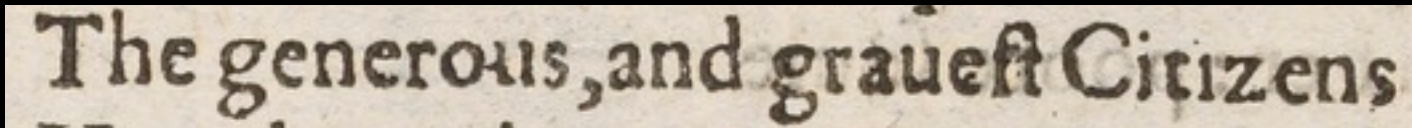


# The Scholar, Shakespeare's First Folio, and



The generous, and graueſt Citizens

*Measure for Measure*, IV, vi  
Oxford, Bodleian Library, Arch. G c.7, G4r.

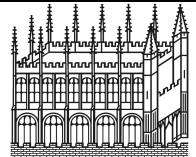
Pip Willcox

Curator of Digital Special Collections

Bodleian Libraries, University of Oxford

@pipwillcox

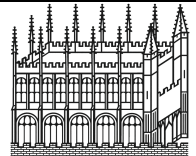
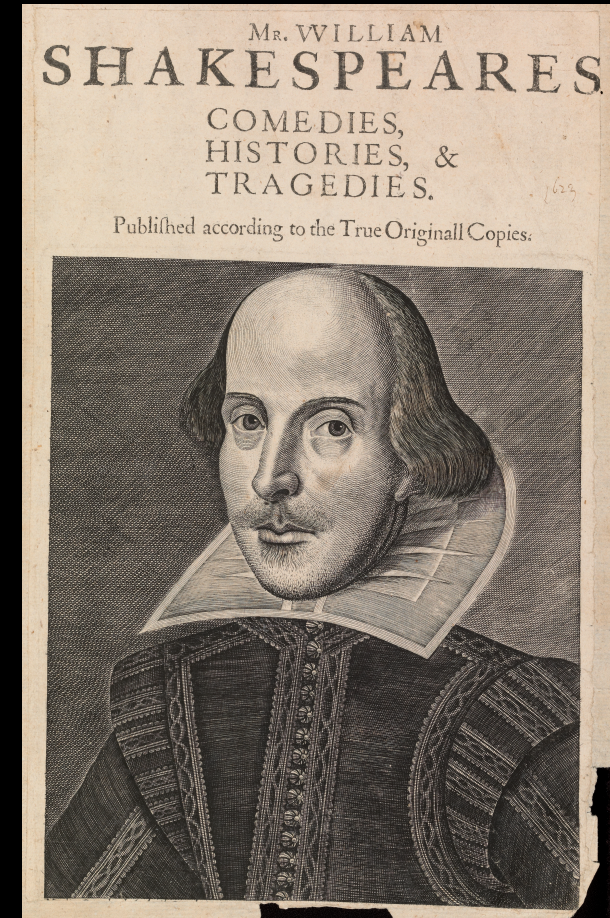
Digital Library Conference, 2 April 2014



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# *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” <sup>1</sup>

• The Bodleian: the “public library”

• By agreement with the Stationers’ Company?

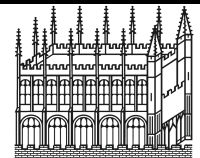
• Presented by the printers?

• Bound in Oxford by William Wildgoose

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

1. Lukas Erne, *Shakespeare and the Book Trade*, Cambridge: Cambridge University Press, 2013. Accessed via Google Books, 31 March 2014.

<http://books.google.co.uk/books?id=ao0gAwAAQBAJ&pg=PT246&dq=Erne%2520Bodley%2520riff-raffe&pg=PT246%2520v=onepage&q=Erne%2520Bodley%2520riff-raffe&f=false>



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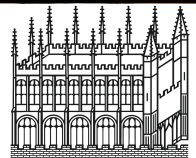
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Image copyright Bodleian Libraries, accessed: <http://www.bodleian.ox.ac.uk/librarian/rpc/gg2gg/gg2gg.htm>.



