



Installing Pop Up Passion

@ East Gwillimbury Public Library

With Ben Van Gorp and
Stephanie Gauthier

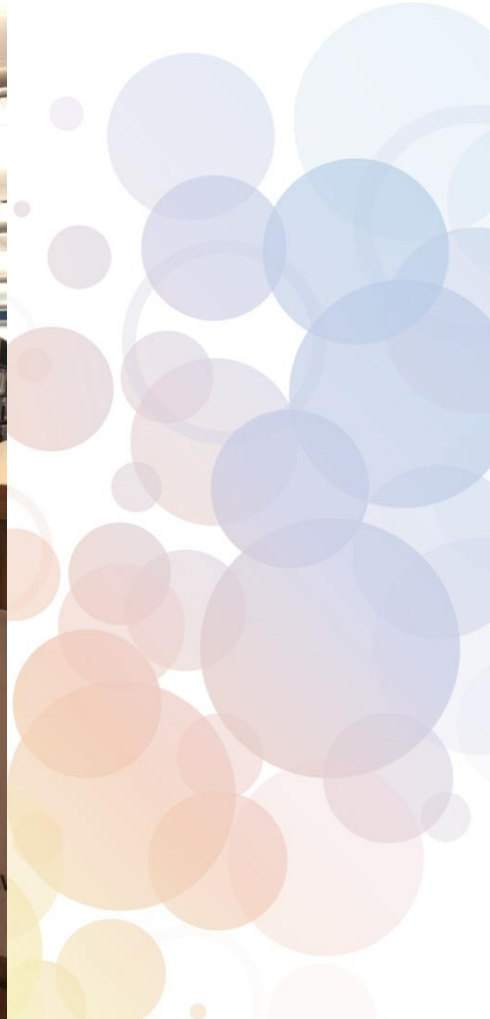
Pop Up Programing: What is it?

- Programming on the fly or ‘observational programming’
 - Pulling out a programming kit to keep a group of children engaged while visiting the Library
- Adapting to the needs of patrons
 - Are several patrons on the computers and asking questions? Start a demo of a useful eResource like Lynda.com
- Taking advantage of library space to test out new programs, technology, collection items, or passion projects



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Most importantly...

**It's anything you want it to be
with any of the resources you
want to use!**



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A Short Background

Occupy Wall Street Library - New York



Fig 1. The People's Library, Day 17, *Occupy Wall Street Library*, <https://peopleslibrary.wordpress.com> , March 11, 2015.

