

Using Viewshare to Feature the Breitenbach Mexican Mask Collection


James Williamson, CA, DAS
Digital Resources Librarian
Sam Houston State University

Breitenbach Mexican Mask Collection

- Collected by SHSU Professor William Breitenbach
 - 4th largest privately held collection
- Had been photographed for preservation purposes.
- Largely undescribed
- With research, eventually identified 115 out of 204 masks



Content DM Display -- Pretty Familiar?

**Newton Gresham Library**
Digital Collections


HomeBrowse AllRights and PermissionsSocial Media

cdm\2635-01admin - Log out ?

Search [Search](#) [Advanced Search](#)

Home >> Breitenbach Mexican Mask Collection

Breitenbach Mexican Mask Collection



Tigre mask

About this collection

This is the fourth largest collection of Mexican masks in the United States; this collection was assembled by William J. Breitenbach between 1968 -2004. The masks, which represent human faces, animal faces, or skulls are constructed of wood, ceramic, paper mache or leather. Most are brightly painted in a polychrome technique, some with incredibly detailed designs. Many are enhanced with quills, fur, hair, teeth, fabric, or wool.

These masks were used in festivals such as:


- Cinco de Mayo
- Semana Santa (Holy Week)
- Los Dias de los Muertos (Day of the Dead)
- Danza de Moros e Cristianos (Dance of the Moors and Christians)
- Danza el Borrego Cimarron (Dance of the Wild Sheep)
- Danza de Parachicos (Dance of the Parachicos)
- Danza de Tigres (Dance of the Jaguars)
- Carnival de Huejotzingo (Carnival of Huejotzingo)


Breitenbach travelled throughout the nation of Mexico. He bought masks from well known mask makers, undiscovered artists, and apprentices, giving his collection great variety.

Mexican states represented in the collection include:


- Chiapas

Recent Additions


 [Receive updates for this collection.](#)




Straw mask with red face




Straw mask with green stripe




Olmec head mask



Tigre mask



Unfinished bearded mask (Stage 3)



Unfinished bearded mask (stage 2)

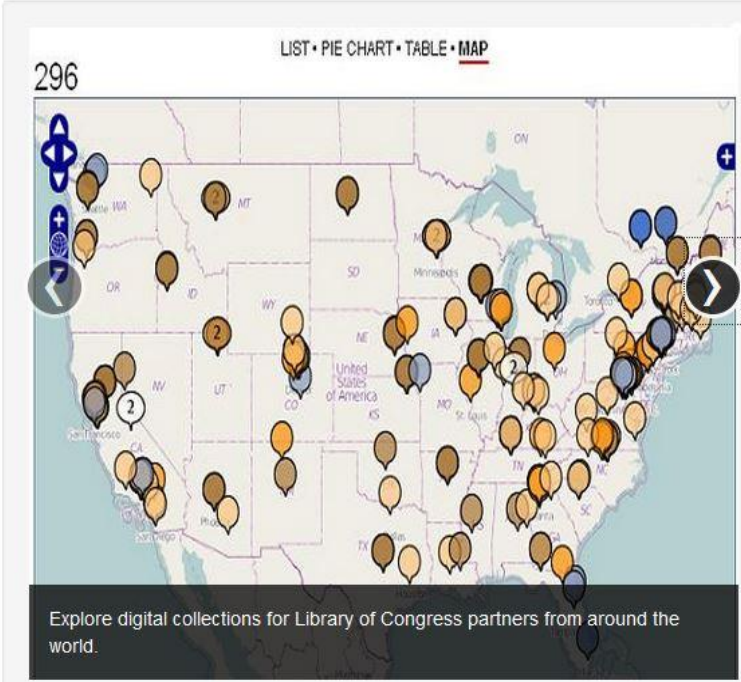
Something extra

- Wanted something special to showcase the collection
- Find a way to highlight the new descriptive information gathered during lengthy research process
- Hoped to incorporate an interactive component



Viewshare

- Introduced to Viewshare by colleague at Stephen F. Austin who used it for cemetery records
- Viewshare is a Library of Congress Product for uploading datasets and creating customized “Views” including interactive maps and timelines

