

Celebrating Our Centennial

A TRAVELLING EXHIBIT

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The Power of **AND**

University of Wisconsin
Eau Claire

BRINGING BACK 100 YEARS OF HISTORY

The goal and challenge of this exhibit is to engage an audience of community members, alumni, and current students with the evolution and historic significance of the University of Wisconsin Eau Claire.

FORMING A STORY

The most difficult part of this project was determining what information was most significant to the institution's narrative to display to today's audience. This problem was solved in two ways: a modular structure for the exhibit and dividing the narrative into themes. This works as a mechanism for retaining interest, and also covers several topics in a concise manner. Due to the number of departments, colleges, and students throughout the years, it was difficult to mention and highlight the experience of each group. The final product holds promise to utilize the valuable preserved collections on campus to create an exciting view into the past for today's audiences.



Students ca. 1980 in front of Towers Hall during move-in day. (Photo is featured on Student Life panel of exhibit)

SELECTING TEXT AND PHOTOS

After determining what was necessary to include, the next challenge was finding an equilibrium between visually captivating space and text. These areas underwent numerous revisions during the multiple drafts of the panels. Selecting photos and text to represent 100 years of history is inherently difficult. In 11 panels, clearly not everything can be represented.

The (on average) 5-8 photos or so on each panel were chosen for not only their aesthetic, but for their ability to describe students' experience here and show the evolution and expansion of campus. The decision to create a largely visual project rather than text-based placed a necessity to be doubly cognizant of our selections.

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RESOURCES AND COLLABORATIONS

This project's main sources of information were the collections housed in the Special Collections and Archives in McIntyre library. Campus photo collections were utilized for their direct connection to the school's history and in fact dominate the panels to reflect the engaging history of the university. Integrated and Marketing Communications staff were involved in the process of the physical layout of the panels, along with aspects such as the color selection and spacing. Dr. Robert Gough also dedicated his time to review the project for historical accuracy.

A MODULAR DISPLAY

The nature of this display is drastically different than that of traditional exhibits. This project is comprised of 10 pull-up panels that can be transported easily and moved to the desired location for the upcoming Centennial events around campus. These panels are divided into two main categories: five era panels and four feature panels. The modular design incorporating these two approaches is better suited to engage audiences with a variety of interests with different aspects of the history of UWEC.

ERA PANELS

One main component of the exhibit is the series of chronological era panels that detail the evolution of the school by representing it in five main periods. From these eras, we have selected both iconic and lesser-known photos to represent the major developments in these years.

THE ERAS

- Teacher Training Comes to Eau Claire: 1916-1927
 - ❑ The formative years of this university, and the decision to establish it is depicted on this first panel.
- Depression and War: 1927-1951
 - ❑ Great Depression and World War II affected the institution dramatically as it did the surrounding community.



A housing shortage following WWII called for the gymnasium to become temporary housing (1946)

- Transforming into a University: 1951-1971
 - ❑ These years expose a growing student collective consciousness for the community and involvement.
- Cultivating Excellence: 1971-1991
 - ❑ Creation of programs such as the Artist Series and Forum, Viennese Ball, and Study Abroad all represent an expansion of the school's theme of "Excellence."



President Leonard Haas speaking to student protestors of the Kent State Shooting (1974)

- Student Action: 1991-2016
 - ❑ These years expose a growing student collective consciousness for the community and involvement.

FEATURE PANELS

To bring the history of UWEC back to a personal level, we have included four feature panels that include more of the student experience, fun aspects of the school's history, and traditions unique to this campus.

THE FEATURES

- Famous Faces
 - ❑ A photo collage of many of the notable figures that came to campus throughout the years - notable names include Helen Reddy and John F. Kennedy.



Helen Reddy during her performance at Zorn Arena (1979)

- The Student Scene
 - ❑ Fun moments in the student experience as well as relatable images for students today can be found on this section.
- Bugold Spirit
 - ❑ Many students have been and are involved in the UWEC sports teams from the first football practice in 1916. Athletics and our mascot are highlighted on this panel.



Featured on the Bugold Spirit panel, this photo of the men's hockey team (1984)

- Landmarks
 - ❑ Landmarks consisting of the hill, the Council Oak Tree, the footbridge, and other iconic places on campus have been represented here.