IADDB

international advertising & design database

Annual Report

2018

International Advertising & Design DataBase
www.iaddb.org

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1. Goals

The IADDB aims to:

a.   unlock and make available to the public a wide range of information with regard to advertising and design via the internet,

b.   facilitate exhibitions;

c.   facilitate new publications;

d.   carry out any further actions which in the broadest sense may be conducive to the above.

2. Activities

The International Advertising & Design DataBase (IADDB) was launched in 2014, and since its inception it has been improved steadily. In 2018 new collections of posters, monograms, and journals were added to the website. At the end of 2018 over 90.000 images, 175 magazine titles, and 986 monograms were, among others, directly accessible through the IADDB website.

2.1 Website

In October 2017 the first steps were taken to improve the Search Engine Optimization (SEO) for the IADDB-website. The goal is to increase the public awareness of the website through online search engines such as Google. During 2018 there have been several developments behind the scenes. The IADDB-team improved the current website to attract more visitors. In 2019 further steps will be taken to enhance the database.

2.2 Content

2.2.1. Images

In 2018 circa 3.250 images could be added to the IADDB with the help of various sponsors. These images contain mostly high resolution scans. They are now findable through their metadata.

2.2.2 Magazines

During 2018 forty six different magazine titles could be added to the website, with a total of over 60.000 pages. Some of these pages belonged to titles already partly available through the website, others belonged to completely new titles.
All magazines are themed around advertisement and design, the titles are;

Das neue Frankfurt

L 'esprit nouveau

Drukkersweekblad

Bauhausbücher

Art Deco Expo

Hitweek

Signes

View

Art Aujourd hui

toegepaste kunsten in NL

Fortune

Tapeten Zeitung

Die Tapete

Wallpaper

jaarboekje bevordering der grafische kunst

Magasin des arts et l'industrie

L 'affiche (affiche de guerre)

Printers'Ink monthly

Publicité et arts graphiques

International poster annual

Typo - Typografische mitteilungen

Deutscher Buch- und Stein- Drucker

Graphische Nachrichten

Rhytmus

Amsterdamsche Kunstkring voor allen

Catalogi

New Masses

Parnas

Der Sturm

SW Portugal

Archiv für Buchgewerbe und Graphik

De Architect

OZ magazine

Ver Sacrum

Das Kunstblatt

Reclamekunst

European illustration

Noi

Buch- und werbekunst

Selection

LEF

moholy nagy malerei

Biennale Warsaw

Klei

Levende kunst

Opbouwen

2.3 René Wanner's Posterpage

With the passing of Rene Wanner in 2017 an important source of indispensable knowledge for the poster world unfortunately ceased to exist. His website posterpage.ch contains valuable information for research and was a go-to for the latest news. Seeing the importance of the website the IADDB-team contacted the relatives of Rene Wanner to discuss the future of posterpage.ch. When visiting the family in Switzerland it turned out Rene had also left a large library and poster collection. From the library several editions of the Warsaw poster biennale catalogue (Biennale Plakatu Warszawa) were kindly loaned for digitalization.

2.4 Design Museum Dedel

The IADDB will – together with founding member the ReclameArsenaal – team up with the newly founded Design Museum Dedel in The Hague, The Netherlands. The data used for the website will be stored on servers located in The Hague and over the next few years all activities for the IADDB will be located in the museum. By working closely with the museum the IADDB will gain more recognition and function as a tool for the museum's research centre.

2.5 8th International Conference of Art Libraries

In October of 2018 the IADDB presented the website during the 8th International Conference of Art Libraries;
"*The two-day programme covers a large spectrum of topics, ranging from the ongoing project Art Discovery Group Catalogue to questions around Resource Sharing and Linked Open Data. Speakers from all over the world will give presentations on the topics' various aspects as well as on new projects, events and initiatives going on in art and museum libraries and information services. The conference is both a meeting of the partner libraries joining the Art Discovery Group Catalogue project and an event focusing on topics around art and museum information of rather general interest.*" (from https://www.rijksmuseum.nl/en/whats-on/symposiums/8th-international-conference-of-art-libraries)

