



Curations

Build an online exhibition with Art UK's
Curations tool

INTRODUCTION TO THE TOOLKIT

Building a Curation is a great, quick and easy way to promote your artworks, artists and exhibitions on Art UK, sharing them with our global audience of millions.

As well as adding any artwork on Art UK, Partner collections can create virtual exhibitions, add additional images and photographs, such as exhibition posters and installation shots, and link Curations to venue pages.

Read on for our step-by-step guide and to see how fellow collections have made the most out of this tool.

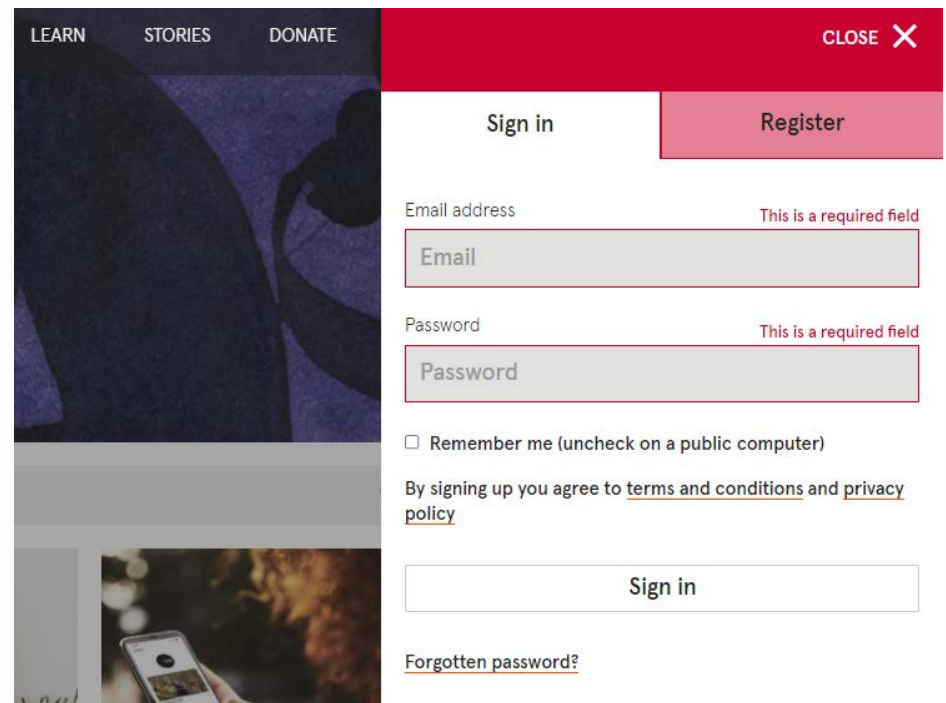
<https://artuk.org/discover/curations>

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Step 1: Sign in

- Create an account to access Partner collection-only features, such as the option to make an 'Exhibition', upload extra images or link to a venue.
- Click 'Sign In' in the top-right corner of Art UK. Here you can also find the 'Forgotten password?' feature.
- If you are working at an Art UK Partner Collection but do not see these options when logged in, please get in touch with collections@artuk.org.
- Once you are signed in, your name will appear in the top-right corner: click this to open the personal menu - 'My Curations' appears here.



The screenshot shows the Art UK website's sign-in interface. At the top, there are navigation links for 'LEARN', 'STORIES', and 'DONATE'. A red 'CLOSE X' button is in the top right corner. Below these are two buttons: 'Sign in' and 'Register'. The form contains two input fields: 'Email address' (with a red note 'This is a required field') and 'Password' (with a red note 'This is a required field'). There is a checkbox for 'Remember me (uncheck on a public computer)'. Below the fields is a 'Sign in' button. At the bottom, there is a link for 'Forgotten password?'.

Sign in to Art UK by clicking 'Sign In' in the top-right corner.

Step 2: Create a new Curation

When viewing the 'My Curations' page, click the plus (+) symbol to create a brand-new Curation.