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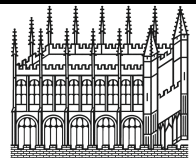


# The Bodleian First Folio: an unexplained departure

- 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”<sup>1</sup>
  - Under John “the bookseller” Hudson, Librarian, 1701—1719
    - “negligent if not incapable”<sup>2</sup>

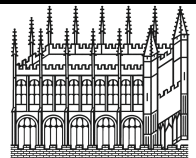
1. <http://www.oxforddnb.com/view/article/16898>

2. <http://www.oxforddnb.com/view/article/14034>





# The Bodleian First Folio: the lost years



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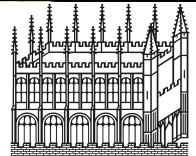
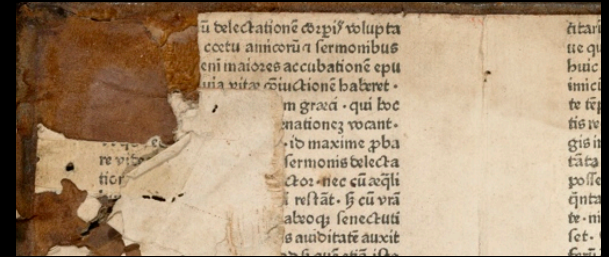
# The Bodleian First Folio: a prodigal returns

• 1905

• Gladwyn Turbutt,  
Magdalen College

• Falconer Madan,  
Deputy Librarian

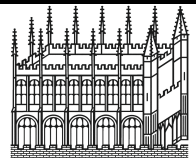
• Strickland Gibson,  
Assistant Librarian



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# The Bodleian First Folio: a noteworthy copy

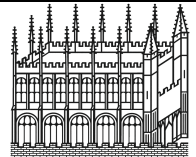
- c.230 extant First Folios (from a print-run of c.750)
- Only this copy is demonstrably in its original binding
- Physical signs of its history
  - on shelf in the “public library”
  - through the English Parliament’s theatre closures (1642—c.1660)





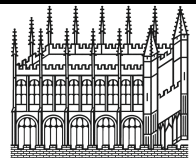
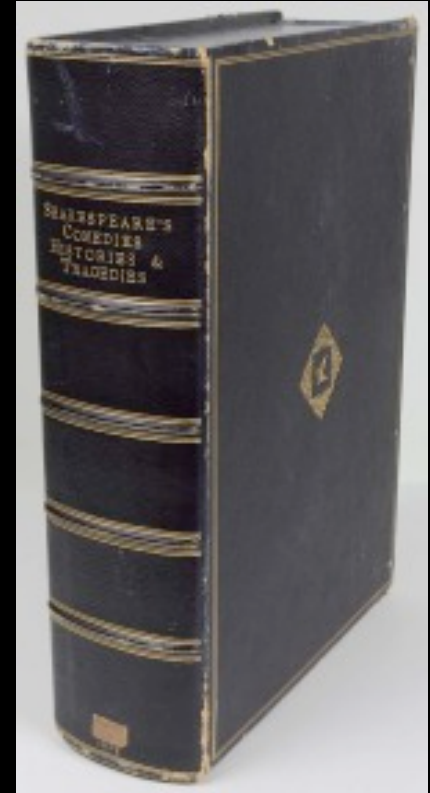
# The Bodleian First Folio: a prodigal returns

- 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



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# The Scholar: *Emma Smith, Hertford College*

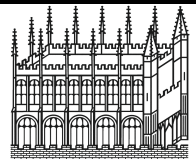


• The Bodleian Libraries:

• Supporting “learning, teaching and research”

• Developing access to collections “for the benefit of scholarship and society”

<http://www.bodleian.ox.ac.uk/bodley/about-us/policies>



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# A Digital Campaign: *Sprint for Shakespeare*



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**SPRINT**  
FOR  
*Shakespeare*

HELP US OPEN THE BODLEIAN'S FIRST COLLECTED EDITION OF SHAKESPEARE'S PLAYS TO THE WORLD  
Shakespeare's First Folio is one of the greatest treasures in the Bodleian collection, and we would like your help opening it up for anyone anywhere in the world to enjoy exploring its pages. Now, in the year of the Cultural Olympiad, we invite Shakespeare lovers and Bodleian supporters to join our *Sprint* campaign to digitise and publish our First Folio online for the benefit of everyone from schoolchildren to scholars.

