



# QR Codes @ GW

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George Washington University Libraries

# How it began

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- ▶ Foggy Bottom 100 Campus Centennial celebration



Woodhull House, 1912



# About the project

- ▶ QR codes on 10 historic buildings around campus



# About the project

QR codes link to mobile sites with multimedia info



Home page: Explains the project





# About the project

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Read more about the site



GW HISTORIC  
WALKING  
TOUR

100  
GW FOGGY BOTTOM  
100  
YEARS

## WOODHULL HOUSE

2033 G STREET, NW BUILT 1855

Built by Maxwell Woodhull in 1855, 2033 G Street was donated to the University in 1921 by his son General Maxwell Van Zandt Woodhull, a University trustee and benefactor. Woodhull was instrumental in the University's decision to move its campus to G Street, and his bequest of the house commemorates the relocation of George Washington University from downtown Washington to Foggy Bottom.

Historic images via Flickr



flickr from YAHOO! Sign In

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Special Collections Research Center  
GW's photostream



**Woodhull House, 1912** by Special Collections Research Center GW (↑)

Woodhull House was built in the late 1850s by Commander Maxwell Woodhull. It was later occupied by his son, Brigadier Maxwell Van Zandt Woodhull, who bequeathed it to the University at his death in 1921. It is one of the University's most outstanding examples of mid-nineteenth century architecture.

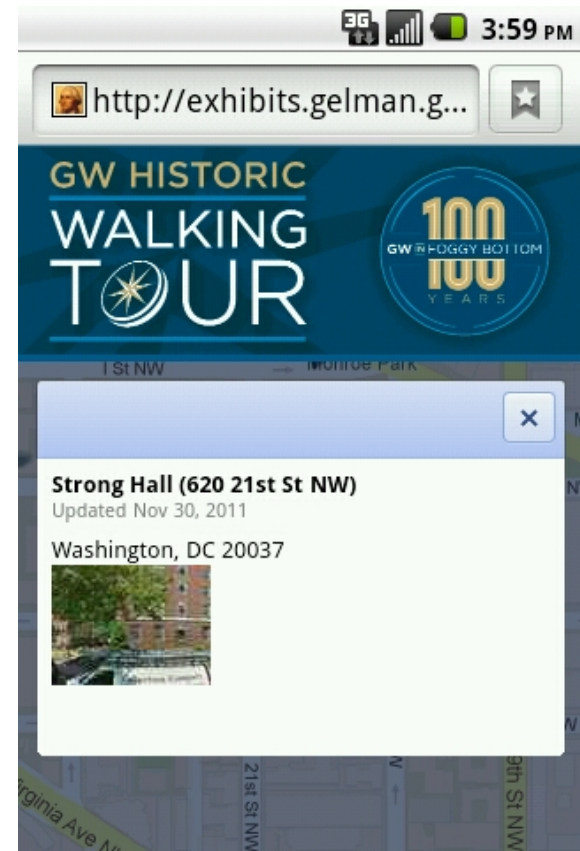
# About the project

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## Google Map of all sites



## Site selected on Google Map



# Creating content: Repurpose and Condense

3G 4:53 PM

THE GW AND FOGGY BOTTOM  
SPECIAL COLLECTIONS  
HISTORICAL ENCYCLOPEDIA  
GEORGE WASHINGTON UNIVERSITY

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The George Washington University  
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Washington, DC 20052  
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Please send us your questions and comments about the encyclopedia:  
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## Woodhull House

Contents

- 1 Building
- 2 History
- 3 Document Information
- 4 For more information about GW history



Woodhull House, 1945

### Building

**Title:** Woodhull House  
**Address:** 2033 G Street, NW  
**Square and lot, bordering streets:** Square 102, lots 24 & 25 (G, H, 20th, 21st Streets)  
**Architect:** Unknown  
**Date of construction:** 1855  
**Original owner:** Maxwell Woodhull

**Architectural Description:** The two-story brick Italianate mansion commands the northeast corner lot at the intersection of 20th and G Streets, and is noted for its irregular plan, flat roof and projecting cornice. It is unfortunate that the architect of this house is unknown because the sophisticated treatment of the massing and detail reflects an experienced hand. The primary facade, on G Street, is arranged in a tri-partite composition with a slightly projecting central bay. This bay holds the entrance which recedes behind a stone arch supported by Gothicized colonettes and capitals, while to either side, are projecting wooden octagonal oriels at the first floor level. The 20th Street facade is plainer, but it, too, has a round projecting bay and a wooden oriel. The first floor two-light casement windows are set under round arches, while the windows on the second floor are four-over-two, double-hung sashes.