- Keep your title short and succinct, using key works that members of the public are likely to search for. Changing the Curation title also changes the URL, so keep this in mind when sharing links to your Curation.
- Don't use exactly the same title as your exhibition as this will affect Search Engine Optimisation (SEO) and will compete with your own exhibition pages - we want them to work together, not against each other.



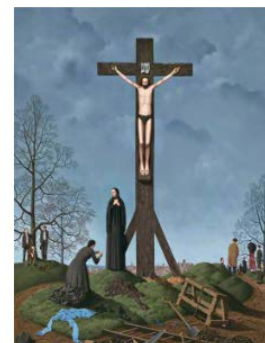
SHOWCASE ☆ Featured
Going to the Match - On Tour
9 artworks curated by Josh Mackarell, Documentation Officer



SHOWCASE ☆ Featured
Casgliad Charles Tunnicliffe / The Charles Tunnicliffe Collection
7 artworks curated by Ffion Griffiths



SHOWCASE ☆ Featured
Light and Soul - Early Impressions of The French Landscape
29 artworks curated by Natalie Murray, Collections and Exhibitions Manager



SHOWCASE ☆ Featured
Refugee Week June 2023
5 artworks curated by Victoria Partridge, Keeper of Fine and Decorative Art

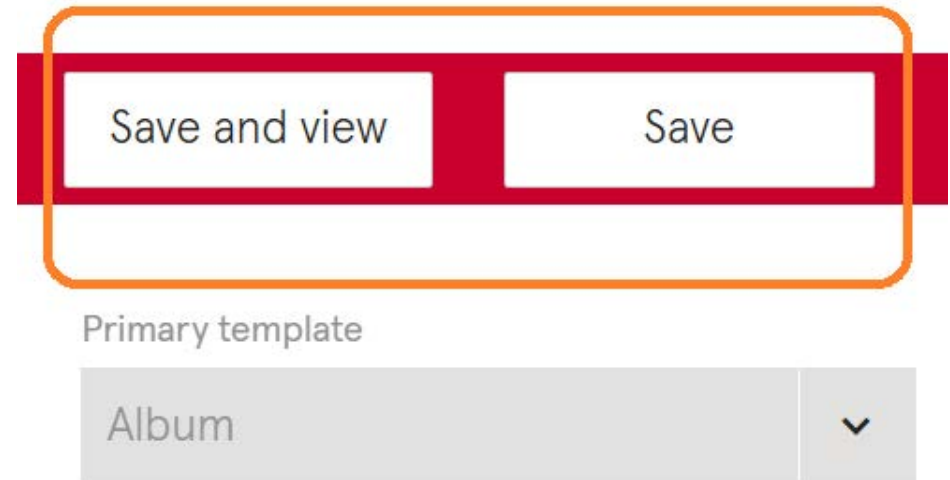


SHOWCASE ☆ Featured
Steaming Along - Edward Bawden and the Art of the Railway
4 artworks curated by Victoria Partridge, Keeper of Fine and Decorative Art

Exhibition Curations made by Partner collections.

Step 3: Add an introduction

- Curation text boxes have a **750 character limit**, so make it eye catching and concise. If you titled your Curation with a question, the introduction is the perfect time to provide an answer.
- Keep the language jargon-free and accessible, to appeal to Art UK's large, global audience.
- Include any exhibition details and link back to your own website to benefit from any additional traffic.
- Remember to click 'Save' often. There are 'Save' buttons at top and bottom of the page.