By making a contribution of any size – from as little as £20 per page – your support will enable us to publish a speech, a scene, an act or even a whole play of the First Folio online, on a specially created website, which will inspire readers today and in the future.

The *Sprint* for Shakespeare campaign aims to raise £25,000 through a large number of donations of all sizes. Any surplus beyond the target will go towards future online projects to open up the Bodleian collections.

All supporters of the campaign will be recognised on a special page on this website, with the opportunity to dedicate their gift to someone who inspires them.

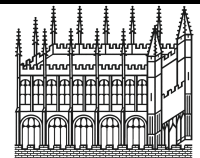
TO FIND OUT MORE AND LEARN HOW TO BE INVOLVED VISIT OUR WEBSITE  
<http://shakespeare.bodleian.ox.ac.uk>



**SPRINT**  
FOR  
*Shakespeare*

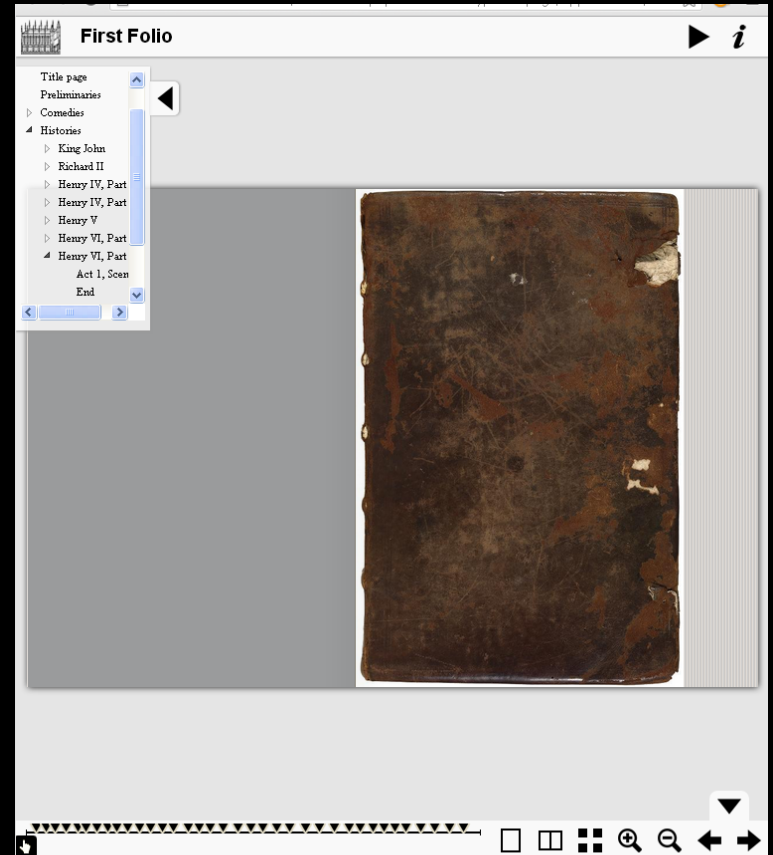
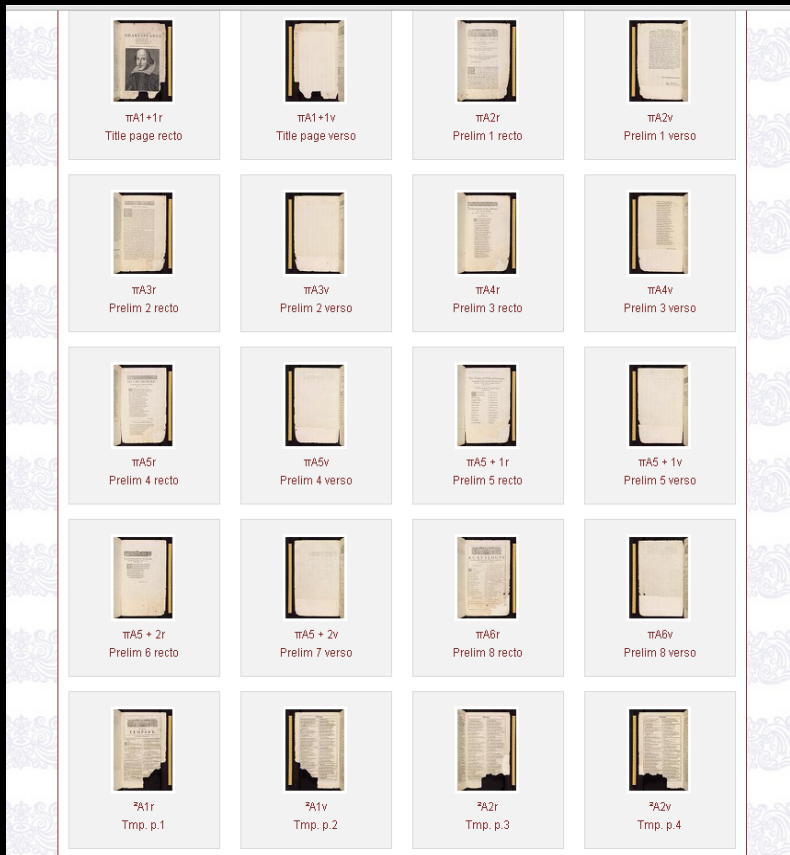
<http://shakespeare.bodleian.ox.ac.uk>

