo for short) is now free for public use.

Developed and maintained by University librarians at

Andersen Horticultural Library and Magrath Library, PlantInfo is updated daily and features an easily searchable database of over 100,000 plants that can be shipped from over 930 North American firms; you can even search for local nurseries. The resource also offers links to expert-selected sites about growing plants in your region. And for those researchers looking for deeper resources, PlantInfo provides bibliographic details for nearly 350,000 citations to color images in scientific books, journals, and gardening magazines.

Learn more at plantinfo.umn.edu.

Preservation and Access in a Digital Age

As the University of Minnesota community grows, so do its contributions to the academy. Who is preserving and providing access to this important information in this digital age? The University Digital Conservancy (UDC), for one. The UDC is a new program that provides a permanent venue for University faculty to deposit digital versions of their works, including preprints and post prints, proceedings, working papers, technical reports, and other research in a variety of digital formats. It also continues the responsibilities of the University Archives to sustain information of historical importance for the University. Open access to digital works produced by faculty allows them to share work within and

across disciplines. As a university digital repository, materials in the UDC result in higher ranking records in Google searches, making faculty research easily accessible to a worldwide audience. The Conservancy houses other kinds of digital information produced by the University, including Board of Regents minutes and departmental planning documents and publications. The UDC also provides consulting services, empowering contributors to make wise decisions about everything from file formats to authors' rights and copyright. For more information or to search the UDC, visit conservancy.umn.edu.

Getting Google-ized

In June, the University of Minnesota and 11 other Midwest universities in the Committee on Institutional Cooperation (CIC) entered into a groundbreaking agreement with Google to digitize up to 10 million bound volumes, nearly doubling the number of universities participating in the Google Book Search Project.

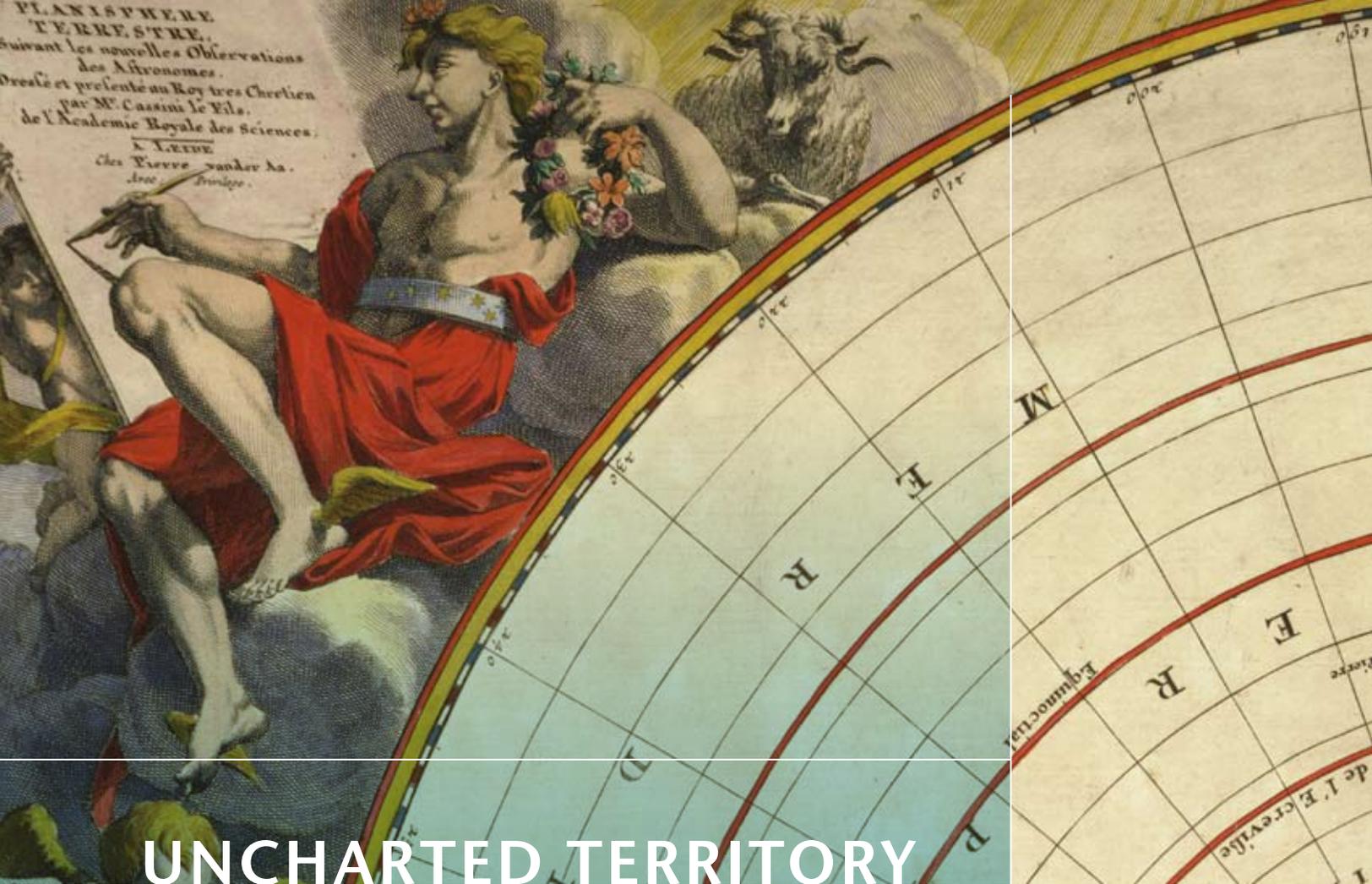
The digitization of so many books will revolutionize scholarly work. Currently, researchers and members of the public can spend enormous amounts of time tracking down a specific piece of content in a book by turning to brief descriptions in card catalogs, tables of contents, and indexes.

"Through Google, individuals will be able to search every word in millions of books," says University Librarian Wendy Pradt Lougee, a member of the six-person team that negotiated the agreement with Google. "Researchers will be able to conduct in-depth searches and make connections across works that would have taken weeks—or even years—to make in the past."