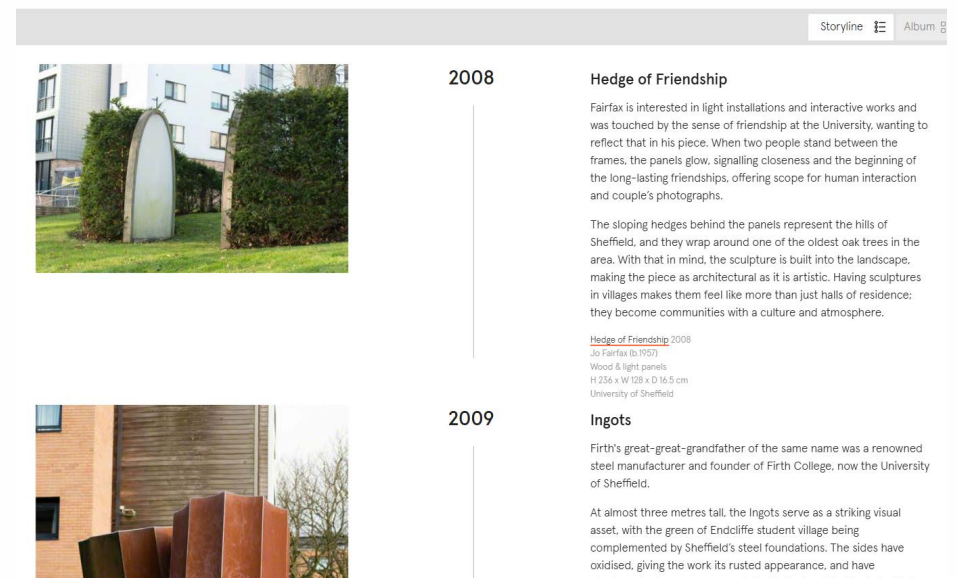
Don't forget to regularly save your Curation.

Step 4: Set a primary template

Visitors to your Curation can choose their own way of viewing, but 'Primary template' will be the original style it first opens in.

- **Album** is a basic group of artworks, with no accompanying text visible. Perfect for putting a Curation together quickly, and grouping artworks under themes and topics.
- **Showcase** shows your artworks and any text on a black background, great for the user to spend more time looking at each artwork individually.
- **Storyline** shows your artworks in a list, plotted onto a line. You can add dates if you wish. This format works well when discussing artworks in chronological order, and for being able to seamlessly scroll through each work.

'Dates' only show on Storyline views. They must be four-digit numbers to save correctly.



Storyline Album

2008

Hedge of Friendship

Fairfax is interested in light installations and interactive works and was touched by the sense of friendship at the University, wanting to reflect that in his piece. When two people stand between the frames, the panels glow, signalling closeness and the beginning of the long-lasting friendships, offering scope for human interaction and couple's photographs.

The sloping hedges behind the panels represent the hills of Sheffield, and they wrap around one of the oldest oak trees in the area. With that in mind, the sculpture is built into the landscape, making the piece as architectural as it is artistic. Having sculptures in villages makes them feel like more than just halls of residence: they become communities with a culture and atmosphere.

Hedge of Friendship 2008
By Fairfax (b.1957)
Wood & light panels
H 236 x W 128 x D 16.5 cm
University of Sheffield

2009

Ingots

Firth's great-great-grandfather of the same name was a renowned steel manufacturer and founder of Firth College, now the University of Sheffield.

At almost three metres tall, the Ingots serve as a striking visual asset, with the green of Endcliffe student village being complemented by Sheffield's steel foundations. The sides have oxidised, giving the work its rusted appearance, and have

The Storyline format enables you to plot dates onto a timeline.

Step 5: Link your Curation to your venue

- Link your Curation to your venue page by using the 'Venue' drop-down tab.
- When published, your Curation will appear on your collection page so that people viewing your venue on Art UK can see the Curations related to your collection.