A Short Background

Civic Lab Pop-up - Skokie Public Library

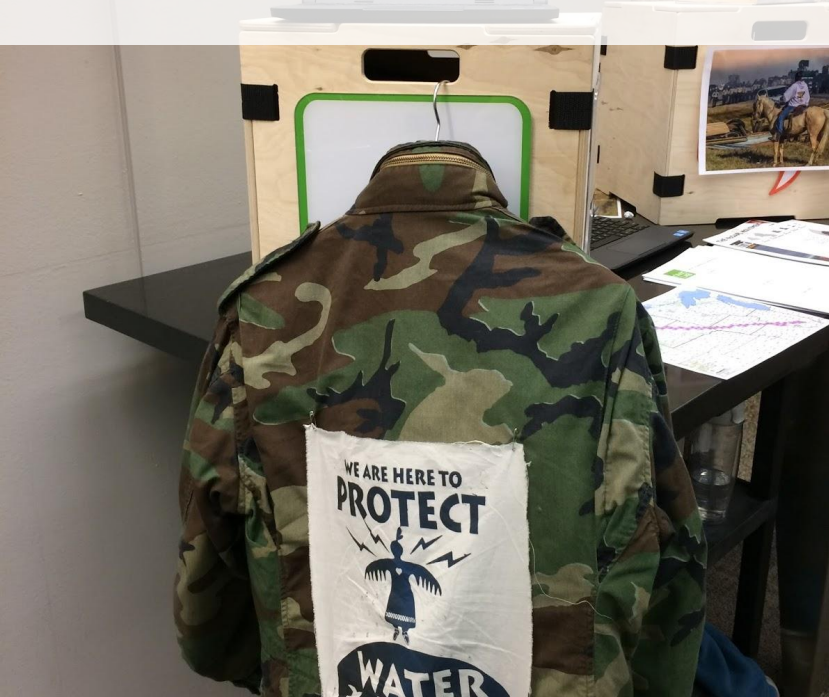


Fig 2 & 3. Photos from In the Civic Lab: Let's Talk About Standing Rock, *The Show Me Librarian*, <http://showmelibrarian.blogspot.ca/2016/12/in-civic-lab-lets-talk-about-standing.html> , Dec 4, 2016.

A Short Background

The Uni Project - New York



Fig 4 & 5. 2016 Snapshots, *The Uni Project*, <https://www.theuniproject.org/photos/> , 2016.

A Short Background

Guerrilla MakerSpace - Harvard Graduate School of Education



Fig 6. Space 3, *GuerrillaMakerSpace*, <http://guerrillamakerspace.squarespace.com/#space-3>

Pop Up Programming - In Library

- Low stress. Easy access
- Ideal for installations, or testing ground programs
- Bored Kids + Spare Time = Improv Program

Pop Up Programming - In Library

MaKey MaKeys,

- Purchased for programming but needed to gain a solid understanding of the technology
- Decided to create a musical plant 'installation' featured on the Reference Desk at both branches

OUTCOME

Installations encouraged patrons to come to MaKey MaKey programs after they understood what the technology could do

In-Library Photos



Pop Up Programming - In Library

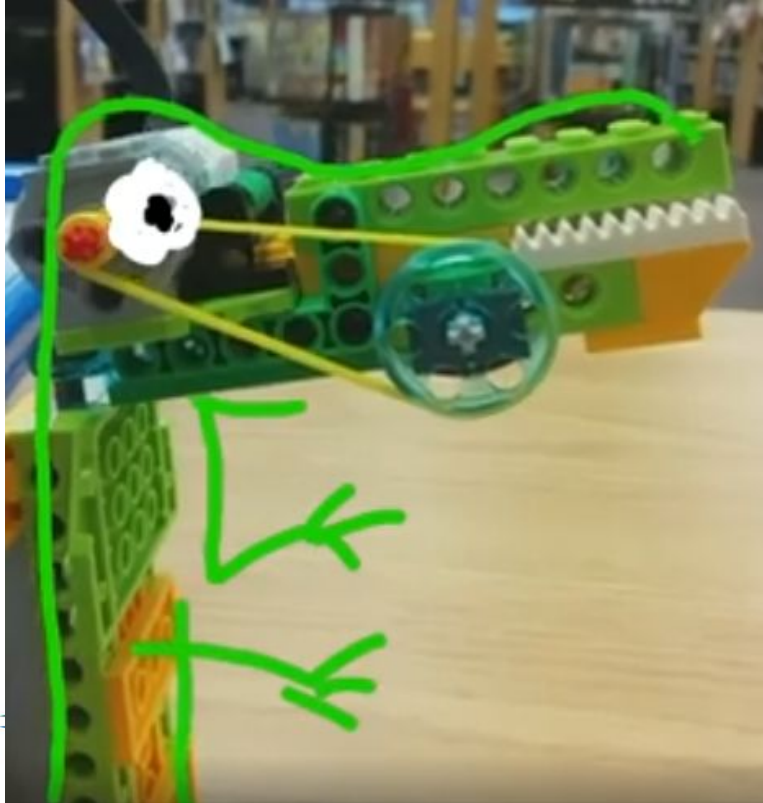
Lego Robotics

- Asked by a local school developing their Makerspace to help them with a Lego WeDo and a Lego Mindstorms program
- Combination of 'improv' program and learning the technology

OUTCOME

Rather than spend program planning behind the desk, testing occurred on the floor, identifying places for improvement

In-Library Photos



Pop Up Programming - Community Hotspots

- Potential to gain new library users
- Great way to build community partnerships
- Acts as a good way to experiment with new technology and gauge interest.