The CIC agreement is unique among those executed with Google thus far in that it will include "collections of distinction"—areas of particular strength within each CIC library. Among the distinctive collections the University of Minnesota might include are Scandinavian history, literature and culture; forestry; bees and beekeeping; and the history of medicine.

To read more about the initiative, visit www1.umn.edu/umnnews/Feature_Stories/U_joins_the_Google_Book_Search_Project.html





UNCHARTED TERRITORY

The James Ford Bell Library illuminates the history of trade and our insatiable need to explore new places.

by Christopher James

“The oldest and strongest kind of fear is fear of the unknown.”
—H.P. Lovecraft

Strange and unknown places may be frightening, but fear doesn’t keep us from exploring them. Throughout history, humans have demonstrated an unquenchable thirst for discovery. And as explorers—from Renaissance seafarers to polar voyagers to astronauts—have pushed outward into uncharted territories, they have discovered previously unimagined people, cultures, and goods.

The James Ford Bell Library at the University of Minnesota Libraries documents the history and impact of the trade that developed as a result of such exploration, focusing on European trade in the early modern era (roughly 1350 to 1750). The Library’s collection includes rare books, maps, and manuscripts.

According to its founder, industrialist James Ford Bell, the Library was intended “to establish an historical background and knowledge of this great economic force [trade] and the part it has played and still plays in the development of the present-day world.”

In a recent interview with *continuum*, Bell Library curator Marguerite Ragnow shared insights about the history of this special collection and what its manuscripts and maps can teach us about the history of cross-cultural interaction.

continuum: What was James Ford Bell’s vision for the Bell Library?

MR: Mr. Bell intended the Library to further the academic mission of the University; he was particularly concerned that the collection be used, not just preserved. To quote his speech at the Library’s dedication in 1953, “What I have collected has

IMAGE: Planisphere terrestre : suivant les nouvelles observations des astronomes. Leiden: Pierre Vander Aa, 1713. From the collection of the James Ford Bell Library.

been carefully chosen and is, I think, of a quality and extent to form at least the nucleus of a library which—with the interest and help of the University and the local community—may someday take its place with the others [i.e., John Carter Brown Library, Morgan Library, Huntington Library] both in its extent and in the values it offers. I sincerely hope that it may help to make the generations of students that will pass through the University of Minnesota good trustees for posterity of the boldness, confidence, vision, and wisdom which these books contain as gifts from the past.”

What can maps in the Bell collection teach us about the history of European trade?

Many of the maps in the Bell collection reflect the ports and depots important to international trade—not just those important to Europe, but also its trading partners. They also sometimes document particular information about trade. For example, the Canepa portolan chart (pilot’s guide), created in 1489, not only indicates important ports around the Mediterranean, northern Europe, and northern Africa, but also indicates Genoese commercial interests around the coast of the Black Sea. By comparing these maps, we can obtain an interesting picture of the transshipment of goods by sea and often also overland.

How did international trade in the Age of Discovery affect cross-cultural interaction?

The impetus for many of the so-called voyages of discovery was trade. In the late 15th and early 16th centuries, the spices, silks, and other riches of the Far East were controlled by the Muslim world. The overland routes across the Asian steppes ended at Constantinople. The Indian Ocean was accessible only through Muslim territory. Christian Europe wanted a direct route to the Far East. The voyages that led Europeans into the southern Atlantic to find a way around Africa into the Indian Ocean, and into the western Atlantic seeking a new route to Asia, led to contact with diverse populations throughout the world, contact that not only changed European culture but the cultures of the peoples with whom Europeans interacted. For example, the spread of Christianity around the globe can be linked directly to trade and the cross-cultural contact it engendered.

Were Age of Discovery explorers afraid of the unknown?

Yes, to varying degrees. Most people during this period rarely ventured far from home. A journey of 30 miles was exceptional, unless one was engaged in long-distance trade,

missionary activity, or a military or diplomatic expedition. So the “unknown” encompassed a great deal of real and imagined territory. The Atlantic Ocean was uncharted. There were no known maps to guide these men; rather, they had theoretical geographies, legends, fishermen’s tales, and other anecdotes that convinced them to undertake these voyages.

James Ford Bell Library

A collection of rare books, manuscripts and maps that document the history and impact of international trade prior to ca. 1800 C.E.

Opened to the public: 1953

Location: 4th floor, Wilson Library, University of Minnesota–Twin Cities campus

Collection size: approximately 20,000 volumes

Collection strengths: Materials that reflect the process of global interaction in the early modern era (roughly 1350–1750).

Collection highlights: Portolan charts, 1424–1540 (hand-drawn and -colored maps on vellum); Waldseemüller globe gores map, 1507 (the first map to use the name “America”); personal archive of Domingo Jose Carlos de Guzàn, the 13th duke of Media Sedonia, 1695–1739.

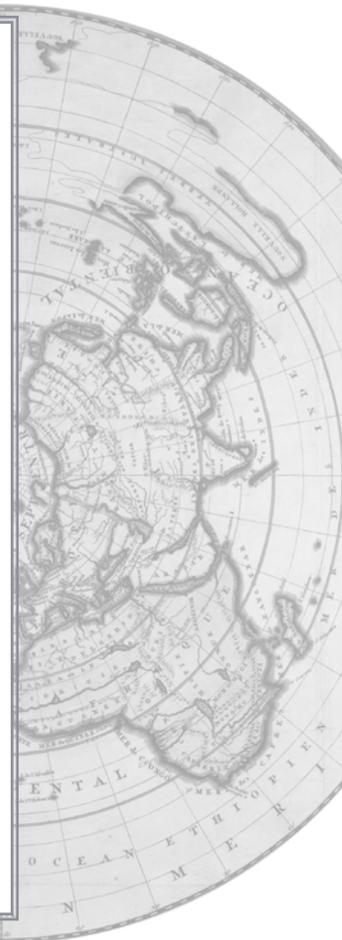
Access: Materials do not circulate but may be studied and used on the premises by the general public and by students, staff, faculty, and other scholars.

www.bell.lib.umn.edu

Many of these stories, and even some of the scholarly works, included tales of sea monsters and monstrous peoples who inhabited the seas and the farther reaches of the known world—all that in addition to the known dangers of sea voyages: storms, unexpected encounters with reefs, and other obstacles that could sink a ship in no time. So there was perhaps a lot to be fearful of, yet they still boarded small wooden ships only about 70 feet long and sailed off into the unknown.

