**Added Value: An Alternative Book Sale**  
September 22–23, 2018  
San Francisco Museum of Modern Art

*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 benefitting 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 to 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.

---

**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**  
Watty 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.
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?

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 book about 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.

And when is a book not a book, but an art object? As part of Added Value, we have commissioned eight artists to reconfigure, reuse, reconvolve, and reanimate books into new artworks, all to be sold to the public at affordable prices in the Re-volutions Station. Art has always had the power to redefine, and by manipulating these low-value items, the artists have also changed their status, imbuing them with cultural value and raising the stakes.

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.

—Megan and Rick Prelinger

—Stephanie Syjuco

—Michele Carlson, Weston Teruya, and Nathan Watson