Images copyright Bodleian Libraries.

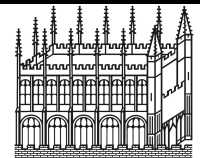


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# Sprint for Shakespeare: project goals exceeded



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

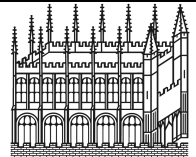


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# A Successful Campaign? *Financial*

- 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/>

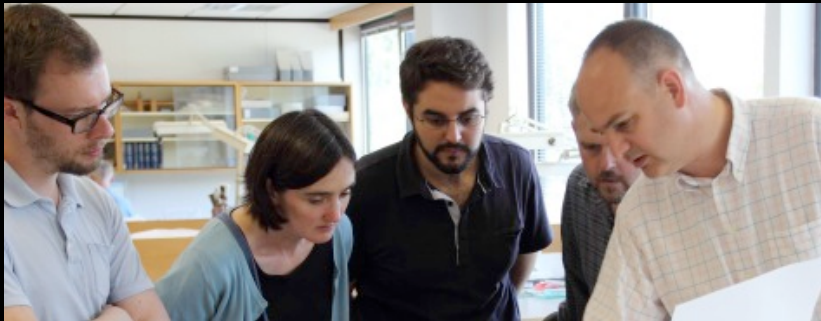


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# A Successful Campaign? *Citizenship*

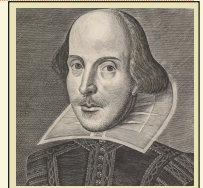
- Supporting the scholarly community
- Engaging new audiences
  - Guest blog-posts
  - Conservation lab visits
  - Teachers' workshop
  - Access and breadth of reach
- Champions, press, and media
- Use and reuse: CC-BY 3.0 license



## 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—13.00 Shakespeare in Print  
(Dr Emma Smith, Hertford College, University of Oxford)

13.00—14.00 Lunch

14.00—15.30 Resource planning session

15.30—16.30 Tour of the Bodleian Library

### Bookings:

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

This event is free. Please note that places are limited, and will be assigned to the first respondents.

### More information:

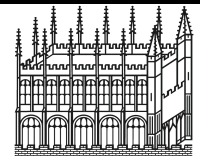
[shakespeare@bodleian.ox.ac.uk](mailto:shakespeare@bodleian.ox.ac.uk)



**SPRINT<sup>for</sup>**  
*Shakespeare*  
<http://shakespeare.bodleian.ox.ac.uk>



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

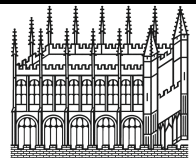


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# A Successful Campaign? *Qualification*

