

Mathemalchemy project
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My proposal for Mathalchemy is to create an ad campaign that outlines the pros to having Mathemalchemy at a given institution. Being a communication major, I think about ways to connect Mathemalchemy to people. This means that naturally I would come up with a way that brings peoples' attention to the exhibit. To do this I have come up with a proposal that will allow individuals to get a feel for what Mathemalchemy is like and increase the interest in it, which will in turn ramp up the amount of people who want it in their institution.

To begin doing this I have come up with three simple steps, first we will have mock replicas of the exhibit recreated at a smaller more portable scale. These models will then be used as examples and talking points for the next step. The next step in the process is to gather individuals that understand the exhibit, they will then be compensated to essentially travel place to place like a motivational speaker, and talk about mathemalchemy to different institutions. They derive short 20 minute presentations that give an outline of the exhibit and will be required to know information for the third step. The Third step is getting Mathemalchemy to the institution. Now that the attention has been drawn and there is interest in the exhibit, we hope to have our traveling speakers give a short summary of how much, how long, and how much space the mathemalchemy will take up. Essentially they are giving a pitch as to why the institution would find perceived value in having the exhibit with them.

First off there would be replicas made of the exhibit, sized down for transportability. This would allow for representatives to then take the smaller exhibits and travel around to different schools, art museums, and venues to deput Mathemalchemy. These representatives will be able to explain all the aspects of mathealchemy, accurately but briefly, that way there is a quick synopsis of the exhibit but for the rest of the content they would have to bring Mathemalchemy to their institution.

This brings us to the second step. Gathering the people with knowledge of mathemalcemy is ideal for the campaign to take off. We want people who were either involved in its creation or knowledgeable on its contents. These people will go around promoting mathemalcemy, and bringing more awareness and interest to it.

Lastly, now that we have the generated interest in the exhibit we will need to discuss with the institutions, when they can expect to see Mathemalcemy. There would be discussion on where they want it to be displayed, when they can expect it to be delivered and picked up again, and lastly, what the cost of having it there will be. These are all important in the sense of, what to do if the ad campaign works, and we begin to see the increased interest in Mathemalcemy.

To conclude I presented an Ad Campaign with the goal of generating interest in Mathemlcemy. I spoke on and outlined the three concerns regarding this ad campaign. First there was the creation of mock replicas of the exhibit, second there was the recruitment of speakers to take the replicas and travel around promoting the original, and lastly there were concerns regarding the success of the ad campaign, and what the plan is for each interested institution. I believe this is an effective way to bring more attention to Mathemalcemy and increase its relevance amongst those who would otherwise disregard it as confusing or different.