Why is the Bell collection important today?

The Library advances understanding of our global heritage. By documenting the history and impact of trade before the modern era, the collection helps us to understand better the complex cultural and political connections among the

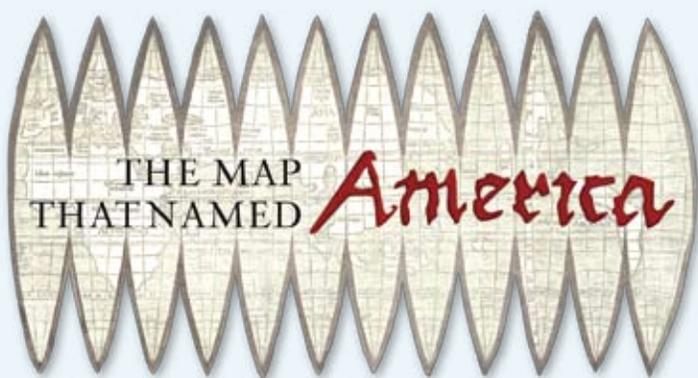


peoples of the world today—for many, this helps to make the world we live in more meaningful.

What is your definition of “map”?

At a very base level, a map provides directions—to and/or from a real, imagined, or theoretical place. A treatise on virtue, for example, can be a map to a better life. It doesn't have to be pictorial, although that is perhaps the most

popular conception of a map: a pictorial depiction of a geographic location. What is most important to remember about maps—whether they are textual or pictorial, whether they are about an imagined place or designed to get one spatially from point A to point B—is that they are subjective. They reflect one person's or a particular group's conception of what is being represented—they don't reflect “truth”. ☺



One of the James Ford Bell Library's most distinctive maps is the focus of an exhibit running through the end of 2007.

WHAT: *Exhibit: The Map that Named America: 1507–2007:* An anniversary exhibition of the Waldseemüller Globe Gores Map and its Place in History

WHERE: T.R. Anderson Gallery, James Ford Bell Library, Wilson Library, University of Minnesota (see bell.lib.umn.edu for directions and parking information)

WHEN: Through December 31, 2007; Monday–Wednesday, Friday, 8:30 a.m.–4:30 p.m.; Thursday, 8:30 a.m.–8 p.m. Call for hours during the semester break.

COST: Free and open to the public

An exhibit of rare materials related to early modern cartography, including the James Ford Bell Library's original 1507 Waldseemüller globe gores, the first map to include the word “America.” 2007 is the 500th birthday of the Waldseemüller globe, created by German cartographer Martin Waldseemüller to depict newly-discovered lands in the western Atlantic. The map's details were drawn from sailors' charts and other documents, including the popular account of explorer Amerigo Vespucci.

upcoming libraries events

blog.lib.umn.edu/lib-web/events/

Worlds Within An exhibit of works of fantasy from the Children's Literature Research Collections

Through Wednesday January 2, 2008 / Elmer L. Andersen Library gallery, 222 21st Avenue South, Minneapolis / U of M West Bank / Free / Gallery hours are at andersen.lib.umn.edu

Destination Shaanxi An exhibit of decorative arts from Shaanxi Province, China, spanning 12 centuries, including Huxian peasant paintings, ancient calligraphy, and terracotta figurines

Through Friday, February 15, 2008 / Elmer L. Andersen Library, 222 21st Avenue South, Minneapolis / U of M West Bank / Free / Gallery hours are at andersen.lib.umn.edu

150 Years of Minnesota Memories Lecture/discussion (part of First Fridays series)

Friday, December 7, Noon / Elmer L. Andersen Library, 222 21st Avenue South, Minneapolis / U of M West Bank / Free

Forged in Fire: Reconstructing Thomas Jefferson's Library

A lecture featuring Mark Dimunation, U.S. Library of Congress Monday, December 10, 7:30 p.m. / Cowles Auditorium, Hubert H. Humphrey Center, 301 19th Av. S., Minneapolis / U of M West Bank / Free, but advance reservations are recommended (stangret@umn.edu or 612-624-9339)

A Feast of Words A dinner featuring remarks by Theofanis Stavrou, University professor of modern Greek studies

Thursday, January 31, 2008 / 5:30 p.m. social hour – 6 p.m. dinner seating / Campus Club, 4th floor, Coffman Memorial Union, 300 Washington Avenue S.E., Minneapolis / U of M East Bank / \$22.95 (payable by check at the door) / Seating is limited and pre-reservations are strongly recommended (612-626-7788)

Nearly every American child learns that Christopher Columbus discovered America and that America was named for Amerigo Vespucci. What we don't learn as children is why our country was named for Vespucci and not for Columbus. Read on and you'll discover the answer to that question.

In the early 16th century, the town of St. Dié, in eastern France, had among its residents a group of humanist scholars, brought together by Gautier (or Walter) Lud, a churchman who was secretary and chaplain to Duke René II of Lorraine. In 1507, one of this group, German cartographer Martin Waldseemüller, created two maps that reflected information these scholars had received about the Atlantic discoveries. He produced one map, a globe gores, intended to be cut out and pasted on a sphere, and another map, a plane chart or flat representation of the earth, designed on 12 panels. To aid in the understanding of these maps, the scholars of St. Dié created a small book called *Cosmographiae Introductio*. In it, they wrote:

"In the sixth climatic region, toward the Antarctic, are situated the extreme part of Africa lately discovered, and the islands of Zanzibar, Java Minor, and Seula, and the fourth part of the world (which because Americus discovered it, it is proper to call Amerigum, that is, the land of Americus or America.)"

Waldseemüller made this suggestion a reality by carving the name America into the woodblocks for his two maps. It was on these maps, and in this text, that the name America was first used. An exhibition currently on view at the

James Ford Bell Library (see facing page) celebrates the 500th anniversary of the maps that "named America" and the enduring impact of the printing press on both scholarship and popular culture.