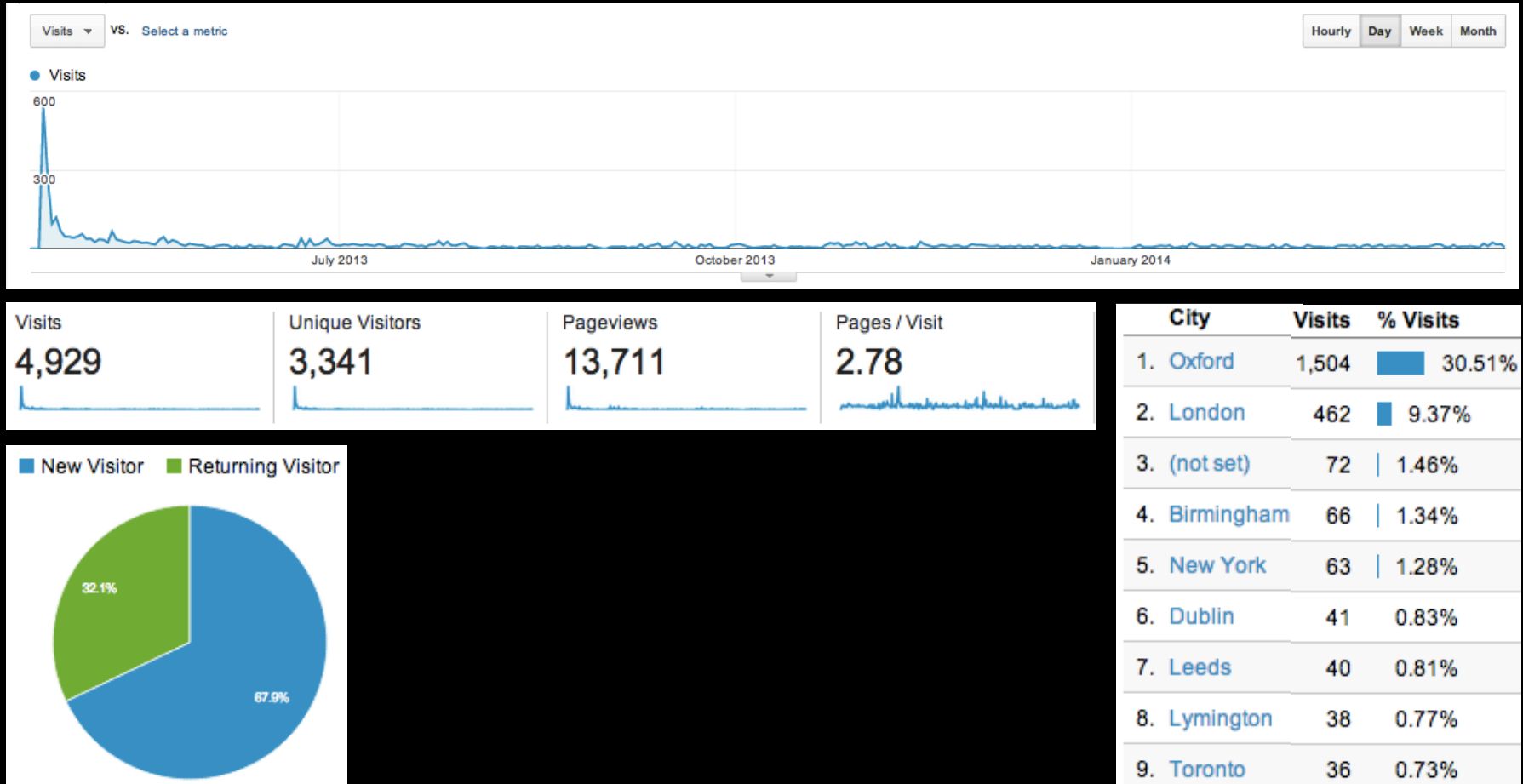
- The campaign was made possible by:
  - Emma Smith
  - Bodleian Libraries colleagues
  - Communications (no campaign social media)
  - Development Office
- High profile of the University of Oxford:
  - Press and media
  - Champions
- A project on Shakespeare
  - Duplicable?