Primary template

Album



Venue

Select venue



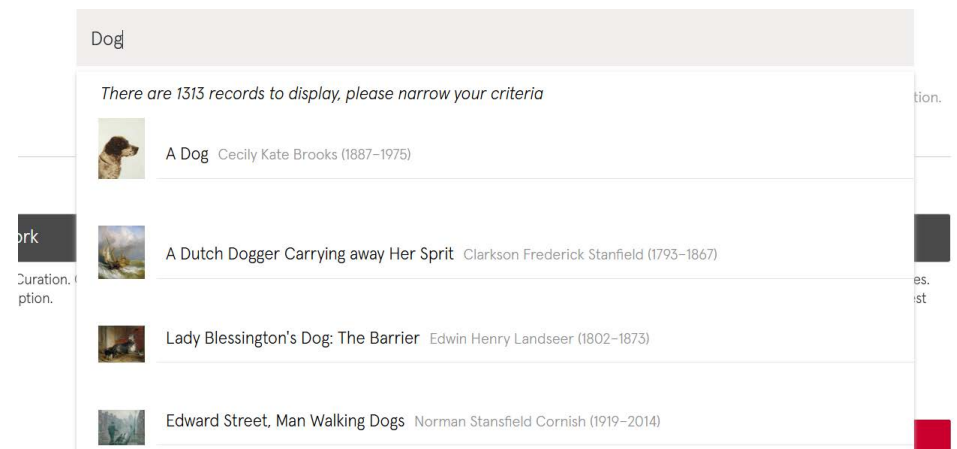
Select your venue from the drop-down menu to add your Curation to your collection page.

Step 6: Add your artworks, option 1

There are two ways to do this: from the Curation itself (option 1), or from an artwork's own page on Art UK (option 2). You can add any artworks on Art UK to your Curation - not just those in your care.

Option 1.

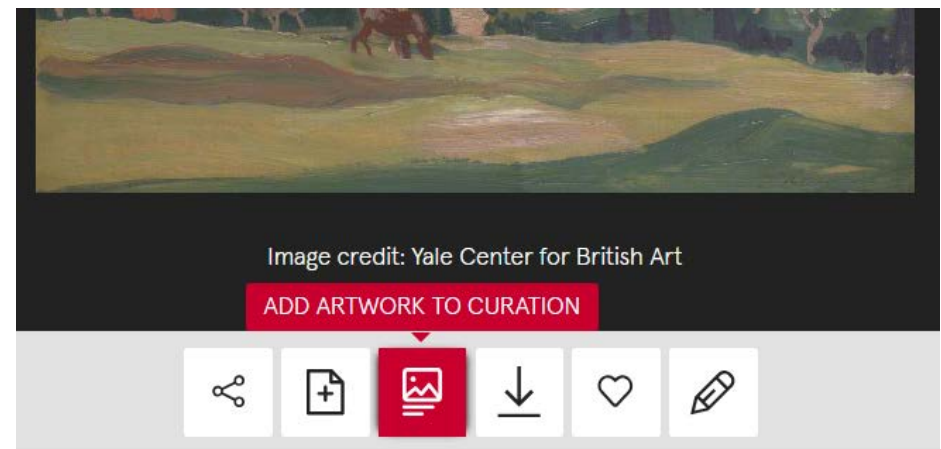
- When editing the new Curation, scroll to the end of the page and click the 'Add an artwork' button.
- Start typing here to search for art by title and select your choice.



Use option 1 if you know the title of the artwork you would like to add.

Step 6: Add your artworks, option 2

- Search artworks by artists, venue, keyword or type via the Art UK homepage.
- Open the artwork page by clicking the title or image.
- Underneath the image, you'll see a picture icon, which is labelled 'Add artwork to Curation' when you hover over your cursor.
- Click 'Add artwork to Curation' and add it to the new Curation by clicking the title. A tick will appear to show this is complete.



Search for artworks via the Art UK homepage and add them to your Curation from the artwork record.

Step 7: Add text and extra images

Give context or interpretation to your choices by adding text to tell the story you want to share, and remember to use accessible, jargon-free language to appeal to Art UK's large global audience.

- 'Headings' only show on Showcase and Timeline views.
- Curation text boxes have a **750 character limit**, so think carefully about the key points you wish to get across.
- Try not to copy and paste from information that can be found elsewhere online as this will effect SEO.
- Art UK Partners can also add extra images such as exhibition posters, installation photographs, artist photographs, or artworks that are not on Art UK.
- Please ensure you have the appropriate rights to upload any additional images.