**Historic designations:** DC Landmark, 11/18/87

### History

Built by Maxwell Woodhull in 1855, 2033 G Street was donated to the University in 1921 by his son General Maxwell Van Zandt Woodhull, a University trustee and benefactor. Woodhull had been instrumental in the University's decision to move its campus to G Street, and his bequest of the house commemorates the relocation of George Washington University from downtown Washington to Foggy Bottom.

A plaque on the building reads: "William Henry Seward lived here between 1855 and 1856 when he was serving his second term as U.S. Senator from New York. An unsuccessful candidate for the presidency in 1856 and 1860, he was to serve as Secretary of State under Presidents Lincoln and Johnson. Remembered today for having negotiated the purchase of Alaska, he was known to his contemporaries as an outspoken opponent of slavery and the first major political figure in the nascent Republican Party. During the Civil War his principal diplomatic objective was to prevent Great Britain from intervening on the side of the Confederacy."

The building currently serves as the headquarters for the University Police. In 2011, GW announced that Albert H. Small donated his extensive private collection of Washingtoniana to the university. In

vs.

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## GW HISTORIC WALKING TOUR

100 YEARS  
GW FOGGY BOTTOM

# WOODHULL HOUSE


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# Launch event

- ▶ History Hunt
  - ▶ Raise awareness of Historic Walking Tour
  - ▶ Get people using the QR codes
  - ▶ Another component of the Foggy Bottom 100 celebration



STARTING POINT:  
Marvin Center, Great Hall  
800 21st Street, NW


Foggy Bottom

PREPARE TO DISCOVER THE SECRETS OF GW'S HISTORIC BUILDINGS  
— during the inaugural —  
FOGGY BOTTOM HISTORICAL WALKING TOUR



# History HUNT

FOR STUDENTS, NEIGHBORS, FACULTY, STAFF, ALUMNI & FRIENDS

*Solve the clues, choose your path wisely & let the adventure begin!*  
SATURDAY, MARCH 3, 2012, 1-2:30PM | FOGGY BOTTOM CAMPUS  
TO REGISTER, VISIT <http://tinyurl.com/gwhistoryhunt>.



Grab a partner and enter for a chance to WIN \$100 CASH EACH!







# Budget, shmudget

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## ▶ Library partners

- ▶ Me (Project Manager)
- ▶ Reference Specialist (photo research, text editing)
- ▶ Web Developer (built mobile site)
- ▶ Exhibits Developer (made mobile site pretty, made decals)

## ▶ Campus partners

- ▶ Campus Planning (advised on building selection)
- ▶ Facilities (decal placement)
- ▶ External Relations (planned and paid for History Hunt, paid for decal printing and installation)
- ▶ Foggy Bottom 100 Planning Committee (bestowed legitimacy)



# Assessment and Next Steps

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- ▶ Mobile pages were viewed 1,214 times by 184 unique visitors from February 2012 – March 2013
- ▶ Average visit is 5:45, average visitor views 4 pages, spends almost 2 minutes on each
- ▶ Usage spikes around history hunt, campus visits
- ▶ Ongoing maintenance is necessary
- ▶ Hope to add more sites and A/V content





# Tips for your QR code project

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- ▶ Build project into your annual work plan/goals
- ▶ Partner, partner, partner, but don't lose control of the process
- ▶ Repurpose content where appropriate, tailor to mobile
- ▶ Make it good: multiple content formats
- ▶ See it as a long term project





Thank you!

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Historic images courtesy of Special Collections Research Center, GW Libraries