<http://shakespeare.bodleian.ox.ac.uk/the-project/supporters/>



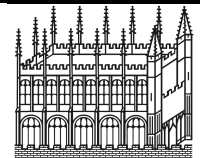
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# Use: a partial story



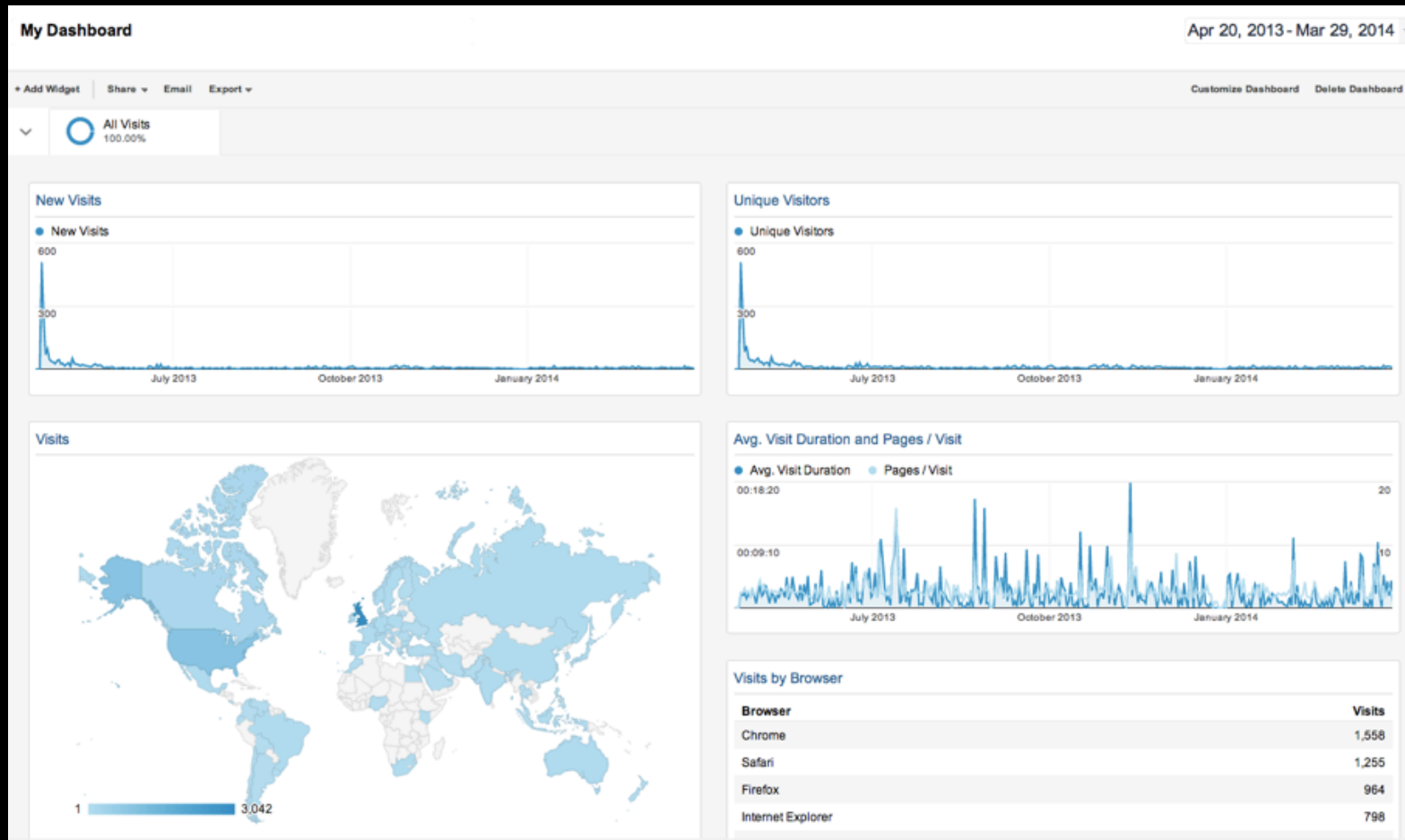
Data from Google Analytics: <http://www.google.com/analytics>, 20 April 2013—29 March 2014

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



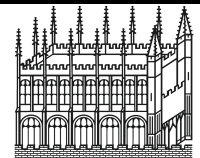
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# Use: a partial story



