

flat lux

SPRING 2012 • NO. 23

Transforming Moffitt Library



The Library is at the center of how Cal students learn. And transformation is overdue to keep up with radical changes in information, technology, and the expanding paradigms of research and learning. Visit moffitt.berkeley.edu to learn more about the plans.

As the backbone of the undergraduate experience, no single place holds greater promise for helping Berkeley students develop the knowledge and skills they need for academic and career success. The Moffitt Library Campaign is dedicated to creating a state-of-the-art facility that unites traditional library values with support for today's learning styles and demands.

Aiming far beyond a surface makeover, this campaign ensures that the forty-year-old building will be transformed to meet the changing modes of teaching, research, and learning in the 21st century. There is no greater investment in enhancing how we serve the extraordinarily diverse, talented, and ambitious students of UC Berkeley.

KEEPING UP WITH THE TIMES

Profound changes have taken place in our culture over the past four decades, the incredible evolution in technology driving many of them. With few upgrades since it opened in 1970, Moffitt's infrastructure has become outdated and inefficient. It offers

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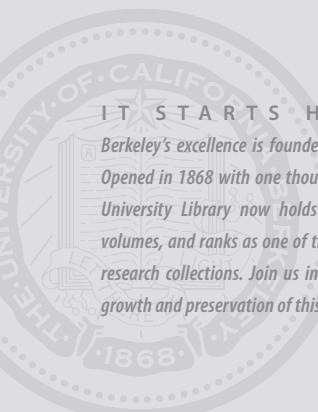
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www.lib.berkeley.edu/give



University Librarian's Letter

THE MARCH ON THE LIBRARY



The *New York Times* reported this spring that more people go to the libraries in New York than visit all of the cultural institutions and sporting events in that city.

Cal libraries have the same hold on our community. Last year, 1.3 million people showed their ID and walked into our undergraduate library and the adjoining main collection. Across Memorial Glade, we are on a pace to see 200,000 visitors to the refurbished Bechtel Engineering Library.

In the world of culture, these are big numbers. Last year Cal Performances reached 40,000 people. Even the places we go to sweat and yell have a hard time competing with libraries. Three times as many people walked into these libraries than attended all of the Cal football and basketball games last season. To match this figure of 1.5 million visits, the Recreational Sports facility would need every student with a locker to show up three times a week during the semesters.

Thanks to donors, Berkeley libraries are busy hubs of campus life. Our Free Speech Movement Cafe in Moffitt is one of the highest volume eateries on campus as well as in the city of Berkeley. Caffeinated study goes on there regularly until 2 am, and around the clock at the end of semesters.

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Students, voting with their feet and coming to libraries, are a new historical trend. In the glory days of the Free Speech Movement, extending the limited hours in libraries was not a demand. More dorm rooms was the call in the last years of the 20th century, a demand that has been met.

But undergraduates no sooner got settled, than they began to press for longer and longer library hours away from the dorms. This year we added many hours in Moffitt and the main collection; never before in Cal history have we covered so much of the day and night. And yet we face petitions and protests (some from the Occupy movement) for more library time.

We are at work on the challenge, in a smart way. Moffitt Library, where inspirational space falls off sharply when you move outside the café, can be the base for the collaboration and quiet study that students tell us they desperately need. What the Free Speech Movement overlooked—a march on the Library—we will take care of.

A handwritten signature in black ink, appearing to read "The Librarian".

Thomas C. Leonard

Kenneth and Dorothy Hill University Librarian



insufficient networking and electrical wiring for current and anticipated needs; for example, there are about 10 outlets per floor when students could easily use 100.

The undergraduate population is now 60% larger than when Moffitt was built, increasing space demands on the library system. The curriculum has evolved from focusing on textbooks to more problem- and research-based learning. The vast majority of library collections, formerly available only to faculty and graduate students, are now accessible to undergraduates. The collections also fully embrace digital formats.

Moreover, students' research products have transitioned from traditional text-based papers to incorporate other forms. And our understanding of how to promote learning has shifted from a solitary experience in a single discipline to include team-based, multidisciplinary approaches for research and instruction.

THE NEW MOFFITT

Today's students have grown up on Google and expect the anytime, anywhere convenience of the virtual library. Moffitt's upgrades will better connect students to an ever-expanding universe of knowledge. Modernized electrical and data systems will enable users to easily access vast digital collections and course resources.

The transformed Moffitt will offer cutting-edge library spaces such as collaborative commons, group study rooms with wireless access, and think tanks. Integrating technology into these new facilities will enable a range of activities including seamless file sharing, shared display, group editing, and presentation rehearsals.

