Using Viewshare to Feature the Breitenbach Mexican Mask Collection

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Digital Resources Librarian

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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?

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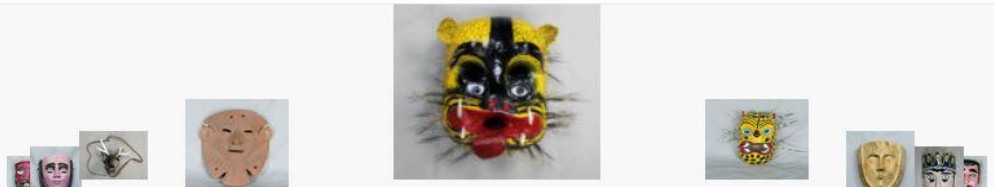
Breitenbach Mexican Mask Collection



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 Borrgo 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)*

Breintenbach travelled throughtout the nation of Mexico. He bought masks from well known mask maskers, 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)

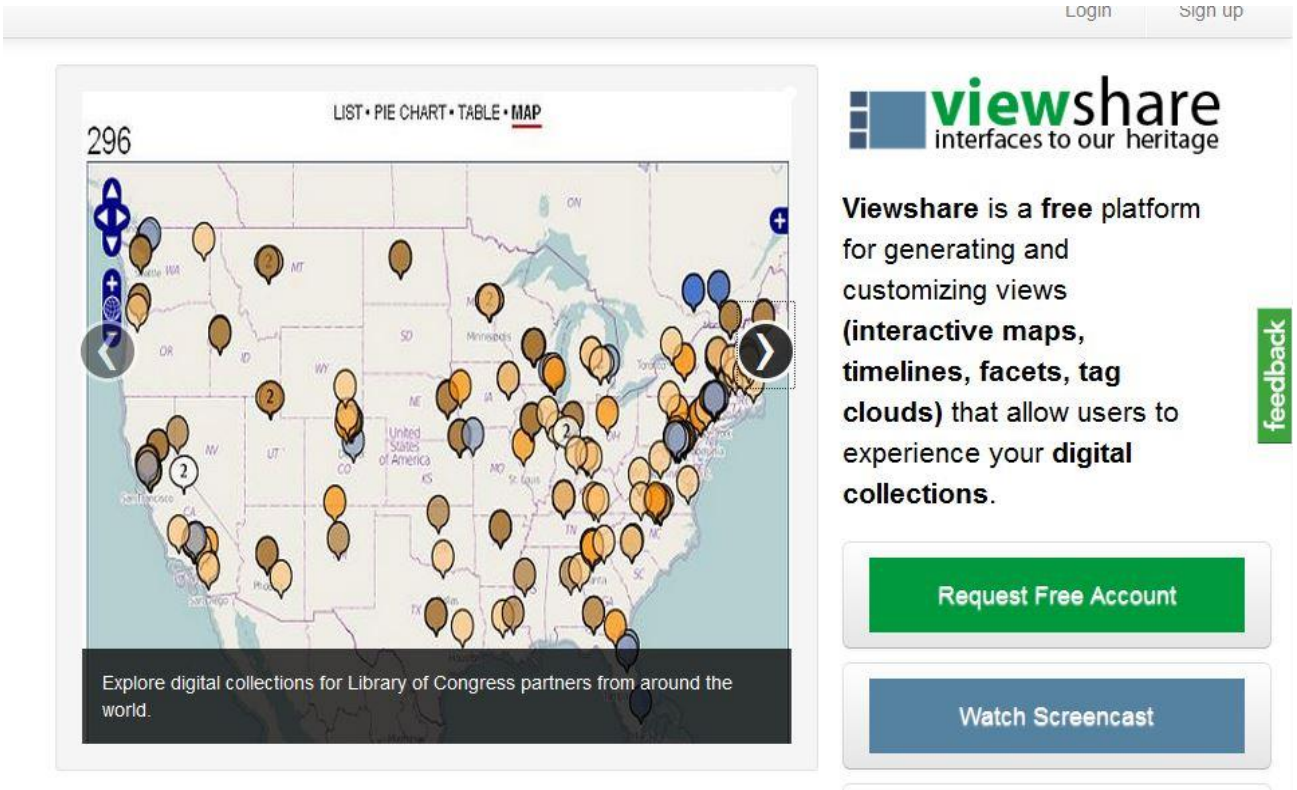
Unfinished bearded mask (stage 2)