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

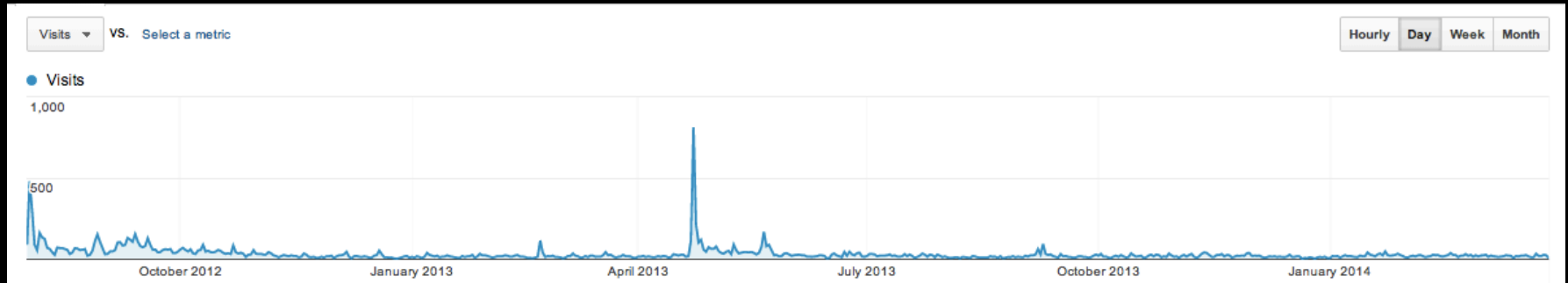
<http://firstfolio.bodleian.ox.ac.uk>



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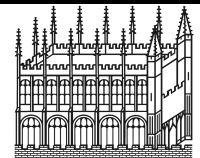
# Interest: the story continues



City	Visits	% Visits
1. Oxford	3,293	16.63%
2. London	2,076	10.48%
3. (not set)	392	1.98%
4. New York	336	1.70%
5. Guildford	301	1.52%
6. Birmingham	254	1.28%
7. Vienna	239	1.21%
8. Los Angeles	170	0.86%
9. Toronto	147	0.74%
10. Cambridge	147	0.74%

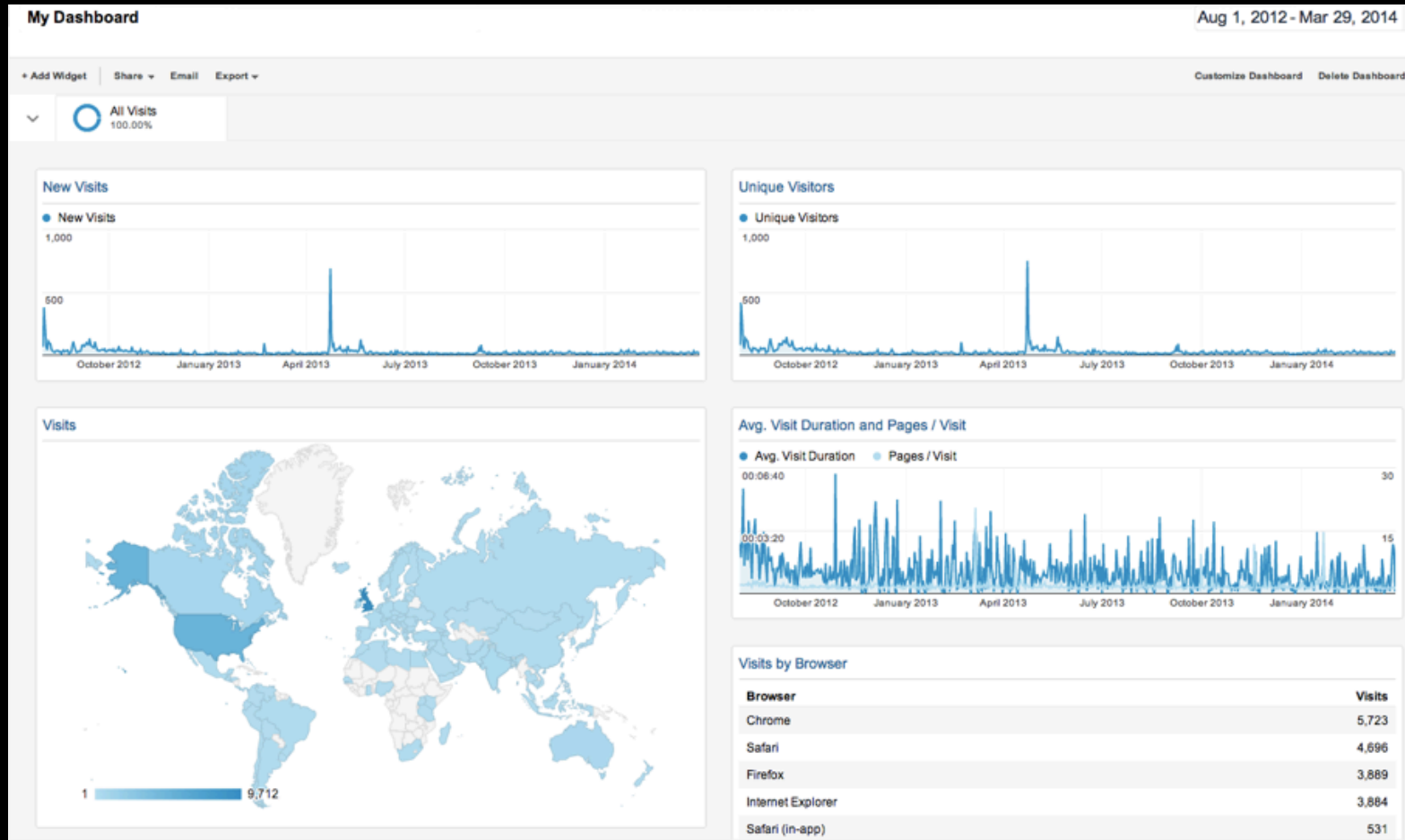
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<http://shakespeare.bodleian.ox.ac.uk/>