Moffitt will offer a sophisticated media center as well as an expanded computer lab for individuals and small groups. Interactive floor plans on moffitt.berkeley.edu offer details about these spaces and other features of the new building.

As University Librarian Tom Leonard has said, "Renewing their libraries is what all great universities are doing. Princeton and Columbia, for example, have major projects underway to make their 1970s libraries a true home for students in the 21st century. Michigan, Virginia, and the University of Washington have already revitalized the library that is dedicated to undergraduates. Cal should not offer less."

No campus library currently provides the range of services envisioned for the new Moffitt. And with its central location, Moffitt is ideally situated to provide today's students with the state-of-the-art facility that they need. As one student comments, the transformed Moffitt "will be much different than the other libraries on campus...I'm really excited."

"Renewing their libraries is what all great universities are doing....

Cal should not offer less."

—Tom Leonard

Luncheon in the Library



BARBARA CHINN and PETER VAN HOUTEN flanking the plaque for the Class of '56 reunion gift. The million dollars donated form the Class of 1956 Humanities Preservation Endowment for the Library. The Library is most grateful to the Class of '56 for their generosity.

WILLIAM RUSS ELLIS, with wife JULIE SHEARER. Ellis, who served as vice chancellor at Cal as well as professor of architecture, is on the Library Advisory Board. His oral history was recently released; video clips and more information are at bancroft.berkeley.edu/ROHO (search for Ellis).



In January, the University Library opened its doors to over 200 alumni and friends. Following a warmly received talk by historian Adam Hochschild (see next page), guests enjoyed each other's company over lunch in the elegantly appointed Morrison Library. The Luncheon was a gesture of appreciation from the Library to our donors, thanking them for their generous support over the years.

Homage to the Library

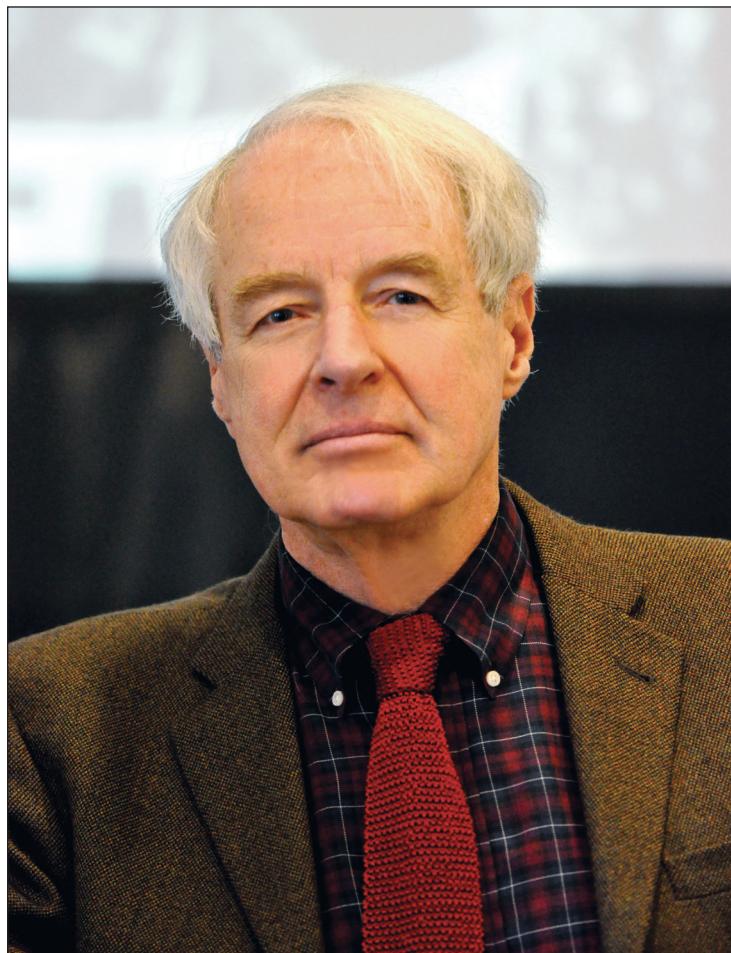
BY ADAM HOCHSCHILD

People sometimes ask me, "These days, if you're writing history do you still need a library? Can't you find most of the raw materials you need on the Internet?" The answer, unless you're researching something that took place entirely in the last ten or fifteen years, is a resounding "No!"