ALBUM ☆ Featured
The Argyll Collection Reconnected
9 artworks curated by Kirsty MacNab



ALBUM ☆ Featured
Writing nationality and art
5 artworks curated by Aimee Murphy, Art UK Collections Engagement Manager



ALBUM ☆ Featured
The photography archive of
Wilhelmina Barns-Graham
5 artworks curated by Tilly Heydon



ALBUM ☆ Featured
What's everyone wearing to the
Barbie movie?
80 artworks curated by Barbara Owino



ALBUM ☆ Featured
Be inspired by wildlife
28 artworks curated by Maggie Hills

A selection of featured Albums.

Step 8: Edit your Curation

- To change the order: click the up and down arrows.
- To remove an artwork: click the bin icon.
- To add additional text: scroll to the bottom of the page and click 'Add description'. Once added, you can move it into place with the up/down arrows.
- Remember to click 'Save' after making any changes.
- You can edit a published Curation by clicking onto your Curation and clicking 'edit' in the top right corner.
- Be aware that changing the title of your Curation will also change the URL.

The screenshot shows two main sections for adding content to a curation. On the left, there is a dark grey button labeled 'Add an artwork' with a small image icon. Below it, the text reads: 'Add an artwork to your Curation. Once added, you can include a description.' On the right, there is a dark grey button labeled 'Add description' with a speech bubble icon. Below it, the text reads: 'Add context or narrative to your Curation by providing additional descriptions.' Below these two sections is a reCAPTCHA widget with a checkbox labeled 'I'm not a robot' and the reCAPTCHA logo. At the bottom of the interface are three buttons: 'Delete', 'Save and view', and 'Discard changes'.

Add additional text, artworks and new images via the buttons at the bottom of the page.

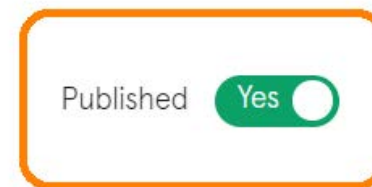
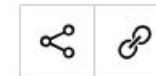
Step 9: Publish

- When you are happy with your Curation, click 'Save and view'.
- Toggle the 'Published' button at the top of the screen to 'Yes' to make the Curation live.
- Your Curation will now appear on Art UK's Curation pages and, if you linked your Curation to your venue, your venue page.
- You can unpublish your Curation at any time by toggling the 'Published' button to 'No'.

← MY CURATIONS

Writing nationality and art

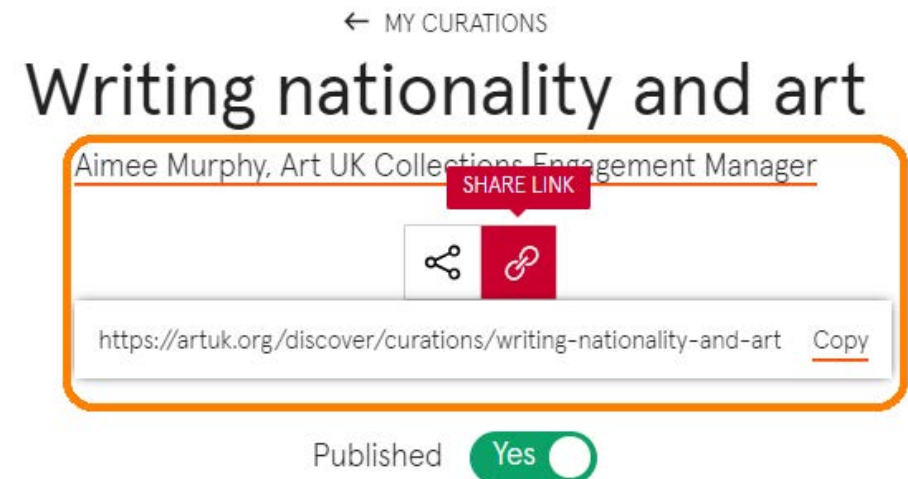
[Aimee Murphy, Art UK Collections Engagement Manager](#)



Toggle the 'Published' button at the top to 'Yes' to make your Curation live.