3. Use of the website

During 2018 28.000 people visited the website. Altogether they were good for 49,000 sessions (visits). The growing curve that started in October 2017 after improvements to the website were made, clearly continued in 2018.
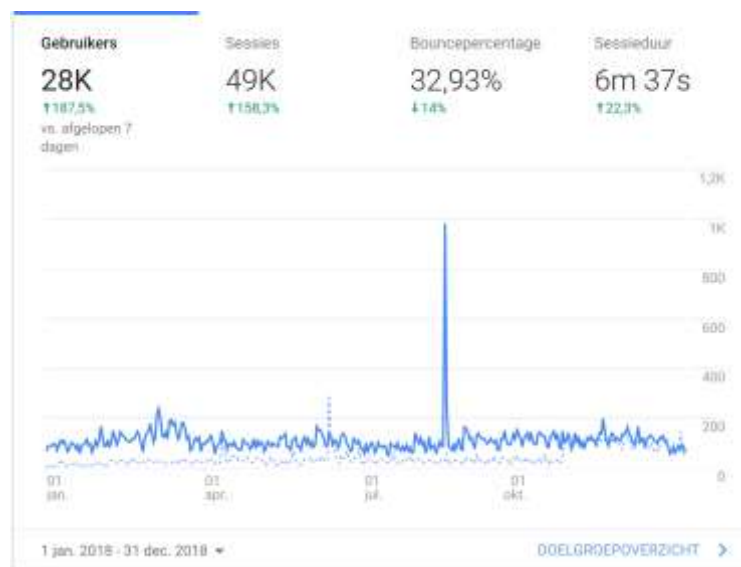
In 2018 the IADDB website was visited from all over the world, as shown on the map below. The dark blue spot that is The Netherlands shows that most users were located here, the home base of the IADDB.
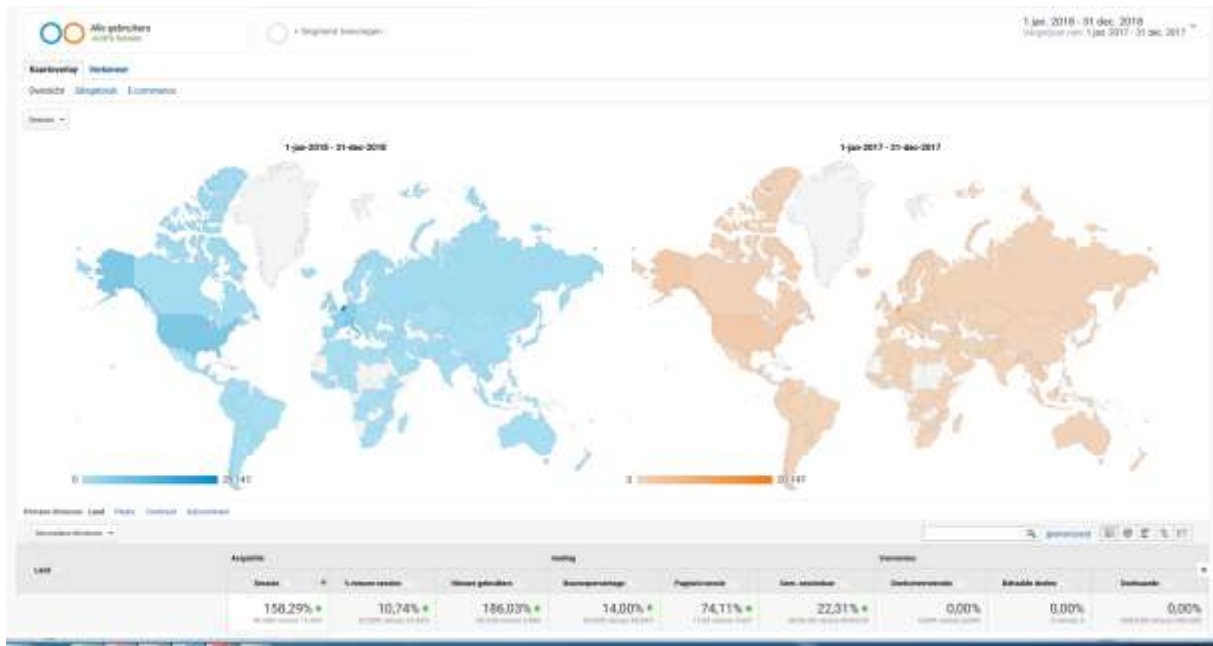
4. IADDB ; spreading the word

Enthusiast from all over the world are helping to spread the word about the activities of the IADDB. Bloggers, tweeters and librarians from The Netherlands to Japan are showing their appreciation of the online source and are actively helping others to find the database. The IADDB is now linked through institutes such as AIGA, Carnegie Mellon University, University of Rochester and the Bard Graduate Library.