



HARRY POTTER'S WORLD  
*at the Alfred University Libraries*

John Cotton Dana Library Public Relations Award



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# Summary

In 2015, the Scholes Library at Alfred University hosted the National Library of Medicine's "Harry Potter's World" traveling exhibit. To welcome the exhibit, forge ties with the campus and community, and raise awareness of our collections, we created a two month long event series in the university libraries. The product of collaborations with university staff, faculty members, student groups, and local public libraries, this event series energized the Alfred community, created new connections between the library and outside institutions, and brought several hundred additional patrons into the libraries.



# Needs Assessment

The transformation of Alfred University into the Hogwarts School of Witchcraft and Wizardry was rooted in the library's strategic planning process. At the time, we had just finalized our strategic plan, and were consequently seeking ways to foster collaboration between the libraries, and to connect to the campus community—both significant elements of the new plan. We began exploring the National Library of Medicine's exhibit and its relationship to our collection, needs, and goals.

Our primary objectives in creating the Harry Potter's World Event Series were:

- To increase student awareness of and comfort with library resources and facilities
- To foster connections and collaborations with other organizations on campus
- To foster connections and collaborations between the University Libraries and the surrounding community



# Implementation

The remarkable range of enthusiasm for the project inspired us to expand on our original plans, transforming our publicity program into a two month long outreach event—one designed to make contact with every corner of our campus and surrounding community. The publicity team worked to create an exciting and broad-ranging selection of materials and messaging in support of the event series. Our most iconic publicity material was the Hogwarts acceptance letter that served as our official brochure. The publicity team also made extensive use of more traditional communication methods, promoting the event series broadly and creatively.

Some of the primary outreach events included:

- A horcrux scavenger hunt for incoming students
- The opening reception
- The “Hogwarts University” lecture series
- A juried student art exhibit
- A themed trivia night
- The “Halloween Ball” closing reception



# Evaluation

Even simply by the numbers, the Harry Potter's World outreach program was a success in bringing more people into contact with the library and its resources. Between the lectures, receptions, scavenger hunt, trivia night, and movie showing, the events brought in over 350 participants—an exceptional number at a small institution, one where a successful library event typically draws 10-15 attendees.

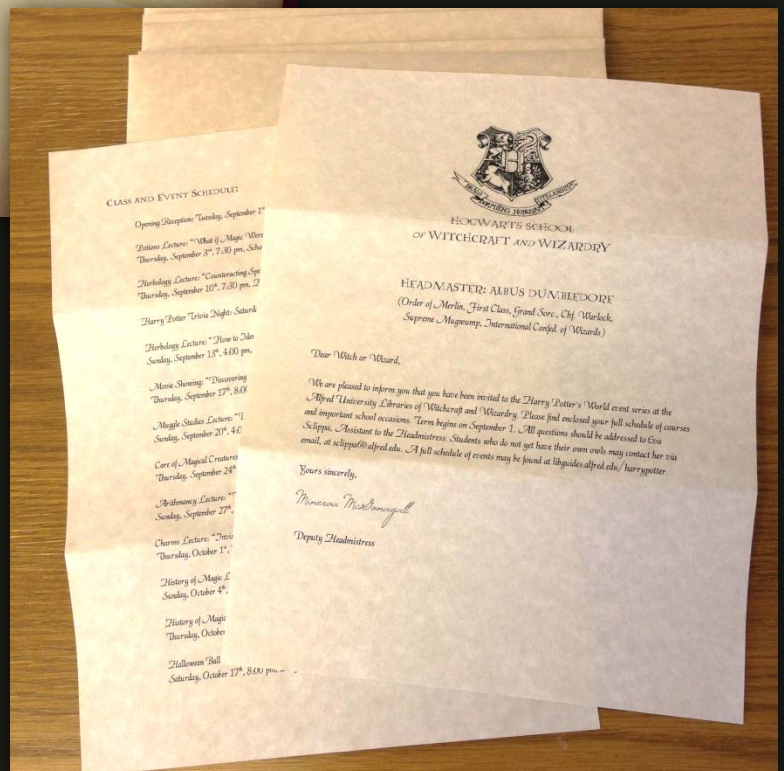
The collaborative efforts between the Scholes Library and our partners in creating the Harry Potter's World series were indispensable in the success of the program. The most notable evidence of our success in crafting connections was the proliferation of concurrent, externally organized and hosted Harry Potter's World events in the surrounding community. When our planning team reached out to local organizations, we were met with exceptional enthusiasm

for the program, and as a result were able to extend our event's reach beyond the bounds of the university.