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

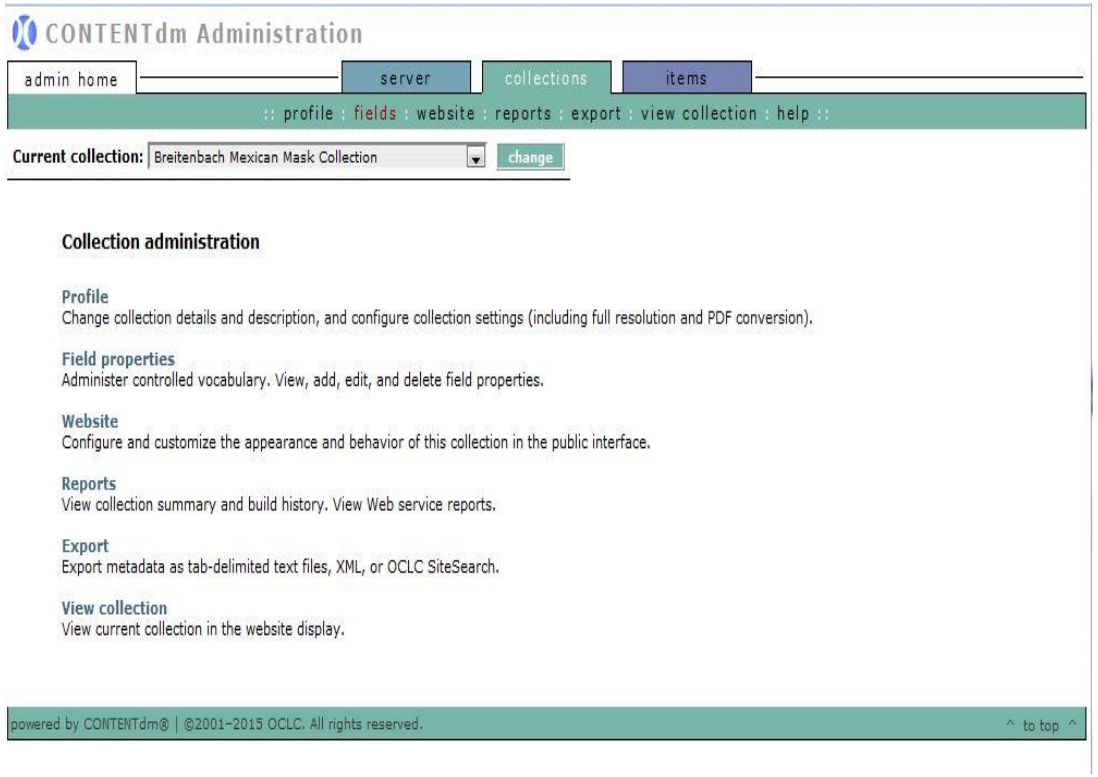
- Introduced to Viewshare by colleague at Stephen F. Austin who used it for cemetery records
- Viewshare is a Library of Congress Product for uploading datasets and creating customized “Views” including interactive maps and timelines