The reason is simple. What's on the Internet is what people have put there. The same is true of libraries. But people have been putting things in libraries—books, letters, diaries, menus, maps, posters, government documents, and an unimaginable variety of other riches—for hundreds of years. A small portion of this has been scanned and put online, but much of it, I'm quite sure, never will be. This is why people like me depend on libraries.

With more than 11 million volumes, UC Berkeley is one of the four largest university libraries in the country, which certainly makes it one of the largest in the world. The venerable Bodleian Library and its satellites at Oxford, for example, have only a roughly equal number of volumes, despite their 250-year headstart. And what constantly impresses me is that no matter how obscure is the item I'm looking for, 95% of the time Berkeley has it.

One small example from when I was doing the research for my book *King Leopold's Ghost*, about the brutal system of forced labor that King Leopold II of Belgium had imposed to gather a vast fortune in wild rubber from his colony, the Congo. Sometimes you can learn a lot from the triumphal accounts of the perpetrators of such atrocities, and I saw a scholarly footnote referring to the long-defunct journal of the association of retired officers of Leopold's private army, the enforcers of this slave labor system. I feared I would have to go to Belgium to find copies of this, but, amazingly, Berkeley had it. Blessings on whichever assistant



Adam Hochschild, historian and professor at the Graduate School of Journalism. At the January 2012 Luncheon in the Library, Hochschild talked about his acclaimed *To End All Wars: A Story of Loyalty and Rebellion, 1914-1918*.

librarian decided to subscribe to this magazine more than a century ago, for these back issues provided me with much useful information, and a photograph from one of them illustrated an excerpt from my book published in *The New Yorker*.

The other splendid thing about the main library at Berkeley—something frustratingly not true of some libraries I've worked in elsewhere—is that it is open-stack. I love this, because so often the book that has the greatest treasure for you is the one next to the one on the shelf that

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The David P. Gardner Stacks in Doe Library, where Hochschild conducted 90% of the research for *To End All Wars*. "I love research—it's so much easier than writing!" he said. "You walk into the stacks and you can just read forever."

you think you're looking for. One example here from the research for my book *Bury the Chains*, about the British antislavery movement: Perhaps my only original idea on the subject was to suggest that one reason an antislavery movement became more far more widespread in Britain than in any other European country was that the British had the heritage of a hundred years of mass popular protest against impressment. This practice of kidnapping young men off the street and carting them away for five years' service under miserable living conditions in the Royal Navy was something whose vocal, angry opponents repeatedly likened to slavery.

Where did I get the idea that there might be a connection between these two movements? I wish I could say it was because of my vast knowledge of the 1700s, but it was quite the opposite. Knowing abysmally little about the time and place I was writing about, I was grazing along the relevant shelves on the 2nd level of Doe, looking for help. If there had been a volume, *18th Century Britain for Dummies*, I would have borrowed it instantly.

ASKED WHY HE WRITES, Adam Hochschild once replied "Because it enables me to peer into other people's lives . . . I get to imagine myself inside someone else's head as he or she confronts some great moral dilemma: how to act when face-to-face with slavery, or apartheid, or Stalinism. What could be more interesting than that?"

Hochschild, who cofounded *Mother Jones* magazine, has published seven award-winning books. Lauded for his blend of rich scholarship with vivid novelistic gifts, he won a Lannan Literary Award for Nonfiction in 2005 for the entire body of his work. He teaches narrative writing at UC Berkeley's journalism school, and has taught writing workshops for journalists in the U.S., Britain, Zambia, South Africa and India.

Instead, I noticed a book with a long section on naval impressment—and the relevance of that to my subject suddenly occurred to me.

I could go on far longer talking about the wonders of how a library like ours connects you, despite our speeded-up world, to times past. But I'll end by just mentioning one particular moment. When you take out a book, the due date is stamped in the back. An older book has usually been consulted dozens of times: you can see a chain of dates stretching back over the years, and I sometimes find myself wondering who was reading it and for what purpose. But one book I borrowed a while back had been only loaned out once before in its lifetime. The due date? Exactly one week before I was born. ♡