Pop Up Programming - Community Hotspots

Vince's Market - 3D Printing

- Needed to introduce community to 3D printer and promote future programming
- Displayed a practical application of 3D design and printing by creating a 3D cookie cutter while baking cookies on site

OUTCOME

Broke through to patrons in non-traditional venue, while also testing a neat idea and seeing the outcome

Community engagement photos



Pop Up Programming - Community Hotspots

Go Station Outreach

- Set up at the local Go Station as part of a shared outreach opportunity with Georgina Public Library
- Had planned impromptu Google Cardboard experience and MaKey MaKey installation while discussing eResources

OUTCOME

Mixed. Commuters too rushed for any lengthy engagement, but were interested in donated books, and eResources like Hoopla

Pop Up Programming - Municipal Partners

- Benefits both parties involved by cross promoting of event calendars
- Existing communication can allow for quick coordination of outreach style events

Pop Up Programming - Municipal Partners

East Gwillimbury Haunted Hike

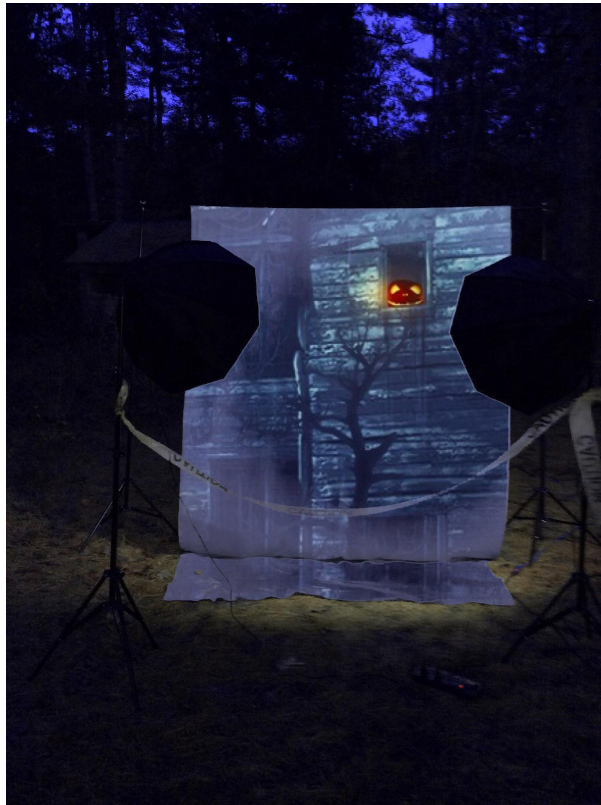
- Approached by Town of East Gwillimbury to implement some pop up tech programs at Halloween event
- Set up green screen as a halloween photo booth in the forest where 'Haunted Hike' was taking place
- Parents were informed that photos were to be uploaded to Facebook

OUTCOME

Large turnout with parents surprised to find us in a non traditional venue and parents drove additional traffic to our Facebook page