Step 10: Share

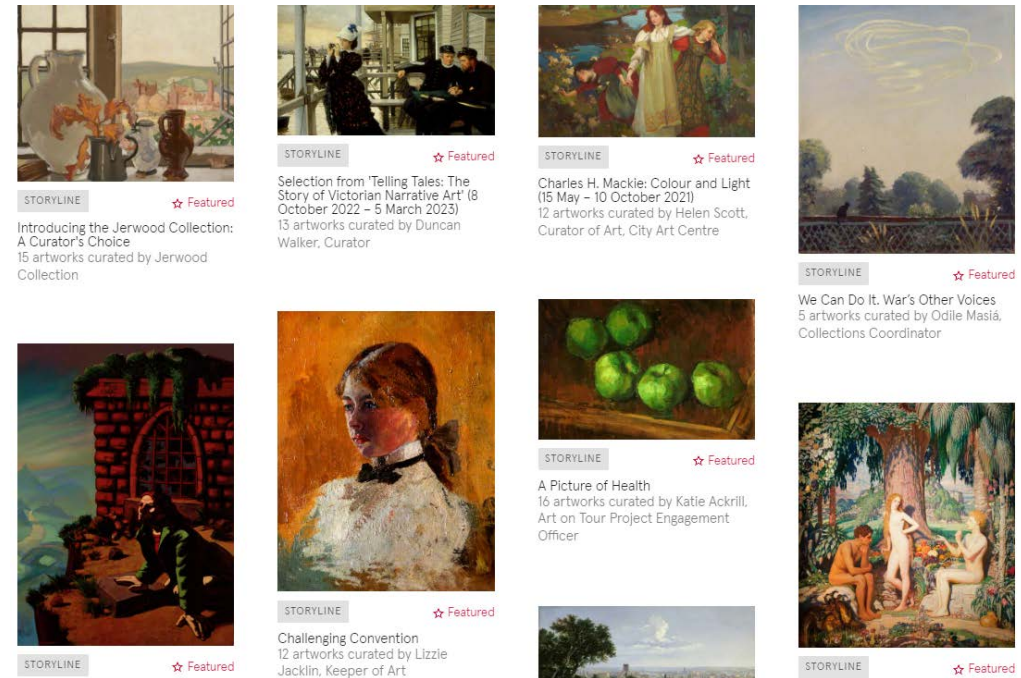
- Your Curation link will contain your Curation title. **If you change the title, the link will also change.**
- Make sure you share the correct URL. Use the 'Share' button to copy the correct link.
- If you are logged in and share the link from your browser, doing so will generate an unsharable link.
- Watch out for 'my-account' or 'my-curations' appearing in the URL - these links will not work for other people.
- Art UK don't get notified when new Curations are published, so please email us at collections@artuk.org so we can promote it for you!



Make sure to use the 'Share link' and not the web address at the top of your browser - this will generate an unsharable link.

TOP TIPS

- Share your Curation on social media, making sure to use the 'Share link' as explained in Step 10. Tag us @artukdotorg - we will like, comment and re-share with our followers whenever possible.
- Add your Curation to your e-newsletter and other digital comms. Link to your Curation from your website, making sure to use the sharable link.
- Email collections@artuk.org to let us know about your Curation - we can set it to 'Featured' on the Curations page, add it to the Art UK homepage and share it in our weekly newsletter.
- Make a 'Staff Picks' Curation - ask your volunteers, front of house staff and other colleagues to pick their favourite artworks on Art UK. Then all you need to do is simply copy and paste into a Curation and hit publish!
- Make the most out of research that's already been done: copy and paste information from your wall labels into your Curation, but make sure not to copy text that can be found elsewhere online so as not to affect SEO.
- Use the Album format to quickly group artworks together under a short introduction. You can always go back and add text at a later date if necessary.



A selection of Featured Storyline Curations on the Art UK Curation page.