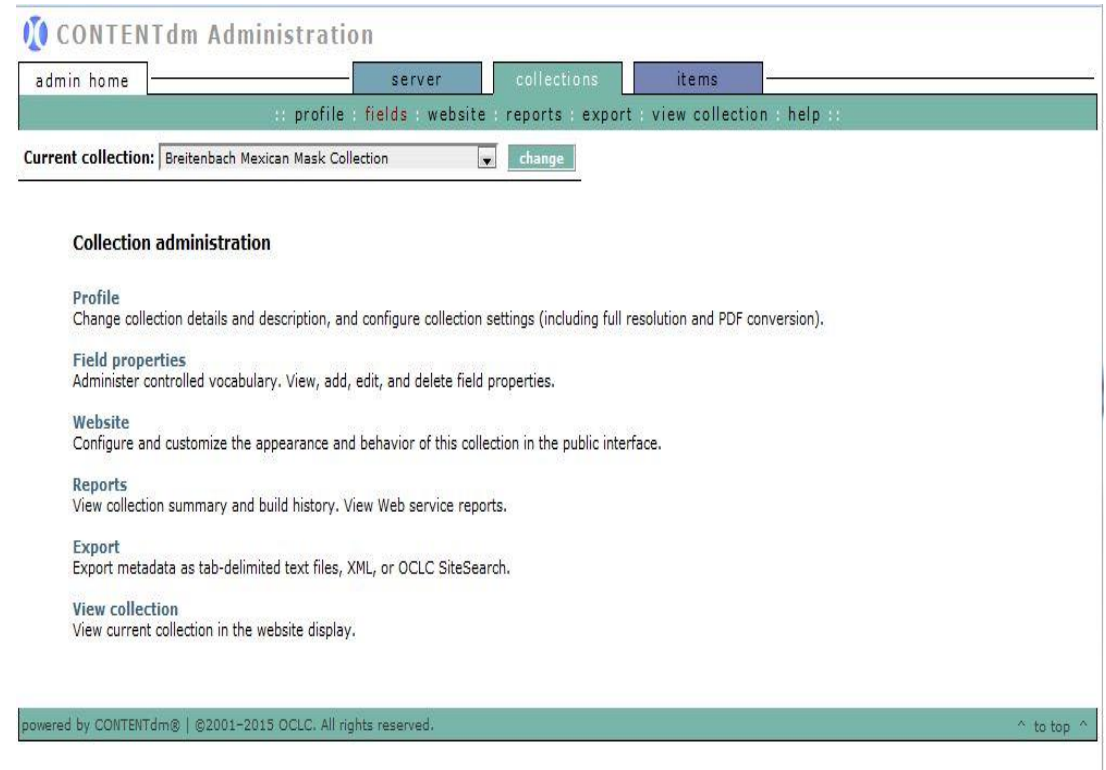


The screenshot displays the Viewshare web application. At the top right, there are links for "Login" and "Sign up". The main content area features a map of the United States with numerous orange and blue location pins. Above the map, there are navigation tabs: "LIST", "PIE CHART", "TABLE", and "MAP" (which is currently selected). A counter "296" is visible in the top left corner of the map area. Below the map, a dark banner contains the text: "Explore digital collections for Library of Congress partners from around the world." To the right of the map, the Viewshare logo is displayed with the tagline "interfaces to our heritage". Below the logo, a text block states: "Viewshare is a **free** platform for generating and customizing views (**interactive maps, timelines, facets, tag clouds**) that allow users to experience your **digital collections**." At the bottom right, there are two prominent buttons: a green "Request Free Account" button and a blue "Watch Screencast" button. A vertical green "feedback" button is also visible on the far right edge.

Getting Started with Viewshare

Steps: Export Metadata

- Exported metadata on the collections tab in ContentDM administration
- Selected Tab-delimited format