Municipal Partners Photos



Pop Up Programming - Municipal Partners

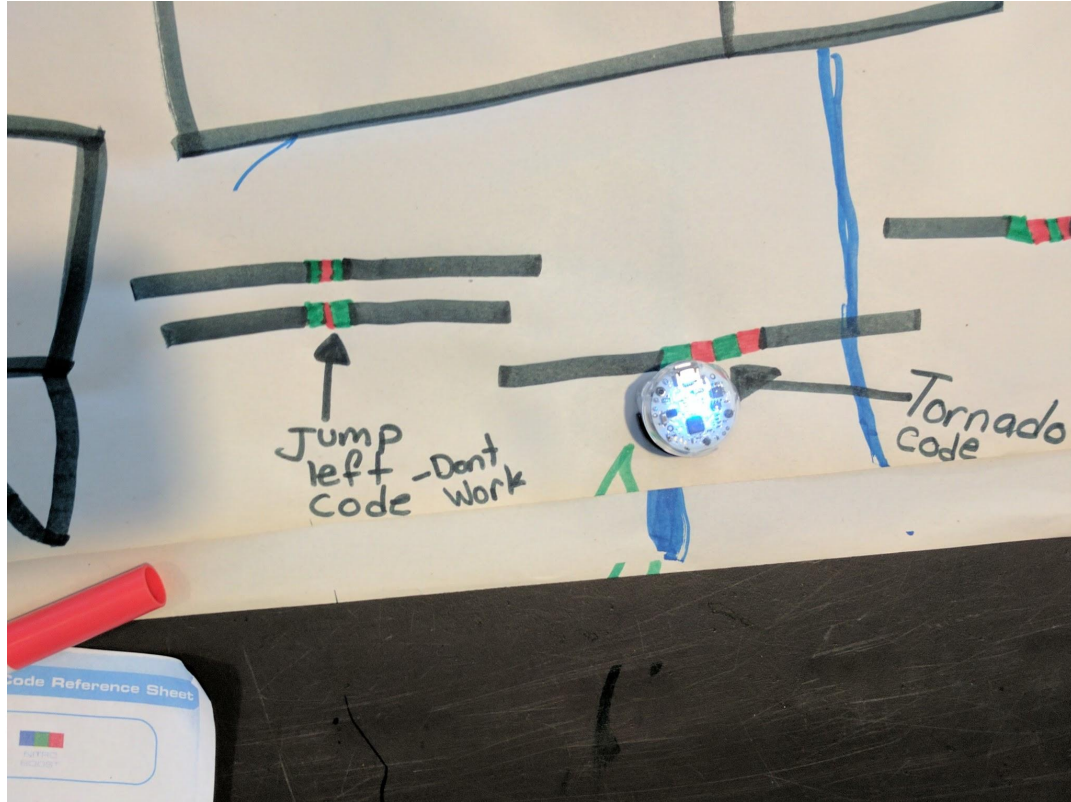
East Gwillimbury Arena Pop - Up

- Contacted the booking administrator for the local arena, and picked a weekend when the arena was fully booked
- Brought Ozobots and the 3D printer with craft paper for a large hockey rink coding platform