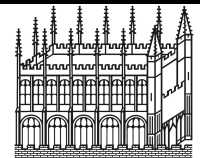
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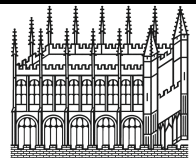
<http://shakespeare.bodleian.ox.ac.uk/>



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# *Aeternitas Rei Publicae Literariae*: Republic of Letters

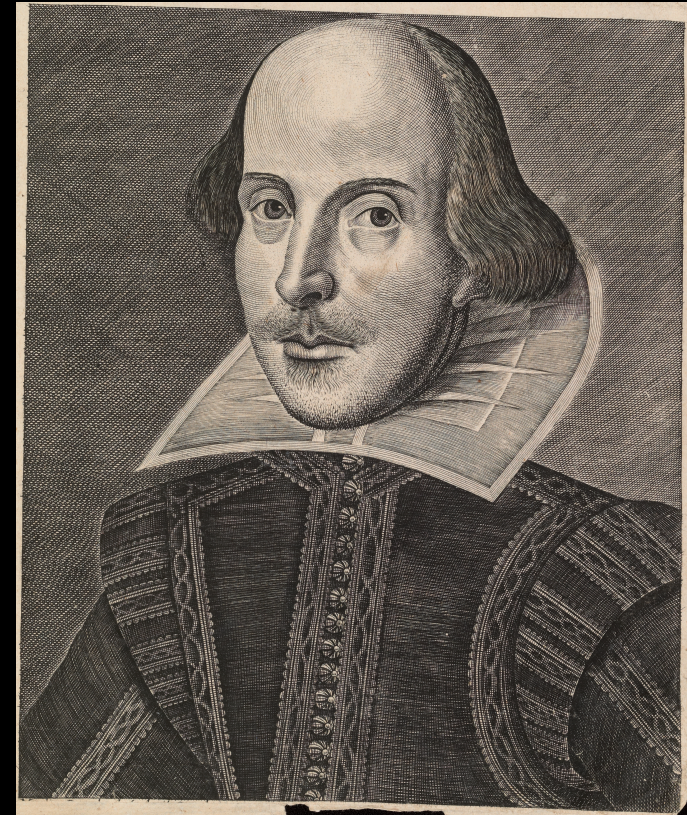
- Library and museum collections matter
- They belong to us all: citizens of the republic of letters
- Telling their stories engages the public
  - Communities, children, students, academics, funding agencies, businesses, governments...
- Digital affordances: this has never been easier



# *Aeternitas Rei Publicae Literariae:* Republic of Letters

*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

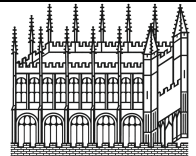


[pip.willcox@bodleian.ox.ac.uk](mailto:pip.willcox@bodleian.ox.ac.uk)

@pipwillcox

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

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



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