The Bell Library's map

The 1507 Waldseemüller globe gores map in the Bell Library's collection is one of only four known to exist and the only one in the Americas. It is printed from a single woodblock on water-marked paper and measures 15.35 x 9.44 inches. When cut out and pasted on a sphere, it would form a globe approximately 4.5 inches in diameter. The Bell Library acquired its copy in 1954, when James Ford Bell purchased it from Prince Johann II of Liechtenstein and then donated it to the Bell collection at the University of Minnesota.

Why is this map significant?

By the end of the Middle Ages, Europeans held two prevalent views about the far reaches of the earth that often intertwined, depending on each person's education and outlook.

Most ordinary people believed that the unknown parts of the world were frightening places, inhabited by strange, mysterious creatures. This popular view was informed by tales told by sailors and other travelers about the unfamiliar customs and inhabitants of far away lands, by folktales and songs, and by sermons and religious texts that spoke of devils and demons.

The scholarly world view was more nuanced, informed by the classical scholarship of ancient Greece and Rome.

Mapmakers drew on classical geography, astrology, and mathematics, and so they knew the earth was a sphere, they understood the concepts of longitude and latitude (even if they were unable to calculate them accurately), and they, like their ancient predecessors, speculated about a fourth part of the world—beyond the known continents of Europe, Asia, and Africa.

Although this "educated" view was grounded in science, it, like the popular view, was colored by religious belief and popular legend, reflections of which often found their way onto contemporary maps. Nevertheless, these perspectives were cumulative, changing over time as knowledge was gained and opinions were revised.

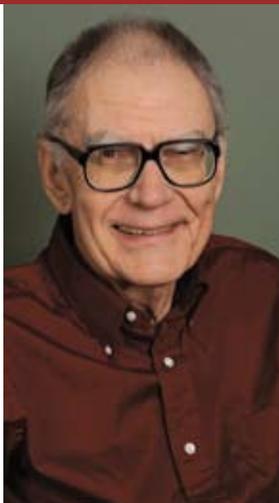
Waldseemüller's 1507 globe gores map reflects a shift in world view. For the first time, the land later known as North America was depicted as separated from Asia by water and not as an Asian peninsula. For the first time, this map depicted the entire 360 degrees of the earth, instead of the 180 degrees of land known to the ancient world. And, for the first time, the land mass in the south Atlantic was given a name: America.

Why America?

Amerigo Vespucci (1454-1512) grew up in the shadow of Renaissance humanism at the court of the powerful Medici family in Florence. Born into a family of wealthy, well-connected businessmen, he became a merchant and sales agent, first in Italy and later in Spain.

The middle-aged Vespucci yearned

*continued
on p. 18*



DEAR FRIENDS,

On October 4, many of you were among the *Friends* and others who gathered in the James Ford Bell Library to attend the 500th birthday party of the Waldseemüller globe gores map. This map, the first to include the word America, is known to exist in only four copies. The related exhibit at the James Ford Bell Library is described on p. 6 of

this issue of *continuum*. If you were present, you certainly would not need the contents of this issue to bring to mind the significant place maps hold in the collections of a study and research center such as the University of Minnesota Libraries. It was thus a special delight for the *Friends* to be able to join the James Ford Bell Library and its Associates in saluting the Waldseemüller map.

We particularly congratulate the curator of the Bell Library, Marguerite Ragnow, and her colleagues not only for presenting the map and creating the splendid exhibit surrounding it, but also for preparing a beautiful and informative exhibit guide, “The Map that Named America, 1507- 2007.” So, if you missed the party or wish to bring others to see this invaluable map, please remember that it will be on display until December 31.

The Bell Library is but one of the many libraries that huddle under the umbrella of the University of Minnesota Libraries. In fact, while some collections are huge and others are comparatively small and highly specialized, all told, there are over 6.5 million volumes. Located on both the Minneapolis and St. Paul campuses, these libraries yearly draw tens of thousands of patrons from the student body, the faculty, the staff, the *Friends*, and the public. While this impressive usefulness of the University Libraries is certainly more than enough to encourage members of the

Friends to redouble their efforts to support the Libraries, there is a less familiar contribution by the Libraries in which we should take pride. It can best be appreciated by—guess what?—consulting a map!

In this case, I speak not of a rare or extraordinary map, but one that is usually found in every household and glove compartment of all automobiles. It is map of the state of Minnesota. To see what I have in mind, open your state map so that it displays Minnesota’s vast extent. A close perusal will show seemingly countless communities from the Canadian border to the boundary with Iowa, and from the state lines of the Dakotas to Wisconsin. Many of these towns have public libraries, some modest in size while others are large. No matter where they are located nor the extent of their collections, these local libraries can turn to the University of Minnesota Libraries for assistance. Through the system called interlibrary loan, patrons of libraries from across the state—indeed from around the globe—can receive materials from other libraries in the region. This service is so heavily used that the University of Minnesota supplies more materials to patrons beyond the campus than does any other state’s university library.

So, while the familiar and quite ordinary map of Minnesota may not rank among the valuable items in the University’s collections, if its users will only call upon their imagination, they can visualize a vast movement of books, periodicals, and other materials flowing from the University to all quarters of the state and back. This great service to the people of Minnesota is made every day by their University’s libraries. In my view, that is as much cause for redoubled support by members of the *Friends of the Libraries* as is the gratifying knowledge that the James Ford Bell Library owns one of the world’s four copies of the map that named America.

PAUL NAGEL

PRESIDENT, FRIENDS OF THE LIBRARIES

AWARDS AND GRANTS GIVEN AT FRIENDS OF THE LIBRARIES ANNUAL MEETING

Award-winning journalist **DON SHELBY** was the featured speaker at the *Friends of the Libraries* annual meeting at McNamara Alumni Center on April 17, 2007. Shelby entertained guests with a talk entitled “Holmes: The Investigative Reporter” that explored the literary life of the famous detective and Shelby’s own connection to the University Libraries’ Sherlock Holmes Collection.

At the meeting, the *Friends* recognized University students and Libraries staff by announcing the recipients of their annual awards and grants.



Journalist Don Shelby

STAFF DEVELOPMENT GRANTS

The Friends’ annual Staff Development Grant program awards grants up to \$750 to two or three Libraries staff each year. The grants support a broad range of activities including travel, study, research, conference attendance and publication preparation. Recipients are chosen by the *Friends* board through a competitive application process and announced each spring. Recipients have a year to complete the activities funded by these grants.