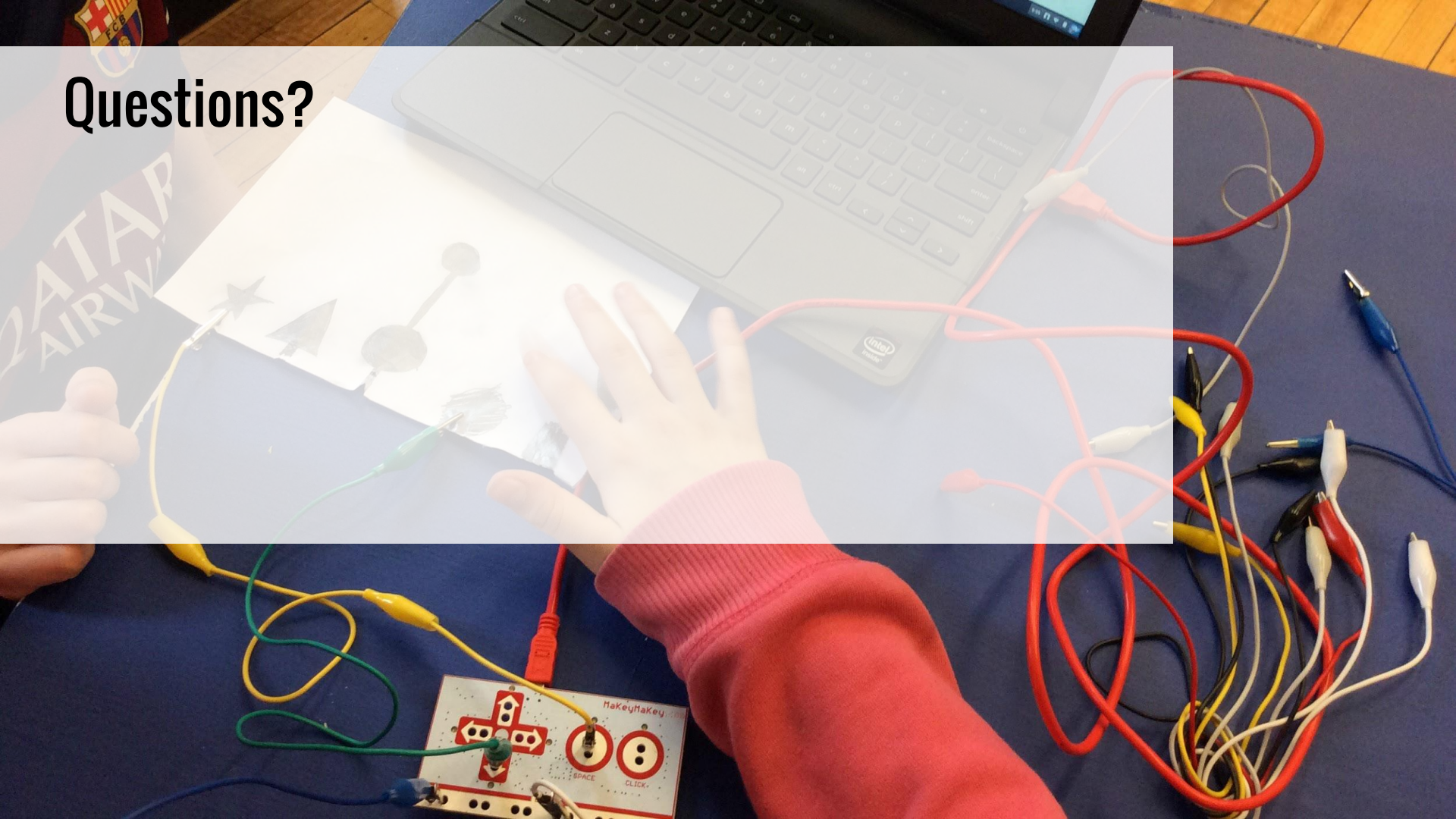
OUTCOME

Constant attendance, with some children spending multiple hours with the technology and instructing others on how to use it

Municipal Partners Photos



Questions?



Workshop Task - Build A Pop-Up Strategy

Important Items

- Cover each of the three locations (if possible)
- List staffing, technology, and time requirements
- Description of the program/installation
 - If you are making an installation, draw a prototype
- Provide potential outcomes for your staff and patrons

Brainstorming

- What out of the ordinary objects could you use at your library for a pop up program?
- What are you passionate about that could be turned into a pop up program?
- Do you have a space that may work for a pop-up program?
- What relationships could you leverage?



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Sharing Our Ideas

- Pick 1 - 2 representatives from your group. They will remain at your table and describe your idea
- Other group members should circulate to other tables and see what other projects have been made
- When we call time, circle back to your groups and share what you have learned
- Proud of your idea? Send it to bvangorp@egpl.ca to add it to a shared Google Drive Folder

Additional Questions?

Contact us:

bvangorp@egpl.ca

sgauthier@egpl.ca



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References

Balch, K. & S. Leggett, *GuerrillaMakerSpace*, <http://guerrillamakerspace.squarespace.com/>.

Koester, A., *The Show Me Librarian*, <http://showmelibrarian.blogspot.ca/>, 2017.

Occupy Wall Street Library, <https://peopleslibrary.wordpress.com>, 2015.

The Uni Project, <https://www.theuniproject.org/>, 2017

Thank You for your Time!



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