CASE STUDY 1

Russell-Cotes Art Gallery and Museum regularly use Curations to help with their exhibition promotion and outreach. They have a range of Curations listed on their venue page, totalling over 5,000 views. The number of Curations and Stories on their page provides a wealth of content and further reading for visitors to explore more of the collection.

<https://artuk.org/visit/venues/russell-cotes-art-gallery-museum-3279>

'A Selection from the Exhibition 'In Her Own Voice: The Art of Lucy Kemp-Welch' (1.4.2023-1.10.2023)', for example, currently has over 1,500 views:

<https://artuk.org/discover/curations/a-selection-from-the-exhibition-in-her-own-voice-the-art-of-lucy-kemp-welch-1-4-2023-1-10-2023>

'Art UK Curations is an essential part of our exhibition outreach and marketing approach. As well as allowing us to reach potential visitors, Curations allows us to leave a lasting legacy of our exhibition programme, interpreting our artworks in new lights and dimensions. Curations is easy to use and well worth the effort given the size of the potential audience reach.'

Duncan Walker, Curator, Russell-Cotes Art Gallery and Museum



STORYLINE ★ Featured
 We Can Do It. War's Other Voices
 5 artworks curated by Odile Masía,
 Collections Coordinator



SHOWCASE ★ Featured
 Art of the Second World War:
 Commemorating the 80th
 Anniversary of the Battle of Britain
 14 artworks curated by Holly Nesbitt,
 Collections Assistant



STORYLINE ★ Featured
 Highlights of 'Beyond the
 Brotherhood: The Pre-Raphaelite
 Legacy' 21.2.2020-27.9.2020
 16 artworks curated by Duncan
 Walker, Curator



STORYLINE 📖 Exhibition
 New Acquisitions: The Journey to
 'Gypsy Horse Drivers' by Lucy
 Kemp-Welch (25.6.2024-22.9.2024)
 7 artworks curated by Duncan
 Walker, Curator



SHOWCASE 📖 Exhibition
 Selection from 'A Century of British
 Art: Bournemouth Arts Club 1920-
 2020', 1.10.2021-6.3.2022
 29 artworks curated by Duncan
 Walker, Curator



STORYLINE 📖 Exhibition
 A Selection from the Exhibition 'In
 Her Own Voice: The Art of Lucy
 Kemp-Welch' (1.4.2023-1.10.2023)
 15 artworks curated by Duncan
 Walker, Curator

A selection of Curations published by the Russell-Cotes Art Gallery and Museum.

CASE STUDY 2

The Cooper Gallery made a Curation to help promote their 'Light and Soul - Early Impressions of The French Landscape' exhibition. This has already had over 7600 views and has proven to be a great way to promote the exhibition.

<https://artuk.org/discover/curations/light-and-soul-early-impressions-of-the-french-landscape>

Art UK shared the Curation on X to promote the exhibition, which received over 2300 views.

'Curations has been a great opportunity for us to showcase and share highlights of Barnsley's art collections. Building a Curation is one of the simplest processes we have used to create an online exhibition and has allowed us to make connections with remarkable artworks at our fellow museums and galleries.'

Michael Hardy, Digital Engagement Curator and Natalie Murray, Collections and Exhibitions Manager, Barnsley Museums



SHOWCASE

☆ Featured

Casgliad Charles Tunnicliffe / The Charles Tunnicliffe Collection
7 artworks curated by Ffion Griffiths



SHOWCASE

☆ Featured

Light and Soul - Early Impressions of The French Landscape
29 artworks curated by Natalie Murray, Collections and Exhibitions Manager



SHOWCASE

☆ Featured

Refugee Week June 2023
5 artworks curated by Victoria Partridge, Keeper of Fine and Decorative Art



SHOWCASE

☆ Featured

Steaming Along - Edward Bawden and the Art of the Railway
4 artworks curated by Victoria Partridge, Keeper of Fine and Decorative Art

Art UK can set your Curation to 'Featured' so that it is more discoverable on the Art UK website.

CONTACT DETAILS

If you have any questions regarding making a Curation, or would like to share your Curation with Art UK, please email:

collections@artuk.org