2007 winners:

JIM STEMPEL, electronic resources librarian and co-chair of the Libraries Scholarly Communication Collaborative, received funding to attend the Public Knowledge Project Scholarly Publishing Conference at Simon Fraser University in Vancouver, British Columbia this past summer.

SU CHEN, head librarian in the East Asian Library, received funding to attend a conference entitled “Over a Hundred Years of Collecting: The History of East Asian Collections in North America” at the University of California, Berkeley, where she presented a paper on the history of the University of Minnesota East Asian Library.



Su Chen and Jim Stempel

OUTSTANDING LIBRARIES STUDENT EMPLOYEES

The Libraries employ over 450 student workers each year, and the *Friends* sponsor an award for student employees who go above and beyond the call of duty. Exceptional student employees are nominated by supervisors and colleagues to receive the Outstanding Library Student Employee award. The 2007 winners are **CHARLIE HEINZ** and **OANH NGUYEN**. Congratulations.



Charlie Heinz and Oanh Nguyen



L to R: Contest sponsor Maxine Wallin, Eric Lederman, Danielle Penneau, Terrence J. Serres, Joan Gilmore.

STUDENT BOOK COLLECTION CONTEST

This annual contest, now in its eighth year, celebrates students who are excited about reading and collecting books and gives them an opportunity to meet other book collectors. To enter, students submit an essay and bibliography of their collection. Judges select four award winners whose essays describe the books persuasively and whose bibliographies reveal the collectors' knowledge of their subjects.

2007 winners include:

Undergraduate students:

DANIELLE PENNEAU, *A Collection on the Fiction of L.M. Montgomery*

ERIC LEDERMAN, *First Sentence: The Soul of a Book*

Graduate students:

JOAN GILMORE, *The Furniture of our Lives—Books on Antique and Miniature Decorative Arts*

TERRENCE J. SERRES, *Understanding the Function of Trees: A Collection of Books on Trees and Forestry*

The Friends of the Libraries acknowledge Maxine and Winston Wallin for their generous and continuing support of the contest.

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DELVING DEEPER

Resources in the Borchert Map Library reveal complex views of our world.

by Erin George

If you need driving directions and parking recommendations for a new restaurant, typing a few details into websites like Google Maps or Map Quest can get you answers in seconds.

But what if you want to go deeper?

What if you want to know what business was on that property 10 years ago? Or how the surrounding land and water features have changed over the last 30 years? A deeper search takes more time, but the resources of an academic map library like the Borchert Map Library at the University Libraries help make it possible. Named in honor of well-known Regents' geography professor John R. Borchert, this library (housed in Wilson Library) includes resources such as aerial photographs and topographic maps that can reveal the histories of towns, neighborhoods, and even individual properties.

"Maps contain a wealth of information and analysis on one piece of paper that would typically be found in a chapter of

a book," Kristi Jensen explains. As the head of the Borchert Map Library, Jensen understands the layers of information contained in a single map or photo.

Borchert's resources, particularly about Minnesota, are noteworthy: 370,000 sheet maps, 9,600 atlases, and 415,000 aerial photos including photos from the 1930s to near-present for Minnesota and high-resolution digital images from 1997, 2000, and 2005 for the seven-county Twin Cities metro area. Some aerial photos of St. Paul date back to the 1920s.

In distinguishing a map library from other collections and libraries at the University, Jensen describes a map library as "a collection of geographic resources that allow people to look at the earth from a variety of perspectives. You can look at a point from close up or farther out." She explains that any one map can present various data – vegetation, demographics, soil, and topography are examples.

How someone interprets the information makes a

difference. When using or studying a map, a person needs to ask key questions about any potential bias in the map: Who produced it? When was it published? What data are presented together? What kind of skew may be present? Map librarians play a crucial role by ensuring users find the information they need, and they also rec-

John R. Borchert Map Library

The John R. Borchert Map Library is one of the premier map libraries in the country, with a collection of maps, aerial photography, atlases, and books and periodicals related to cartography. It is named for former Regents' professor of geography John R. Borchert (1918–2001).

Location: Sub-basement, Wilson Library, University of Minnesota–Twin Cities campus, West Bank

Access: University of Minnesota students, staff, and faculty may borrow materials (see the Library's website for details). Special privilege and Friends of the Libraries cardholders may also borrow materials. Members of the general public may use materials on-site in the Library.

Endowment funds: In 1999, John Borchert and his family commemorated his life's work with a gift of \$200,000. The gift established an endowment fund for the Map Library and was made through the University's department of geography in recognition of the interdependence of the Library and the department's programs. Contributions like this one allow the Map Library to further develop resources and services, especially as more cartographic information becomes available in online and digital formats. For information about making a gift, contact Mary Hicks, College of Liberal Arts, at 612-625-5541 or hicksoo2@umn.edu.

map.lib.umn.edu

ognize that they must be cautious in offering interpretations of any map's data. Navigating the collections of the Borchert Library takes guidance, and any one patron may need specialized

attention and time to locate a map or aerial photograph and become acquainted with its data. Helping a user find a map or photo is different from interpreting the information within that map or photo. The map librarian, regardless of his other credentials or tenure in the field, is just one person, so Jensen reflects that the interpretive role of a map librarian should be approached cautiously.

For example, Jensen worked recently with a woman from the Twin Cities area who had attended a neighborhood meeting about planning for a new commercial development. At the meeting, a map was presented that showed a Native American village had once existed on the land to be developed. Neighbors at the meeting posed questions about possible archeological and other considerations. Since she had only a quick view of that map, the woman wanted to find some verification of the village's existence. She came to the Borchert Library and described to Jensen the location in question and the era and features of the map shown, and Jensen was able to find resources for the woman to use in her research. Jensen made no claims about what may have existed, but she could give this user tools to draw her own conclusions in discussing the land development project.