Getting Started with Viewshare

Steps: Export Metadata

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

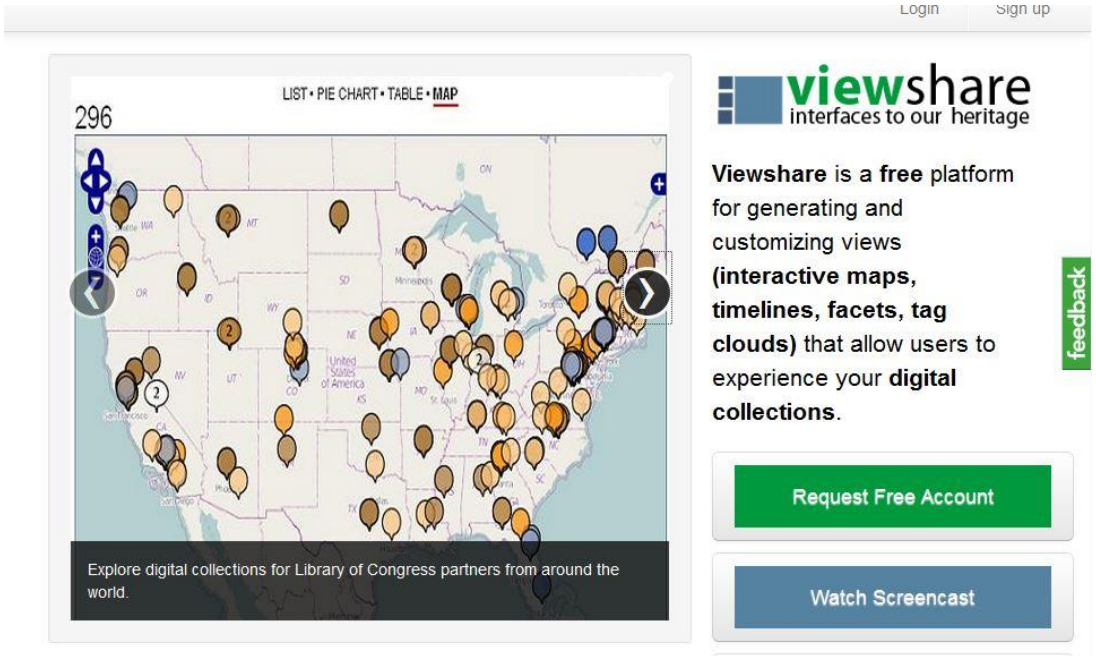


Steps: Adding metadata fields

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

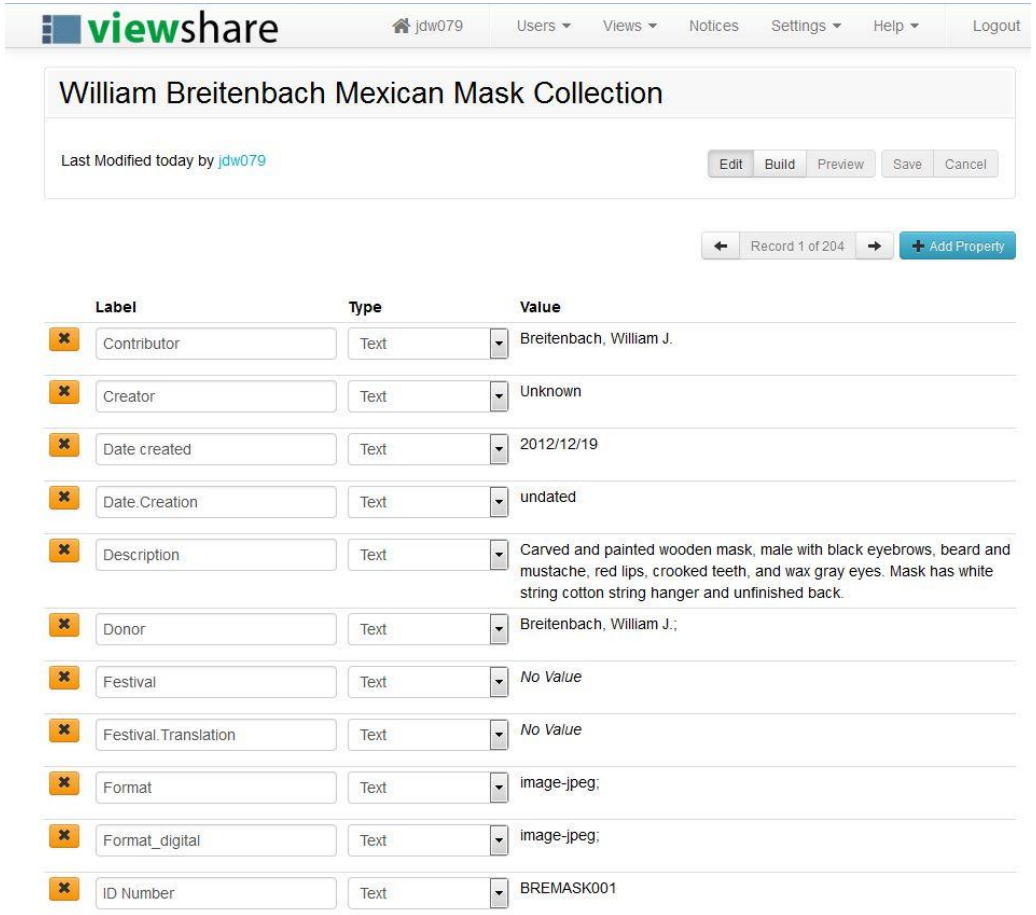