Biotech Explored

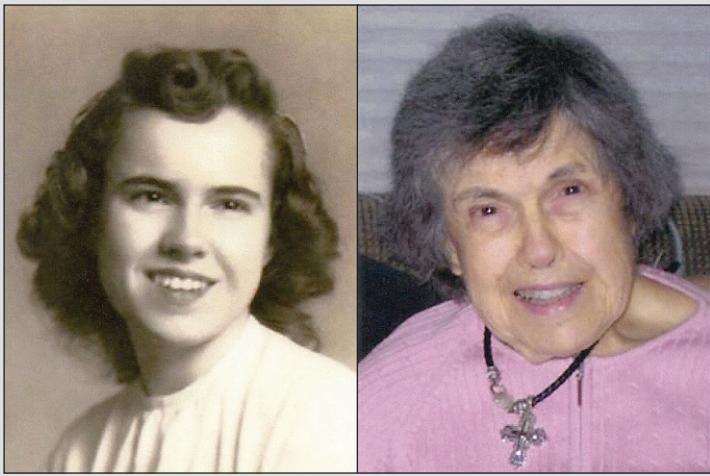
GENENTECH: THE BEGINNINGS OF BIOTECH (UNIVERSITY OF CHICAGO PRESS)

Library staff member Sally Smith Hughes (at right) has published a new book on Genentech, one of the pioneering biotechnology companies. Drawing from an unparalleled collection of interviews with early biotech players, Hughes offers the first book-length history of the company. One reviewer praised the book's vivid recounting of "the tough-minded deals, buccaneering strategies, laboratory struggles, and relentless patent arrangements that not only made for Genentech's success but that pioneered the new biotechnology industry's operational model" (Daniel Kevles, Yale University).

Hughes is a historian of science focused on the history of recent biological science and its commercialization. She began work at the Bancroft Library's Regional Oral History Office in 1978, and has conducted over 150 in-depth oral histories, with subjects ranging from the AIDS epidemic to medical physics to virology. Her previous book is *The Virus: A History of the Concept*. 



Math Alumna Makes Generous Gift



Edith Wetzel Ainsworth '46 '48 bequeathed the Library over 1.4 million dollars, a gift that will support the Campaign for the University Library. The campaign priority is the transformation of Moffitt Library (see pgs. 1 and 3).

Mrs. Ainsworth received her bachelor's and master's degrees in mathematics from Berkeley, where she was

elected to the Cal Hall Honors Society and to Phi Beta Kappa. She met her husband at Cal, when he was working on his Ph.D. in mathematics. The Ainsworths spent their careers on the math faculty at the University of Alabama.

Mrs. Ainsworth, who was very active in the community and in her church, died in April 2011 at the age of 85. The University Library is most grateful for her generous gift, which reflects her lifelong understanding of the Library's central importance for faculty and students. 

A Grand Opening

The new home of The Magnes Collection of Jewish Art and Life is an elegantly renovated 25,000-square-foot facility, located adjacent to campus in downtown Berkeley. The building features a lecture room, seminar areas, auditorium and galleries to exhibit The Magnes' treasured collection of prints, paintings, photographs, costumes and Jewish ceremonial objects.

One of the world's preeminent collections of Jewish life, culture and history, The Magnes became part of The Bancroft Library at UC Berkeley in 2010.

Ribbon Cutting by
Magnes friends
Frances Dirkelspiel,
Irving Rabin and
Deborah Kirshman.

Alla Efimova, Jacques and Esther Reutlinger Director of The Magnes, said, "Thanks to the partnership with UC Berkeley and Bancroft, we are becoming a 'library of objects' serving the next generation of students, researchers, and visitors who can write their own stories based on the treasure trove of resources we are making accessible to them."

Major support from philanthropists Warren Hellman, Tad Taube and the Koret Foundation are helping to ensure the continued vitality and stability of The Magnes—together with ongoing support from other friends and donors.



The new Magnes offers unprecedented on-site access to most of the nearly 15,000-item collection in its new facility. The interior glass walls and inventive open storage provide an intimate and powerful connection to objects from around the world.



18th century Italian Esther scroll.
Watercolor on parchment.



Regional Jewish history, a special component of The Magnes, is evident in the facility's portrait-lined wall that includes such Bay Area Jewish leaders as financier and philanthropist Isaac Glazier; Florence Prag Kahn, the first Jewish woman to serve in the U.S. Congress; and Boris Deutsch, a Lithuanian-born painter and set designer.

The Magnes Collection of Jewish Art and Life opened the doors with a public celebration in January 2012. Their new building is intended to be a community resource as well as an academic one. Throughout the year, Magnes programs will include tours, lectures, artist talks and scholarly symposia, as well as collaborations with local cultural and performing arts institutions.

"The Magnes is a wonderful new teaching and research resource to have available to the campus and local communities. Indeed the first UC Berkeley class (on music in Israel) to be taught in The Magnes started this semester," said Elaine Tenant, Bancroft director. "It's a great beginning."



