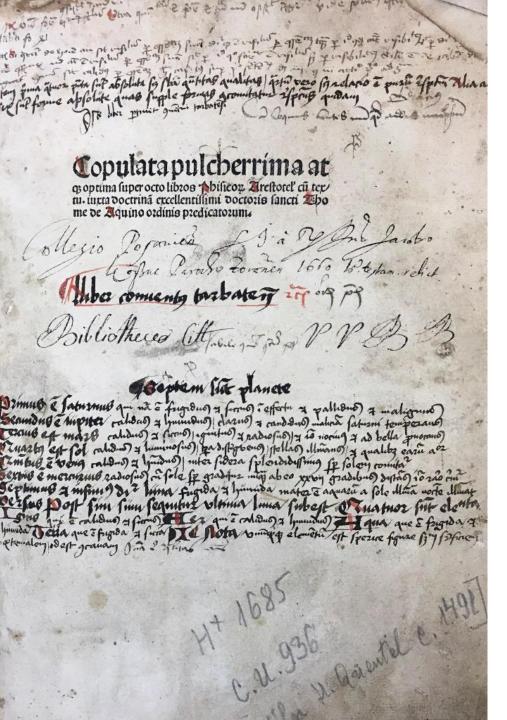


Heritage Collections: a Tool of Library Services Marketing and Communication

Tartu, 2019 05 15





Heritage collections

Physical collections

- Manuscripts
- Rare books
- Graphics

Digital collections

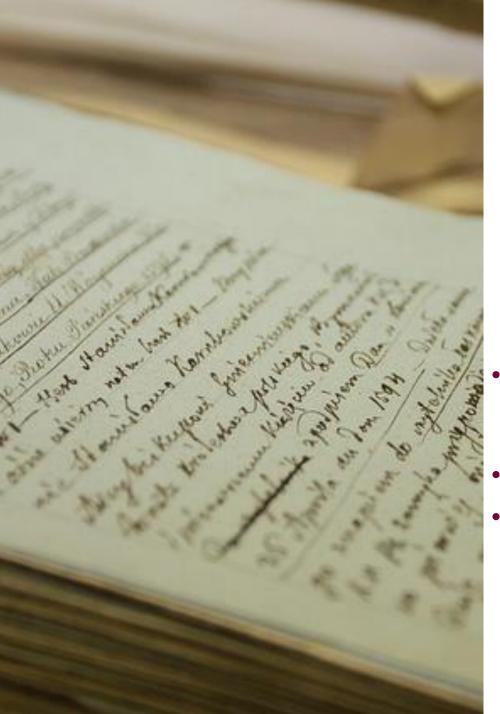


Origins - donations of:

- kings and dukes (Sigismundus Augustus),
- bishops (Georgius Albinius, Valerianus Protasewicz etc.)
- Noble families (Sapieha, Radziwill, Pac etc.)
- Professors and students of the university
- And many others

- •Manuscripts more than 325 000 documents
- •Rare books more than 160 000 items
- •Graphics over 92 000 artwoks

Digital collections (atmintis.mb.vu.lt)



Heritage for research and studies

- Scientific research of heritage collections: Heritage Collections and Research Department (Manuscripts, Rare Books, Documental Heritage Preservation)
- Research and dissemination projects
- Publishing

Digitization of GDL Courtbooks in VUL (*DigiCOURT*)

Virtual reconstruction of the oldest academic library in Lithuania (VIRTUS)

COST "Republic of letters"

Material Evidence in Incunabula (MEI) database (CERL)

Lithuania in Vilnius University Library (*Lietuva VUB*)

Fundraising project to preserve 4 unique globes

Segmented marketing: let every user get his/hers service!

More information in digital form – less visitors in reading rooms

More specific needs and questions

Increase of visibility and usability



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Vilniaus universiteto biblioteka

Finances

In 2007-2018 various heritage related activities attracted 670 000 euros

- Projects 603 000 (European funds, Research Council of Lithuania)
- Publishing 51 500 euros (Lihuanian council for culture)
- Events 3 000 euros (Lihuanian council for culture)
- Lithuania in Vilnius University Library 11 800 euros (Lihuanian council for culture)



Contacts

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