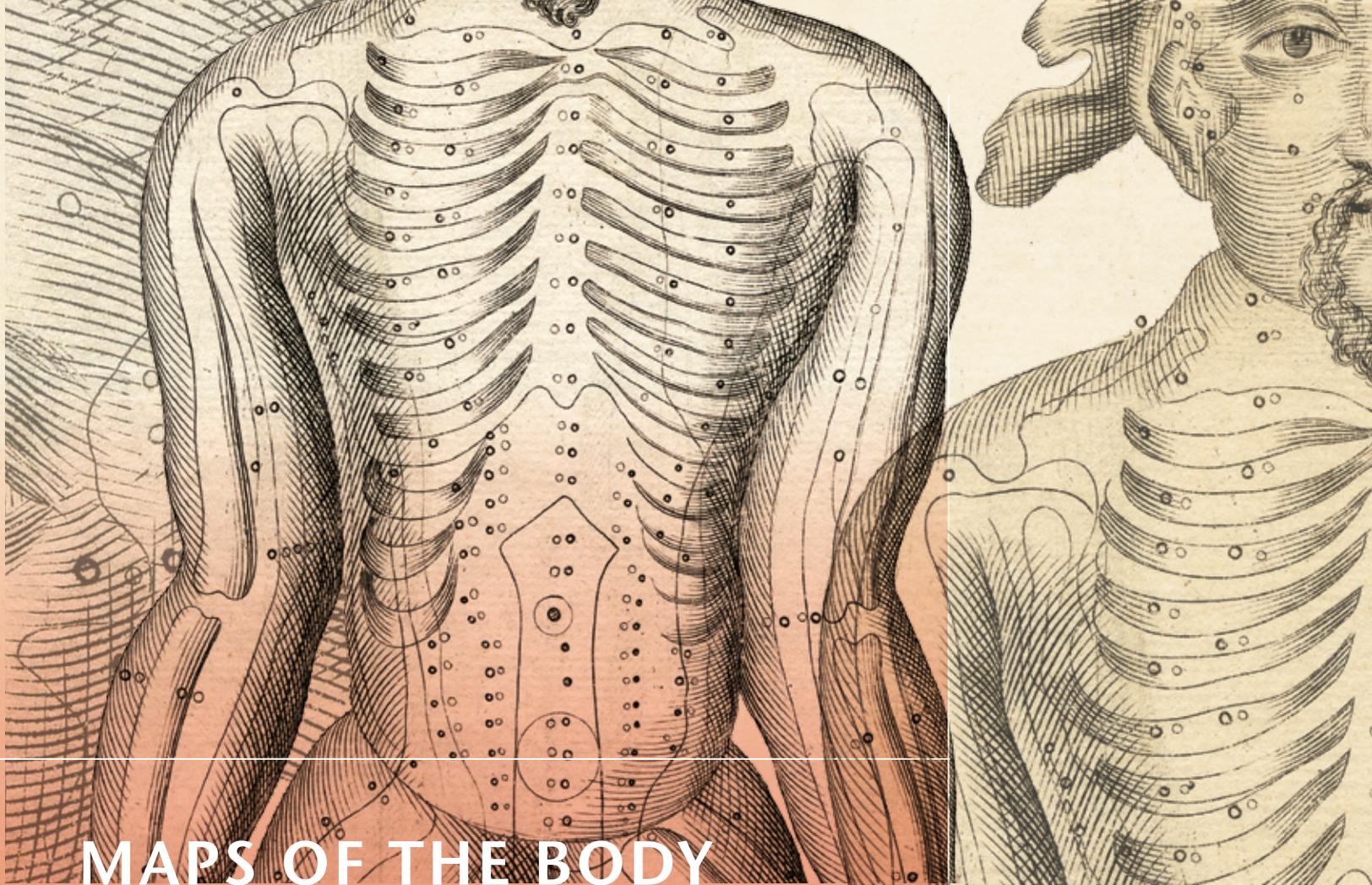
Students from the University and area colleges also use the Borchert Library as a laboratory, researching class projects and even questions about their own campuses. Last spring, Jensen worked with University professors Laura Musacchio and John Koepke, who were co-teaching the course Ecological Dimensions of Spacemaking in the department of Landscape Architecture. Musacchio explains, "Our students

worked on a master plan project that sought to breathe new life into Lake Sarita, a degraded wetland that is located off the Transit Way and Steam Plant on the (University's) St. Paul campus. The goal of the project is to use Lake Sarita as a living laboratory for environmental education, stormwater management, and wildlife habitat by restoring its wetland features." Students used the Borchert Map Library to document how wetlands, lakes, and streams near the St. Paul campus were altered, buried, and destroyed by urban growth. Using resources from Borchert, the class "found that Lake Sarita was once a good-sized lake, but it was filled in over time and only a small remnant wetland now remains," Musacchio says. Several students, as a result of their field work and research in Borchert, were selected to present their master plan projects to the Stormwater Linkage Committee and provide important creative inspiration for future planning.

Revealing a property's history plays an important role in real estate transactions, and people like Kyle Shannon use the Borchert Library to construct property and land use time lines. Shannon is a research associate with Environmental Data Resources (EDR), a leading provider of environmental information that regularly dispatches staff to research commercial properties. Each commercial property transaction must include a Phase 1 Environmental Site Assessment, which identifies potential or existing environmental contamination liabilities. Clients hire EDR to conduct historical property research for Phase 1 assessments.

Shannon says the resources in Borchert are invaluable because of the size and depth of the collection, including aerial photos dating back to the 1930s. He

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MAPS OF THE BODY

Anatomy atlases in the Wangensteen Historical Library aid University researchers and teachers from a range of disciplines.

by Lucy Vilankulu

Maps of the same piece of land look very different according to the purpose of the mapmaker. A tract of land might yield topographical maps, water table maps, vegetation maps or property lines. Maps are also shaped by mapmakers' ideals and philosophies; compare, for example, an 1862 map of the Minnesota River created by the Dakota people to a map of the same area created by settlers or the U.S. government. Map-making, it seems, has not always been an objective science.

So too for anatomical atlases, which over the centuries have ranged from cartoon-like depictions of unmoored organs floating in the sea of a human body to Gunther Von Hagens's graphic anatomical renderings of preserved human bodies in the controversial Body Worlds exhibition. For some early anatomists, the purpose of an anatomical atlas was medical—physicians simply needed a better idea of how organs and

bodily systems looked and operated. For some, the purpose was artistic, and for others, anatomizing bodies underscored a moral tale about the wages of sin: subjects in anatomy atlases were often executed criminals. Anatomization was the ultimate corporal punishment, pursuing the miscreant even beyond death.

