

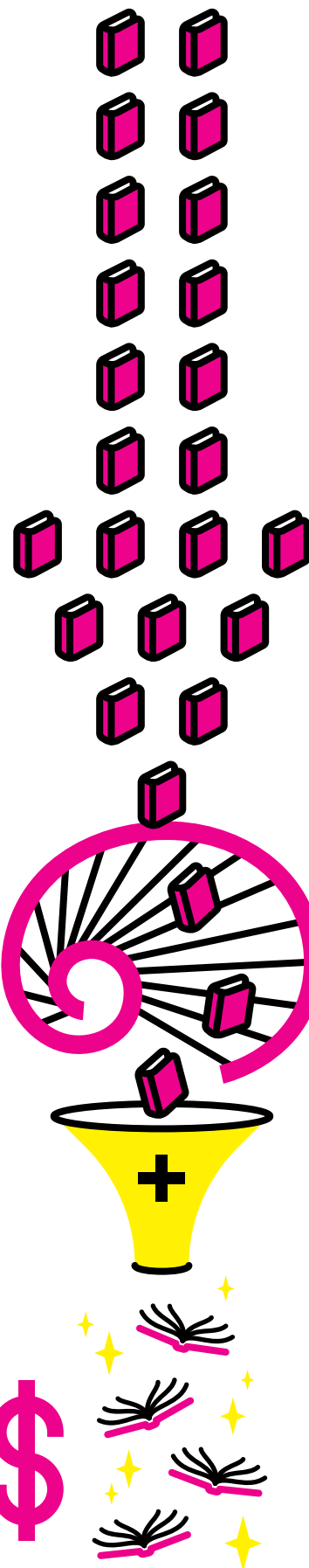
Added Value: An Alternative Book Sale

September 22–23, 2018

San Francisco Museum of Modern Art

How do the ways in which we categorize books and information reflect invisible power structures and hidden hierarchies? What would an intervention into this system look like? How can artistic processes reshape, reorganize, and reevaluate the system?

Added Value is a temporary vending project organized by **Stephanie Syjuco** in conjunction with **SFMOMA's Public Knowledge** initiative, with participation from the **Friends of the San Francisco Public Library**, the **Prelinger Library**, and the artist collective **Related Tactics**. Over the course of a weekend, the museum's Schwab Hall will play host to a massive public book sale, featuring a radical reorganization of thousands of used books, with **all proceeds benefiting the San Francisco Public Library**. A program of screenings, talks, and commissioned artist projects involving the manipulation and transformation of books-as-knowledge will activate the Public Knowledge Library (in the museum's Koret Education Center) and the Phyllis Wattis Theater.



The **San Francisco Public Library (SFPL)** has **29 branches** across the city, hosts more than **six million** visitors a year, circulates more than **10 million** books and media, and provides essential services to the community. Its outreach includes more than 12,000 free programs for more than 440,000 children and their families, encompassing K–12 literacy, teen events, lecture series, immigrant services, digital literacy, workshops, summer programs, and more.

The **Friends of the San Francisco Public Library (Friends of SFPL)** is a member-supported, nonprofit organization that raises funds and advocates for SFPL. Every year more than **one million used books** are brought by the general public to the donation center for processing and sale, all to benefit the education and public programs at library branches across the city.

Added Value artists sort through thousands of low-value, donated books at the Friends of SFPL Donation Center, choosing titles and considering new categories for their sale at SFMOMA.



Each fall the Friends of SFPL organizes the **Big Book Sale** at Fort Mason Center to benefit library programs.

The weekly **Steps Sale**, held Wednesdays at the steps of the SFPL's Main Library, features books priced at \$1 each, bringing affordable reading material to the local community.

ADDED VALUE INSTALLATION

Schwab Hall

Browse and buy from the thousands of books radically reorganized and curated by Stephanie Syjuco, the Prelinger Library, Related Tactics, and SFMOMA Public Knowledge.

RE-VALUATION STATION

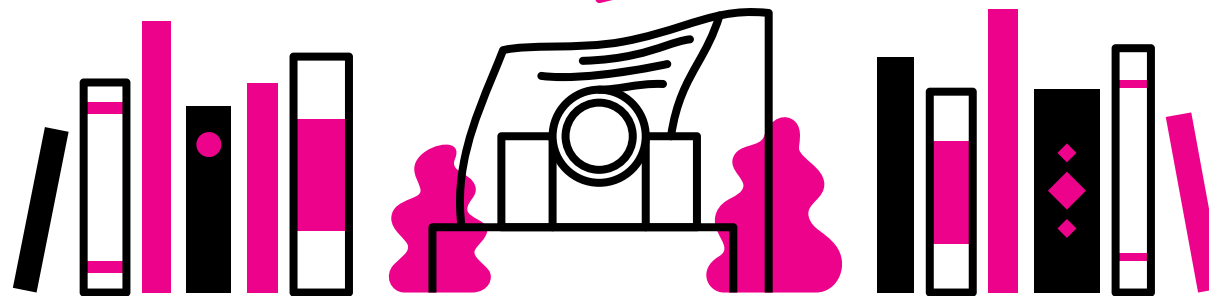
Koret Education Center

Watch as eight artists manipulate and transform books into art objects that comment on knowledge and the reorganization of information.

