

MOZART

ON SHOW

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The genius of Mozart certainly deserves to be celebrated during this year of his 250th anniversary. His music is known worldwide and is constantly heard in all walks of life. It also has great therapeutic value. (Read **The Mozart effect: tapping the power of music to heal the body, strengthen the mind, and unlock the creative spirits**, by Don Campbell.)

To do justice to Mozart's exceptional music and to stimulate library borrowers to experience the interesting story of his life and works, we have put together a display which we hope will inspire you to similarly achieve in your libraries.

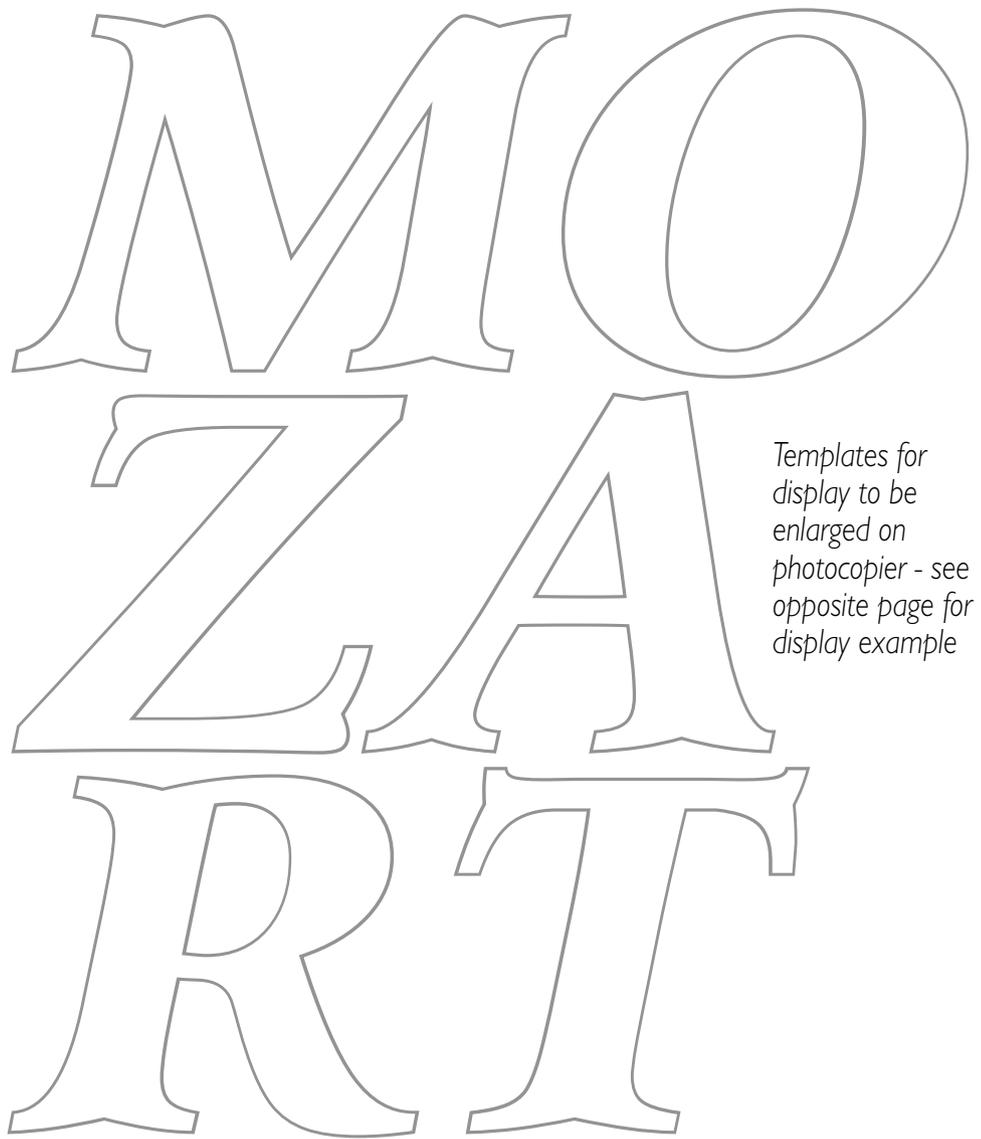
The poster in the display that has been sent to all libraries hails from previously-published provincial stock that we had in our storeroom. However, it features outdated information in the blue box at the bottom. To remove this, cut off the bottom pink border; then cut off the section with the blue box and



sellotape (on the reverse side) the pink border back on to the bottom. The poster will then be shorter, giving you space for a large, eye-catching heading at the top as can be seen in the photograph. The templates included on this page will be useful to save you some time in putting the display together. Note that the blue lettering has a shadow in beige, which helps to make it stand out on the dark background. To achieve this, cut out two sets of letters in different colours. Place the shadow letter slightly off centre behind the other one and secure with glue or sellotape at the back. The bar of music notes below the heading is placed on a contrasting colour to the background to give it prominence and the edges are curved to create a more lyrical feeling. Any colours can be used but if possible, select what will most reflect the drama and variations of the music.

There are many emotions in Mozart's music. The dark red background is dramatic and the blue and pink represent moods of light and shade. The light brown adds warmth and the beige adds contrast. As always boxes add a three-dimensional effect and by using matching colours the whole display is in harmony.

This is a good example of adapting a dated poster to suit your needs, giving your patrons a fresh new display that hardly cost you a cent!



Templates for display to be enlarged on photocopier - see opposite page for display example