Steps: Uploading to Viewshare

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



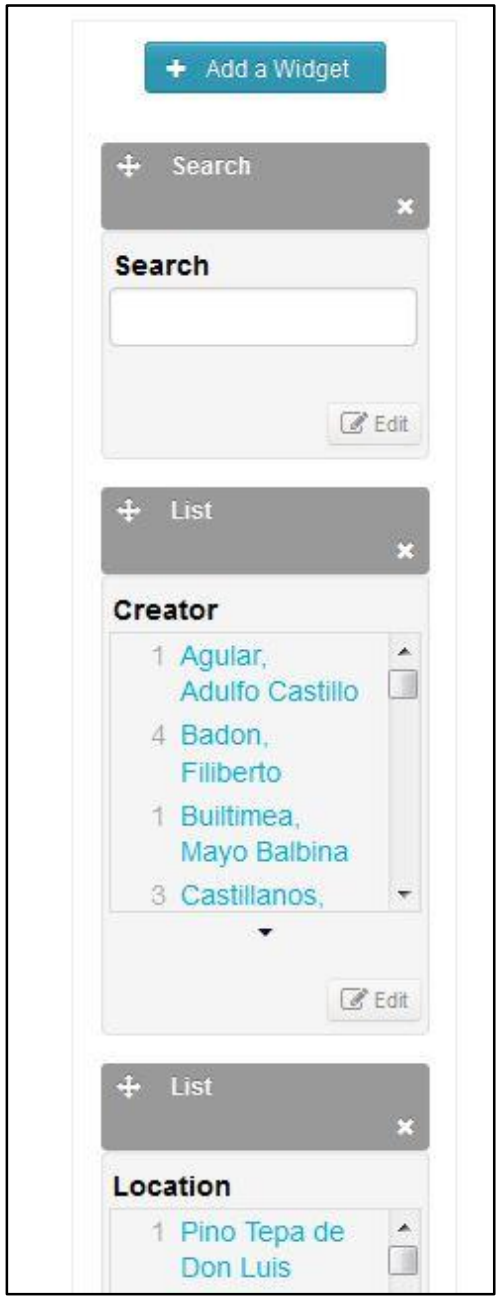
Steps: Editing Metadata

- 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

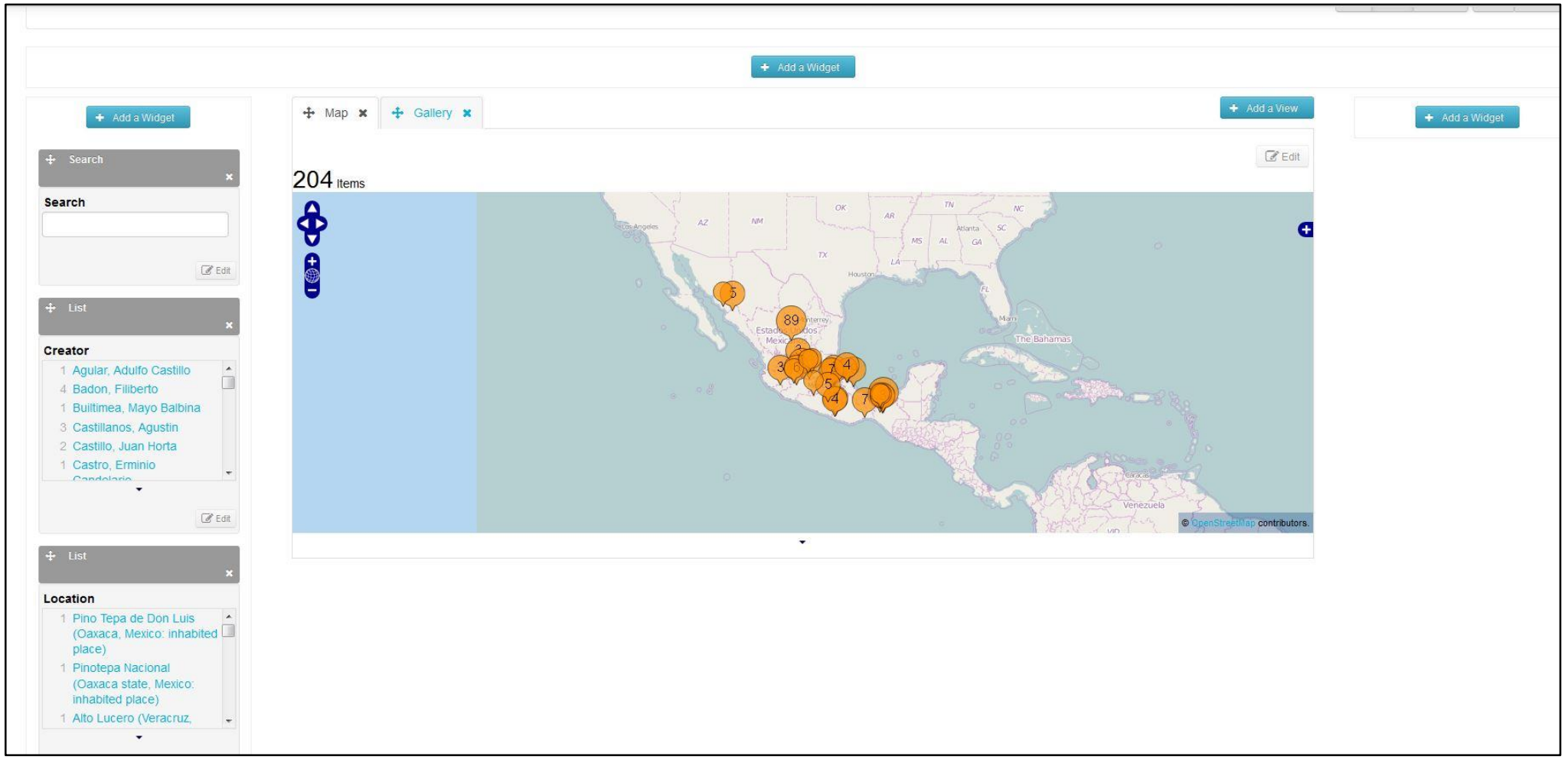