The University of Minnesota's Owen H. Wangensteen Historical Library of Biology and Medicine has in its collection hundreds of anatomical atlases dating from the 1400s to the twentieth century. As the work of University of Minnesota researchers shows, the collection reveals not only medical ideas about the body, but also the philosophies of the anatomists and the times they lived in.

Dr. John Eyler, a professor in the University's history of medicine department, has a background in the history of

IMAGE: Image from Rhijne, Willem Ten, *Dissertatio De arthritide: mantissa schematica*, 1683. From the collection of the Wangensteen Historical Library of Biology and Medicine.

infectious diseases and public health. He often uses the Wangenstein's collection of anatomical atlases when he teaches undergraduate history of science courses and in his anatomy lectures for medical students.

"With undergrads, you're essentially teaching general Western Civilization," says Eyler. "You can't take health care and healthcare institutions out of the cultural and social

Owen H. Wangenstein Historical Library of Biology and Medicine

A collection of rare books and journals dating back to the early 15th century, featuring important and ground-breaking publications of the medical researchers and clinicians of an earlier age.

Opened to the public: 1961

Location: 5th floor, Diehl Hall, University of Minnesota-Twin Cities campus, East Bank

Collection size: approximately 70,000 volumes

Collection strengths: surgery, pharmacy, obstetrics, pediatrics, orthopedics, ophthalmology, public health, cardiology, anatomy, psychiatry, natural sciences.

Collection highlights: anatomy and botanical charts (16th–18th century); medical manuscript receipt books (17th–19th century); original professional papers, letters, remedies, and diaries of Pamard family (noted French surgical family, 17th–20th century); historical medical instruments.

Access: Materials do not circulate but may be studied and used on the premises by the general public and by students, faculty, and other scholars.

www.wangenstein.lib.umn.edu

matrix from which these institutions develop. We can't assume that people read Latin or Greek or read paleography. Using anatomy illustrations is a way of making the original (medical) texts more universal and accessible."

Eyler uses historical anatomical atlases in his teaching for two reasons. On the one hand there is the centuries-long history of medicine. "One of the things we're trying to impress on (medical students) is that their profession, medicine, has a long tradition. Some of the problems they will encounter have been encountered before."

There is also what Eyler calls the "golly, gee whiz" aspect of the old atlases. "The students who have been trying their hand at dissection for the first time, trying to make some illustrations of what they're seeing, can appreciate the process necessary to produce some of those wonderful plates. We also tell them about when these plates were designed and let them handle the materials, and some of them are just amazed by the antiquity of it and that they're engaging in a process that has very long roots."

Jole Shackelford, a visiting professor of the history of medicine, specializes in the chemical, medical, and religious ideas of Paracelsus, the 16th century physician who introduced chemical theory and chemical drugs into medicine.

He says that anatomical atlases and maps have relevance beyond the disciplines of medicine, history of medicine, and history of science. "These images have not only medical significance but also a broad cultural significance," Shackelford says. "The SDN [a 16th century anatomical atlas], for example, shows erotic images of women cadavers modeled after images from a contemporary erotic book. The engraver would have known that readers would have interpreted these images in a different context. It was kind of an in-joke. It obviously carries cultural baggage with it, and not strictly medical cultural baggage but French 16th century culture." This has implications for researchers in disciplines ranging from gender studies to art history.

In the same vein, Richard Leppert, professor of cultural studies and comparative literature at the University of Minnesota, has worked with and written about anatomical atlases in the Wangenstein collection. His 1996 book *Art and the Committed Eye: The Cultural Functions of Imagery* includes a long chapter on representations of the human body in anatomical atlases.

"I was interested in the relationship between the anatomical atlases in the 16th, 17th and 18th centuries and developments in the visual arts," says Leppert. "(I am interested in) how those atlases show shifting ideas, not so much about how to represent human bodies in the medical sciences, but rather how artists began to re-imagine how they thought about the human body in relation to human beings."

Early anatomy illustrations, most famously in the case of Vesalius' *De humani corporis fabrica*, were extremely concerned with art and aesthetic issues. Cadavers and skeletons were posed in the attitudes and backgrounds of typical

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MAPPING AFFINITIES

The new online “MyLibrary” portal maps users’ interests to customized library experiences

by Jim Thorp

Let’s face it: With more than 6.5 million volumes and nearly 38,000 serial subscriptions, the University of Minnesota Libraries can be intimidating. And with more information easily available via the Internet, students are becoming less patient when it comes to navigating the stacks.

To make such virtual legwork less formidable, the U’s Digital Library Development Laboratory has created MyLibrary, a new portal application that filters library resources and provides quick online access to the collections, tools, and library personnel most suited to the user’s specific profile.

University librarian Wendy Pradt Lougee characterizes the project as a response to “Web-use trends and Amazoogles forces.” It’s also changing how people view libraries.

Window to the world

Lougee says the initiative is rooted in University Libraries’ studies of faculty and graduate student behavior and Internet use. Those studies suggest that scholars across academic disciplines are increasingly looking to the Web for information, and they want tools that better filter and integrate relevant, user-specific sources and services into their scholarly workflow.

“As a result, we began thinking about how we could get library resources integrated into the workflow of students and faculty and respond more flexibly to researchers’ needs,” she says.

Enter John Butler, director of the Digital



Library Development Laboratory. His team had worked with the University Libraries’ Undergraduate Initiative team on the Undergraduate Virtual Library (UGVL), which launched in fall 2005 as an effort to bridge the gap between what a Web search can generate and what the libraries can offer. The UGVL offers new student researchers a Google-like search engine and interface, helping them navigate collections in a way that feels familiar to them.

“We’ve always had an interest in personalizing and customizing content to smaller units and developing specific library resources at a course level,” Butler says. “Over the years we have developed a suite of tools that help librarians deliver reference, liaison, and instructional services to students. The challenge here is to provide meaningful services in the University’s large-scale environment.

“The Libraries have about 100 librarian

staff and, of those, roughly 50 to 60 positioned to provide direct services to the student body. So, conservatively, we are challenged by a librarian-to-student ratio of 1:500—and it’s probably a much larger ratio than that.”