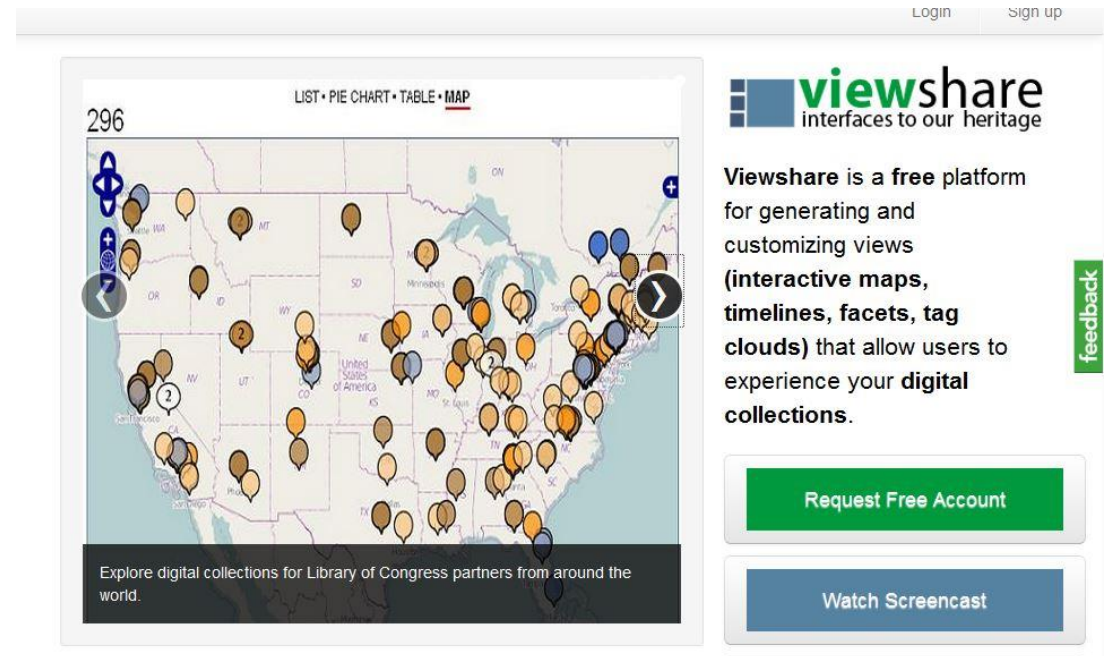


Steps: Adding metadata fields

- Needed to change the Reference URLs
- Created field for Thumbnails
- Added and populated a field containing Latitude and Longitude coordinates

Steps: Uploading to Viewshare

- Create account
- Select Create View
- Select format and upload spreadsheet with metadata from Content DM



Steps: Editing Metadata

- Viewshare allows you to edit what fields are displayed
- Make sure to select the correct type to match the value entered
 - Latitude and Longitude need to be set to location
- Don't worry about order as that can be rearranged during the "Creating a View" stage

The screenshot shows the Viewshare web interface for editing metadata. The header includes the Viewshare logo, a user profile 'jdw079', and navigation links for Users, Views, Notices, Settings, Help, and Logout. The main title is 'William Breitenbach Mexican Mask Collection'. Below the title, it says 'Last Modified today by jdw079' and provides buttons for Edit, Build, Preview, Save, and Cancel. A pagination bar shows 'Record 1 of 204' and an 'Add Property' button. The metadata table has three columns: Label, Type, and Value. Each row has an 'x' icon to the left of the Label field.

| Label | Type | Value |
|----------------------|------|---|
| Contributor | Text | Breitenbach, William J. |
| Creator | Text | Unknown |
| Date created | Text | 2012/12/19 |
| Date Creation | Text | undated |
| Description | Text | Carved and painted wooden mask, male with black eyebrows, beard and mustache, red lips, crooked teeth, and wax gray eyes. Mask has white string cotton string hanger and unfinished back. |
| Donor | Text | Breitenbach, William J.; |
| Festival | Text | No Value |
| Festival.Translation | Text | No Value |
| Format | Text | image-jpeg; |
| Format_digital | Text | image-jpeg; |
| ID Number | Text | BREMASK001 |

Steps: Create Views

- Several options to choose from:
 - Map, Gallery, Table, Timeline, etc.
- Selected the map view because it was the most visually interesting and made the best use of available metadata
 - added a second gallery view to supplement the map
- Added widgets for keyword and faceted searching



Example: Creating a View

The screenshot displays a web application interface for creating a view. The main area features a map of Mexico with 204 items, represented by orange circular markers with numbers. The interface includes a sidebar on the left with a search bar and two list widgets. The top of the interface has a navigation bar with buttons for adding widgets and views. The map area also includes a navigation bar with buttons for adding a widget, a gallery, and a view, along with an edit button.