FRIENDS OF THE SFPL BOOK SALE

Koret Education Center

Select from books hand-picked to appeal to an art-loving crowd.



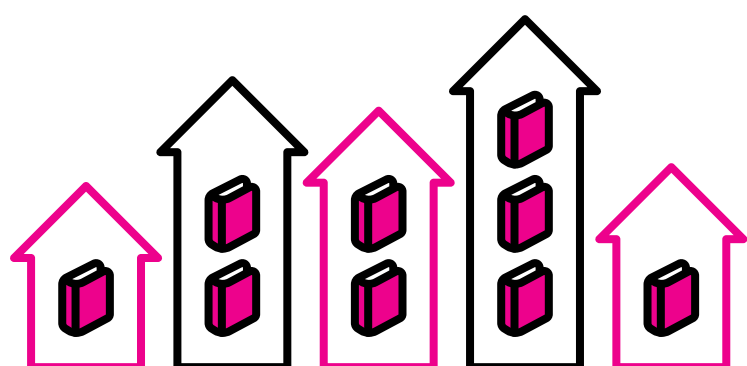
SHELF LIFE by Related Tactics

This take-home project asks how hidden forms of power assert themselves in your own home library. Decolonize your bookshelf with the instructional sticker insert provided with this poster.

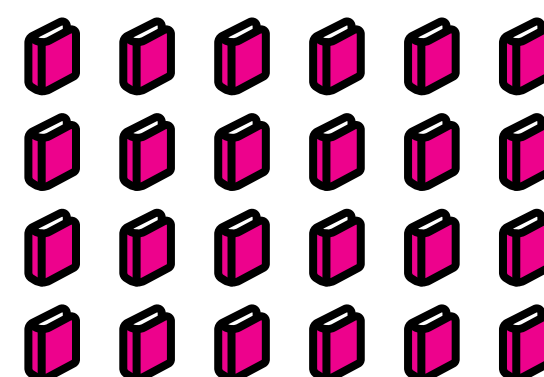
FILMS + SPEAKERS

Wattis Theater

Enjoy our free series of film screenings and book talks all weekend long. Check the museum program for titles and times.



Books purchased as part of **Added Value** join and potentially influence the reorganization of existing home libraries. Revenue generated from book sales supports the SFPL and helps sustain the cycle of public learning.



Unsold inventory circulates back to the Friends of SFPL bookstores and joins the larger stream of books for sale.

SEPTEMBER 22-23, 2018

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AN ALTERNATIVE BOOK SALE

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What's in a label, and how do we value (or even devalue) different categories of information?

When invited to create a work using the stream of almost one million used books donated to the Friends of the San Francisco Public Library, I was particularly drawn to the idea of low-value books—books that are sold back to the public at anywhere from \$1 to \$5 to support the SFPL's public programs. Titles range across a spectrum of categories and interests. Some books are outdated (manuals for machines that don't exist anymore, old travel books, encyclopedias from yesteryear), some are great titles but too worn to resell at higher value, while others run the gamut from pulp fiction to disproved sociology. What would it look like to "curate" from these titles and reorganize them in such a way to "add value" (artistic/cultural/critical), in order to highlight new meanings and raise more money for the SFPL?

—Megan and Rick Prelinger

There is political potential in reevaluating our knowledge and rethinking "what we know." Placing a book on the shelf labeled "art" is different from taking that same book and placing it on the one labeled "revolution." Categories and labels reinforce or explode hierarchies of meaning, and *Added Value* is meant to provide a playful yet critical look at how we can challenge these structures. By inviting two collaborative groups well-versed in examining hierarchies of power—the Prelinger Library and Related Tactics—to join me in reorganizing the thousands of books under new categories, my goal was to expand the artistic platform, and let each group's critical lens intervene in the process.

RELATED TACTICS is a collective of artists / writers / educators / art administrators of color who create projects at the intersection of race and culture. Although we have been friends and collaborators for years, we formally came together in 2015 out of a shared need to make space for investigations and interventions into arts and cultural spaces around questions of equity, access, and power. We value discovering what can be uncovered when those actions center conversations among communities of color, whether they result in moments of celebration over shared affinities, difficult conversations, or a recognition of the gaps in our understanding. It is in this spirit that we approach this examination of how ways of knowing are structured. Along with proposing alternate formations, we question and recognize where our existing tools fall short, whether because of institutional neglect or unconscious personal bias. This is an opportunity to make visible the ways many of us have learned to cobble together a mode of speaking and understanding ourselves, and each other, with (and through) these incomplete resources, in this broken tongue that we are tasked with negotiating.

We invite you to browse, question, and discover new meaning in all these forms of added value, and, via the Related Tactics sticker project *Shelf Life*, to take these ideas back home to reorganize your own libraries.

—Stephanie Syjuco

—Michele Carlson, Weston Teruya, and Nathan Watson