

Friends Sharing with Friends

James Fox

Friends of the
Somerville Public Library
March 9th, 2013



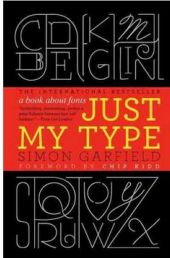


<http://10engines.blogspot.com>

10engines

WEDNESDAY, FEBRUARY 6

10E2114: Just My Type




"Typefaces are now 560 years old. So when a Brit called Matthew Carter constructed the now-ubiquitous Verdana on his computer in the 1990s, what could he possibly be doing to an A and a B that had never been done before? And how did a friend of his make the typeface Gotham, which eased Barack Obama into the Presidency? And what exactly makes a font presidential or American, or British, French German, Swiss or Jewish? These are arcane mysteries and it is the job of the book to get to the heart of them. But it begins with a cautionary tale, a story of what happens when a typeface gets out of control." (talking to you comic sans! ed.) - author, [Simon Garfield](#)

Reading this book at the moment, fascinating and quite funny actually. What is an interrobang? Get with it kids... read and find out. Amazing how easily we are manipulated by a font. Or how economical typeface can be - see the story of the Edward Johnston's Johnston Sans credited as the first modern sans serif and thus precursor to...


Futura

Pro printers and designers may know many of the stories and anecdotes already but a huge heads up for any small organisation.

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 twitter: @10engines
 contact: james at 10engines dot com

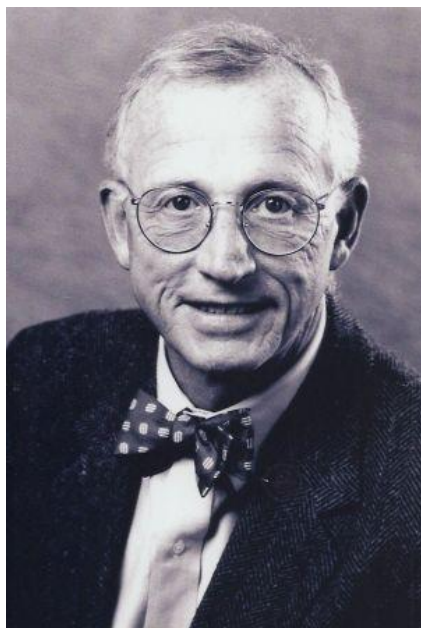


\$28



\$6

Social media.
Programming.
The last public space.
No cats...



"If the guys at the fire department don't know who you are,
then you aren't doing your job..."





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of the Somerville
Public Library




<https://www.facebook.com/FriendsOfTheSomervillePublicLibrary>



<http://somerpubliclibraryfriends.tumblr.com/>



<http://www.idealists.org/view/org/KjN6bKJzGBD/> Nice URL!


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The Friends of the Somerville Public Library

Nonprofit or community organization
Last modified: about a month ago



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DESCRIPTION

The Friends of the Somerville (MA) Public Library is a not-for-profit organization that helps the library and its branches to provide programs, services and materials not covered by the library's normal operating budget. It is 100% staffed by volunteers.

The Friends provide funds for the popular Museum Passes program, license fees for movie screenings, co-sponsor Somerville Reads, and more so the Library can offer a variety of children's, young adult, and adult programs which range from puppet shows to poetry readings.

CONTACT INFORMATION

Email:
[Log in to view email addresses.](#)

Website:
<https://www.facebook.com/FriendsOfTheSomervillePublicLibrary>

Phone:
(617) 623-5000

Address:
79 Highland Avenue, Somerville, Massachusetts, 02143, United States

FRIENDS OF THE SPL'S LISTINGS

View: [See all \(1\)](#)


Book Sale Assistant - Volunteer Opportunity

Last updated: January 11, 2013
Location: Somerville, MA, US
Description: Our bi-annual book sales are a major plank in the fundraising platform of the Friends of the Library. They also require many people hours to set up... to staff...