Search Widget:

- Search

List Widget (Creator):

- 1 Aguilar, Adolfo Castillo
- 4 Badon, Filiberto
- 1 Builtimea, Mayo Balbina
- 3 Castillanos, Agustin
- 2 Castillo, Juan Horta
- 1 Castro, Erminio
- 1 Candelario

List Widget (Location):

- 1 Pino Tepa de Don Luis (Oaxaca, Mexico: inhabited place)
- 1 Pinotepa Nacional (Oaxaca state, Mexico: inhabited place)
- 1 Alto Lucero (Veracruz,

Steps: Embed into ContentDM

- Viewshare will allow the addition of an embedded link to the website page
- However, Content DM links produced errors and required an additional step.
- For Content DM, must create a custom page to replace the default landing page and incorporate the Viewshare function in the customized webpage.

Final Product

Home >> Breitenbach Mexican Mask Collection

William Breitenbach Mexican Mask Collection

Search

Creator

- 1 Aguilar, Adolfo Castillo
- 4 Badon, Filiberto
- 1 Builtimea, Mayo Balbina
- 3 Castillanos, Agustin
- 2 Castillo, Juan Horta
- 1 Castro, Emilia Guadalupe

Location

- 1 Pino Tepa de Don Luis (Oaxaca, Mexico: inhabited place)
- 1 Pinotepa Nacional (Oaxaca state, Mexico: inhabited place)
- 1 Alto Lucero (Veracruz, Mexico : inhabited place)
- 1 Celaya (Guanajuato state,

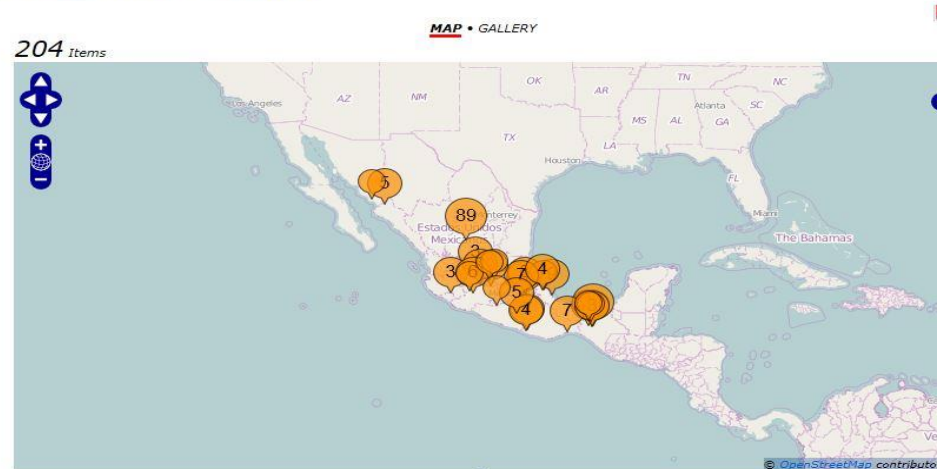


See the original Exhibit, created with and hosted by Viewshare.

About this collection

This is the fourth largest collection of Mexican masks in the United States; this collection was assembled by William J. Breitenbach between 1968 -2004. The masks, which represent human faces, animal faces, or skulls are constructed of wood, ceramic, paper mache or leather. Most are brightly painted in a polychrome technique, some with incredibly detailed designs. Many are enhanced with quills, fur, hair, teeth, fabric, or wool. These masks were used in festivals such as:

- Cinco de Mayo
- Semana Santa (Holy Week)
- Los Dias de los Muertos (Day of the Dead)
- Danza de Moros e Cristianos (Dance of the Moors and Christians)
- Danza el Borrego Cimarron (Dance of the Wild Sheep)
- Danza de Brujones (Dance of the Sorcerers)



Recent Additions

 [Receive updates for this collection.](#)



Straw mask with red face



Straw mask with green stripe



Olmec head mask



Tigre mask



Unfinished bearded mask (Stage 3)



Unfinished bearded mask (stage 2)

Challenges

- Manual input of additional fields is tedious
- Cannot edit datasets within Viewshare
- Trouble imbedding on a OCLC hosted site (Content DM)

Resources

- “CONTENTdm & Viewshare” presentation by Jennifer Brancato

<https://prezi.com/upxbjszx29am/contentdm-viewshare/>

- Viewshare Homepage

<http://viewshare.org/>

- Viewshare Knowledge Base

<http://viewshare.uservoice.com/knowledgebase>

Questions?