The University’s MyU portal is home to a host of online resources for students, staff, and faculty, providing single sign-in access to most online administrative applications, personalized news and information, and secure areas for sharing and collaboration. Since MyU boasts more than 160,000 registered users and 19,000 unique logins each day, it’s an ideal vehicle for delivering library resources to the masses. Butler’s team developed MyLibrary as a personalized view of library resources for students using the MyU portal. With their single MyU portal sign-on, users log in, then click the MyLibrary tab at the top of the page to access a University Libraries home page with convenient search tools, single-click access to

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FROM P.9 MAP THAT NAMED AMERICA

for adventure, perhaps inspired by Christopher Columbus, with whom he was acquainted. In 1499, he joined Alonso de Ojeda's expedition on behalf of Spain to further explore the new territory that Columbus had brought to European attention. In 1501, Vespucci sailed to the new world again, this time for Portugal, traveling further south along the coast of what he called in his letters a new continent—the fourth part of the world.

Although scholars have cast doubt on the authorship and veracity of the many letters recounting Vespucci's adventures that survive, it took real courage for Vespucci—who had no prior experience at sea and whose knowledge of navigation was entirely theoretical—to undertake the grand adventure of sailing out into uncharted seas.

The scholars at St. Dié were impressed with the account of Vespucci's voyages—and the up-to-date information about the new world that they believed it contained. The accounts of Columbus' discoveries were filled with descriptions of Asia—where Columbus initially believed he had landed—but Vespucci spoke of a new continent, the fourth continent mentioned by the ancient world.

The discovery of the new world offered printers and map-makers an exciting new topic with which to tantalize the public—eager consumers of their work. Waldseemüller's maps and *Cosmographiae Introductio* were tremendously popular. St. Dié published about 1,000 copies of each in April 1507, followed by another printing in August. Other editions, by other printers, followed. It is the widespread circulation of these maps and the little book that accompanied them—which contained an account of Vespucci's voyages—that led to the popularity of the name "America".

Dr. Marguerite Ragnow is curator of the James Ford Bell Library.

FROM P.14 DELVING DEEPER

smiles warmly while describing more recent photos. "There are some photos (from the 1970s) that are 1 to 100 scale, so the detail is so intense that you can see the shadows cast by the trees." Shannon pulls aerial photos from each decade to piece together changes on the property: buildings added or destroyed, street improvements, and other land use changes. This time line can help point to possible environmental issues, such as storage tanks that may have been removed or fire and other building damage.

Wayfinding is only a part of the story in the Borchert Map Library. Borchert's resources, available to students, faculty, staff, and community members, reveal a much deeper history than what is visible at street level.

FROM P.16 MAPPING THE BODY

portraiture of the times, with textual explanations provided separately so as not to detract from the artistry of the illustration. Within a few hundred years, however, this representation would change dramatically. "If you look at the Albinus elephant folio," Leppert says, "you see on one plate these very elegant, finished, highly-detailed engravings set in some kind of a landscape that provides a story, and then on the opposite page the only thing that's left is the human figure and it's been reduced to a line drawing with all the bones labeled."

Leppert suggests that this change reflects a break between art and science that points to the increasing secularization of western society combined with rapid advancement in the sciences. "The issue of aesthetics in visual representation was far less important than perceived visual accuracy. The greater the scientific interest in anatomy as such, illustrating the human body with a wholly extraneous narrative becomes increasingly irrelevant."

In the end, teaching and researching anatomical maps is a bit like teaching Latin or ancient Greek—languages that are not in use today, but that give us priceless insights into the roots of the words, meanings, and ideas that go on shaping us.

"After all," Eyler says, "one of the things we're trying to describe and help people to analyze is how knowledge changes."

FROM P.17 MAPPING AFFINITIES

discipline-specific collections and resources, and contact information for the most appropriate librarian for the user's field of study or role at the University of Minnesota.

Affinity strings—strings of data that track certain characteristics of a user, such as campus, role, unit, program, and degree—are used to personalize the content delivered to the user. These strings are mapped to MyLibrary page templates according to a user's status or role (e.g., graduate student, incoming freshman, research staff, and such), then to the appropriate discipline or content area—effectively determining what information is likely to be important to a user and how best to present that content. Additional links provide access to the rest of the Libraries' online resources.

As a result, the critical difference between the UGVL and the MyLibrary is personalization.

"When user X comes to the UGVL, he or she gets exactly the same view that user Y gets," explains Butler. "Although the UGVL is oriented to an undergraduate sensibility, the presentation is generic, flat, one-sized. In the [MyLibrary] portal, we differentiate users and present them with discipline-sensitive views."

Less is more

The University isn't the first organization to attempt to create a comprehensive online view of its library resources—but the approach has been fundamentally different than most such efforts.

"Information has reached a saturation point on the Web," Butler says. "A lot of library sites are built like library buildings—everything's there, but you have to go and find it. It's overwhelming."

Butler describes most early efforts to create online libraries as "pull-heavy" and says they were "high on novelty and abandonment." The U's goal, on the other hand, has always been a hybrid push-pull model.

"What becomes more important is what's excluded from that

initial view," Butler says. "It's the notion of pushing content to the user based on our expertise. The typical user's attention span is getting shorter and shorter, so there's more value in identifying and privileging content based on what we know about the user."

Butler cautions, "We're aware of the boundaries between public and private information, and we are not mining any private data for this service."

Phase I of the MyLibrary rollout is almost exclusively a push model, with librarians and subject-matter experts advancing selected content based on what's-best principles and the use patterns of particular affinity groups.

Phase II will enable users to customize their view based on personal preferences and favorite resources. A third phase of development will enable the creation of community or mentoring views, in which the use patterns facilitate interaction and collaboration between users and affinity groups with similar interests and goals.

"We're moving from a rigid, prescribed mapping of affinities to something more organic and community-driven," Butler says.

Graduate students were given access to Phase I of the MyLibrary portal in December 2006, and a gradual rollout continues. The team launched MyLibrary for all Academic Health Center audiences in February and for the Class of 2011 incoming freshmen in April. A MyLibrary portal for all undergraduates was released in summer 2007, and a faculty-specific MyLibrary view will launch in 2008.

Expanding MyLibrary services to other University campuses is also being explored. 

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