Wimpel (binder for Torah scrolls made from circumcision cloth) for a child named Yitzchaq ben Pinchas, born on 5 Tishri [5]536. Paint on linen. From Rhineland-Palatinate, Germany, 1775.



An 1805 pitcher for Purim from Bohemia, decorated with Talmudic quotations and astrological symbols. Behind it, a burial society pitcher also from Bohemia, dated 1780.

The Magnes' holdings represent the third largest public collection of Jewish art and historical materials in the country.

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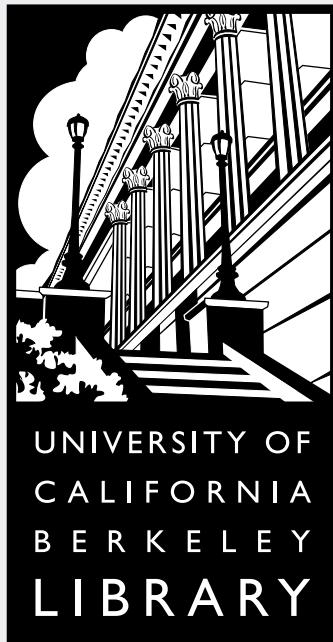
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New Fund Honors Renowned Librarian

The Environmental Design Library, one of 24 subject specialty and affiliated libraries on campus, is hailed for its multidisciplinary approach to the built environment, its in-depth collection of international scope, and its extraordinary emphasis on service. Elizabeth Byrne, who retired in 2011, brilliantly led this Library for nearly three decades. Recognizing her many contributions, the Elizabeth Byrne Fund seeks to respond to budget cuts while maintaining the high level of resources and support she cultivated.

FOR MORE INFORMATION, PLEASE CONTACT:

College of Environmental Design, External Relations

510/643-1105 or cedfund@berkeley.edu

To give online, visit givetocal.berkeley.edu

(enter "Elizabeth Byrne Fund" in the search box).

"Unequivocally, my career as a teacher and scholar of architectural history would not have been possible without this extraordinary resource."

— Spiro Kostof

renowned Berkeley professor from 1965–91

Fiat Lux, or Let there be light, is the motto of the University of California.

The *Fiat Lux* newsletter of the Library at the University of California, Berkeley is published quarterly by the Library Development Office, University of California, Berkeley, Room 131 Doe Library, Berkeley CA 94720-6000. Telephone: (510) 642-9604. Email: give@library.berkeley.edu. Your feedback and suggestions are warmly invited.

Kenneth and Dorothy Hill University Librarian

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Peg Skorpinski p. 4-5, 8-9, & 11

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Then & Now



The Library wasn't always the well-lit, inviting night-time destination for students that it is now. It was Levi Strauss himself, co-inventor of blue jeans, who first enabled the library to install lights. Until his 1896 gift (in which three other donors participated) the University's Bacon Library was closed in the evening, much to the disappointment of students. Budget constraints during construction had prevented the installation of gas lines and lighting fixtures.



Lighting the library was only one of Levi Strauss's gifts to the University—and his generosity has been continued by later generations of this great California family. We are grateful that Robert Haas '64, a descendant of Levi Strauss, is serving as co-chair of the Campaign for the University Library.

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Exhibits & Events at the Library

HEART OF THE CAMPUS: DOE LIBRARY

1912-2012

*Bernice Layne Brown Gallery, Doe Library
through August 31, 2012
free; check www.lib.berkeley.edu for hours*

An online version of this exhibit on the history of Doe Library can be viewed at doe100.berkeley.edu/exhibit

One hundred years ago, Doe Library became the main campus library, and John Galen Howard, the architect, made it a key component of his design for the Berkeley campus. Ground was broken for the library in 1905, the cornerstone laid in 1908, and the University of California dedicated the building on Charter Day of 1912. Funding for the library came from the estate of Charles Franklin Doe. After 100 years, our students, faculty, and visitors still depend on the library for what they discover and create. We look forward to our next century as we celebrate the first.

This exhibit is part of the 2011-12 celebration of Doe's Centennial.

STORY HOUR IN THE LIBRARY PRESENTS

ISABEL ALLENDE

*Morrison Library in Doe Library
6 to 7 pm, Thursday April 12, 2012*

Isabel Allende is the acclaimed author of 19 books which have been translated into 35 languages and have sold more than 57 million copies. Her works have been adapted for movies, plays, musicals, operas, ballets, radio programs and two international movies. In addition to her career as writer, journalist, and teacher, she has created The Isabel Allende Foundation to empower women and girls worldwide. Please join us for this special evening, or watch the reading on YouTube (available in early May).