KEYWORDS


Arts, Education, Volunteering, Media, Library or resource center, Social enterprise, Technology

www.linkedin.com/groups/Friends-Somerville-Public-Library-4414867


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About this Group

Created: April 24, 2012
Type: Nonprofit Group
Members: 2
Owner: James Fox
Website: <https://www.facebook.com/FriendsOfTheSomervillePublicLibrary>

Group Members in Your Network



John Newburn
Product Manager at CONDUCTIV Software, Inc.


POLER

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mpdrolet:
Tree house at Wynstay, South Gippsland, c. 1878-1900
Nicholas Caire



~J wolf-teeth





Photo: mpdrolet:
Tree house at Wynstay, South Gippsland, c. 1878-1900
Nicholas Caire
<http://t.co/ab8IL498m>
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#campvibes




#polerstuff #poler #campvibes
1 like 9 repins

Ariadne Indigo via Poler Stuff onto home is where the heart is




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4 likes 5 repins

Jamie Deurmeier via krakenrafts onto As Liz Lemon says, "I want to go to there."




#polerstuff #poler #campvibes
3 likes 5 repins

Shannon Thorne via Poler Stuff onto Ideas for my cute little cabin in the woods





Music in the middle of nowhere.
#polerstuff #campvibes #poler


Mitsutoshi Hakamura via Poler Stuff onto Outdoor / Camp / Tour



#campvibes #polerstuff
6 likes 2 repins

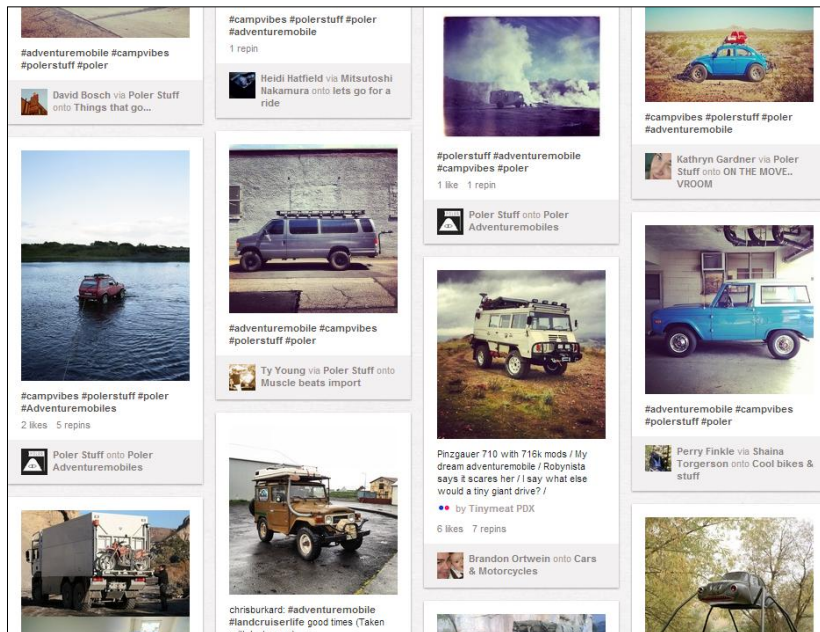






#campvibes #polerstuff #poler