Steps: Create Views

- 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



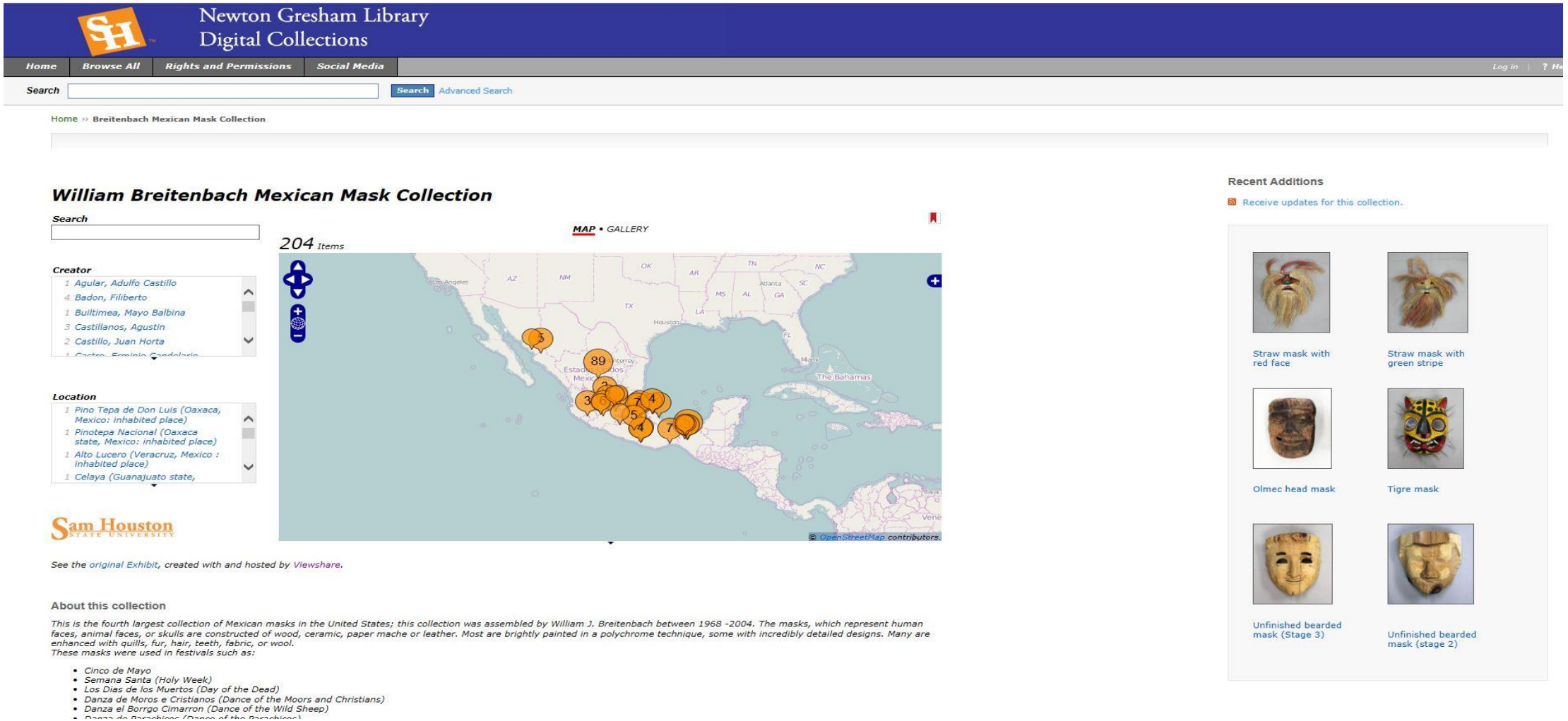
Example: Creating a View



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



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?