The Scholar,
Shakespeare’s First Folio, and

The generous, and grauest Citizens

Measure for Measure, IV, vi

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Digital Library Conference, 2 April 2014
The First Folio: Shakespeare’s collected plays

- William Shakespeare, 1564—1616

- 1623: Consortium of actors, printers and publishers

- Folio format: a claim of literary worth

- 36 plays

- 18 of them never before printed

- First division of the plays into Comedies, Histories, and Tragedies
The Bodleian First Folio: an unexplained arrival

1623

Bodley: plays as “baggage books”, “riff-raffe”, “idle books”¹

The Bodleian: the “public library”

By agreement with the Stationers’ Company?

Presented by the printers?

Bound in Oxford by William Wildgoose

Chained, open-access shelving in Duke Humfrey’s Library

The Bodleian First Folio: an unexplained arrival

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- Bodley: plays as “baggage books”, “riff-raffe”, “idle books”\(^1\)

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The Bodleian First Folio: an unexplained departure

Superceded by the “duplicate” Third Folio (1663/4), it left the Library, perhaps:

- Under Thomas Lockey, Librarian 1660—1665
  - “not altogether fit for that office”¹

- Under John “the bookseller” Hudson, Librarian, 1701—1719
  - “negligent if not incapable”²

The Bodleian First Folio: the lost years
The Bodleian First Folio: a prodigal returns

- 1905

- Gladwyn Turbutt, Magdalen College

- Falconer Madan, Deputy Librarian

- Strickland Gibson, Assistant Librarian
The Bodleian First Folio: a noteworthy copy

- C.230 extant First Folios (from a print-run of c.750)
- Only this copy is demonstrably in its original binding
- Physical signs of its history
  - On shelf in the “public library”
  - Through the English Parliament’s theatre closures (1642—c.1660)
The Bodleian First Folio: a prodigal returns

- The Turbutts offer to sell the book at its market price
- Madan and Strickland talk at the Bibliographical Society
- Madan, Strickland & Turbutt author a pamphlet
- An anonymous offer of £3,000 (by Henry Clay Folger, Standard Oil)
- The Turbutts give the Library time to find £3,000
A Funding Campaign: “saved for the nation”

- E.W.B. Nicholson: a thorough archive
- An appeal to “Oxford men”
- Leader in *The Times*
- Tens of donors
- Average donation: 1 guinea
The Scholar: *Emma Smith, Hertford College*

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**The Bodleian Libraries:**

- Supporting “learning, teaching and research”
- Developing access to collections “for the benefit of scholarship and society”

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http://www.bodleian.ox.ac.uk/bodley/about-us/policies
A Digital Campaign: *Sprint for Shakespeare*

http://shakespeare.bodleian.ox.ac.uk

Images copyright Bodleian Libraries.
Sprint for Shakespeare: project goals exceeded

http://firstfolio.bodleian.ox.ac.uk
A Successful Campaign? Financial

Experiment in “low-level” giving to the Library

- Hundreds of donors
- From around the world
- Many first-time donors to the University
- Mode average gift: £20
- Mean average gift: £98

- Over £20,000 raised

- A further £30,000 given for a second phase: text

http://shakespeare.bodleian.ox.ac.uk/the-project/supporters/
Teaching with Shakespeare’s First Folio
A Workshop for Teachers at KS5

This free workshop for teachers is focused around a new open online resource, the digitized copy of the Bodleian Library’s First Folio of Shakespeare’s plays (1623).

The aim is to provide academic guidance and share ideas to help you devise teaching resources for your own particular teaching context.

Where: Hertford College, Oxford OX1 3BW
When: 11.00 - 16.30, Saturday 22 June

We provide: Lunch, refreshments, and travel expenses.
You provide: A wireless laptop (let us know if this is a problem), your ideas, and permission for us to use your resources (fully credited to you) on the website.

Programme:
11.00 Arrival and coffee
11.30 – 15.00 Shakespeare in Print
   (Dr Emma Smith, Hertford College, University of Oxford)
13.00 – 14.00 Lunch
14.00 – 15.50 Resource planning session
15.30 – 16.30 Tour of the Bodleian Library

Booking:
Please email us with your details, and any particular dietary or access requirements.

More information: shakespeare@bodleian.ox.ac.uk

A Successful Campaign? Citizenship

Supporting the scholarly community
Engaging new audiences
Guest blog-posts
Conservation lab visits
Teachers’ workshop
Access and breadth of reach
Champions, press, and media
Use and reuse: CC-BY 3.0 license

http://shakespeare.bodleian.ox.ac.uk/
A Successful Campaign? Qualification

The campaign was made possible by:
- Emma Smith
- Bodleian Libraries colleagues
- Communications (no campaign social media)
- Development Office

High profile of the University of Oxford:
- Press and media
- Champions

A project on Shakespeare
- Duplicable?

http://shakespeare.bodleian.ox.ac.uk/the-project/supporters/
Use: a partial story

Data from Google Analytics: http://www.google.com/analytics, 20 April 2013—29 March 2014

http://firstfolio.bodleian.ox.ac.uk
Data from Google Analytics: http://www.google.com/analytics, 20 April 2013—29 March 2014

http://firstfolio.bodleian.ox.ac.uk
Data from Google Analytics: http://www.google.com/analytics, 1 August 2012—29 March 2014

Interest: the story continues

http://shakespeare.bodleian.ox.ac.uk/
Interest: the story continues

Data from Google Analytics: http://www.google.com/analytics, 1 August 2012—29 March 2014

http://shakespeare.bodleian.ox.ac.uk/
Aeternitas Rei Publicae Literariae: Republic of Letters

- Library and museum collections matter

- They belong to us all: citizens of the republic of letters

- Telling their stories engages the public
  - Communities, children, students, academics, funding agencies, businesses, governments…

- Digital affordances: this has never been easier
Thomas Bodley has built this library for you and for the Republic of the Learned. May the gift turn out well.

Inscription over the Bodleian Library entrance

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http://shakespeare.bodleian.ox.ac.uk

http://firstfolio.bodleian.ox.ac.uk