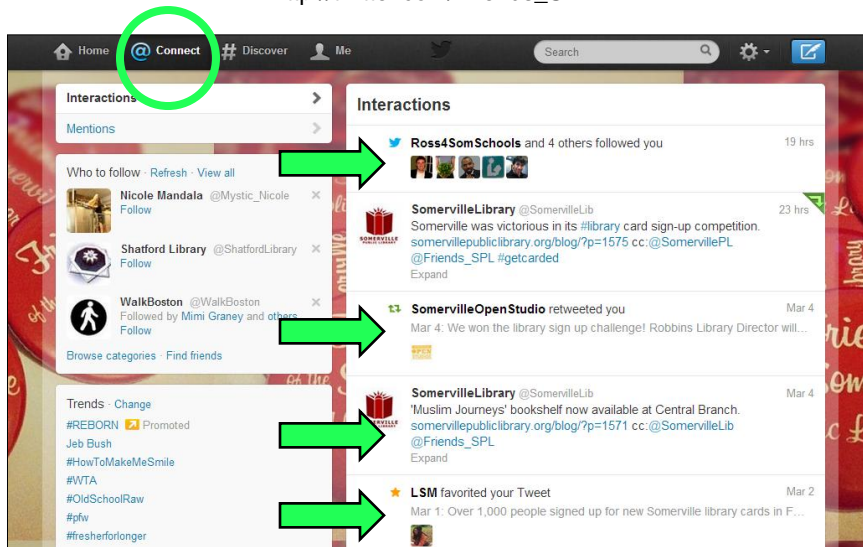
#adventuremobile

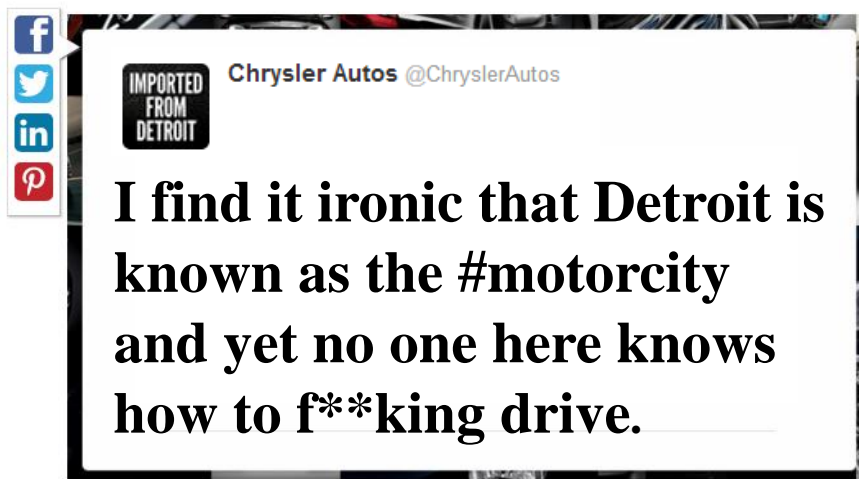


http://twitter.com/Friends_SPL



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Goal:
Attract a new demographic

Talk Design

Aaron Draplin – graphic designer



Aaron Draplin – graphic designer



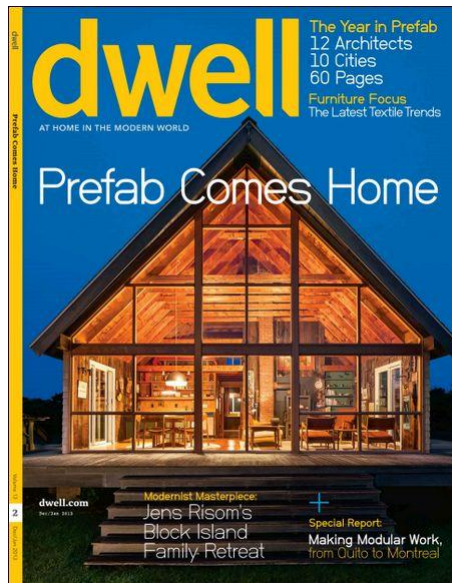
Christine Mitchell – fashion illustrator



The story of CUPPOW



Steve and Amber Turlentes - Kodachrome



www.dwell.com/event-spotlight/article/somerville-library-design-lectures

Upcoming

May – Johnny Cupcakes



June – Whole Larder Love



Social media is great.
But sometimes reality is better.

-or-

*I do all my PR
at package stores.*







Purpose?

Distribute books

Raise funds

Create volunteer base

Increase presence

End goal

Support the library

The library will be the
last public space.

Available to all.
Free.

“...libraries have taken up the cause and role of the “third place” – a public space outside of home and work where people can enter and just “be” – participating in independent study, reflection, people watching or personal self-fulfillment.

...the library as public space allows a place for our citizens to connect with others, actively engage in topics, lectures, and events and have exposure to the arts.”

-Marcellus Turner / SPL

This third space may be:

Flexible

Not about retail

Economic engine

Center of the community

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