In order to more methodically gather feedback and insights on the experience, we conducted a survey in January of 2016, a few months after the exhibit closed. Respondents were asked to rate each event they had attended, and all our events were overwhelmingly rated as “good,” “very good,” or “excellent.” When participants were given an opportunity to share their thoughts on the series, the positive reception we had perceived anecdotally was carried out in the results. Several respondents reported that they appreciated the link our events provided between Harry Potter and the real world of academia, in keeping with our theme, “The Scholarship of Harry Potter.”

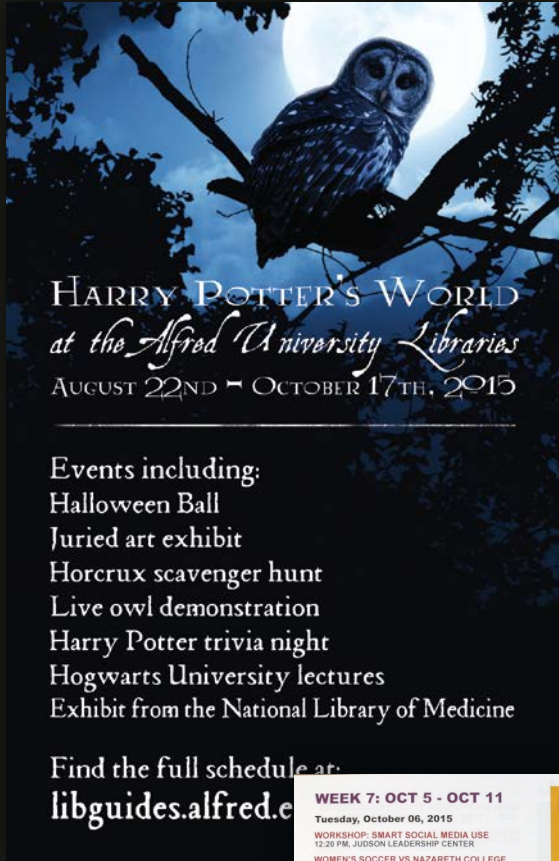


# Acceptance Letters



# Other Print Materials

## Event series poster



**HARRY POTTER'S WORLD**  
*at the Alfred University Libraries*  
AUGUST 22ND - OCTOBER 17TH, 2015

Events including:  
Halloween Ball  
Juried art exhibit  
Horcrux scavenger hunt  
Live owl demonstration  
Harry Potter trivia night  
Hogwarts University lectures  
Exhibit from the National Library of Medicine

Find the full schedule at:  
[libguides.alfred.edu](http://libguides.alfred.edu)

## "Get Involved Guide" ad

**WEEK 7: OCT 5 - OCT 11**

**Tuesday, October 06, 2015**  
WORKSHOP: SMART SOCIAL MEDIA USE  
12:20 PM, JUDSON LEADERSHIP CENTER

**WOMEN'S SOCCER VS NAZARETH COLLEGE**  
7:00 PM, YUNEVICH STADIUM AT MERRILL FIELD

**HORNELL FILM TRIP: THE MARTIAN**  
8 PM DEPARTURE, POWELL CENTER

**Thursday, October 08, 2015**  
MOVIE NIGHT: "FREEFALL"  
7:30 PM NEVINS THEATER, POWELL CENTER  
International Student/Visitor Organization (ISVO) and Spectrum are proud to announce the German film "Freefall" which tells the story of a police officer, who has a girlfriend and a baby, struggling with his attractions to a male colleague.

**HISTORY OF MAGIC LECTURE: "IF THESE WALLS COULD TALK"**  
7:30 PM, STERNHEIM CASTLE  
Another program in the Harry Potter World series.

**BERGREN FORUM: PRESIDENT EDMONDSON**  
12:10 PM, NEVIN THEATER, POWELL CENTER  
Alfred University's president discusses "Polaris Russia"

**Friday, October 09, 2015**  
WOMEN'S VOLLEYBALL VS KEUKA COLLEGE  
7:00 PM, MCLEANE CENTER

**Saturday, October 10, 2015 (OCT BREAK)**  
WOMEN'S SOCCER VS UTICA COLLEGE  
12:00 PM, YUNEVICH STADIUM AT MERRILL FIELD

**MEN'S SOCCER VS STEVENS INSTITUTE**  
12:00 PM, YUNEVICH STADIUM AT MERRILL FIELD

**Sunday, October 11, 2015 (OCT BREAK)**  
WOMEN'S SOCCER VS HARTWICK COLLEGE  
1:00 PM, YUNEVICH STADIUM AT MERRILL FIELD

**TUESDAYS ARE HORNELL NIGHTS!**  
FREE BUS DEPARTS 8PM & RETURNS 11PM  
\$6 DISCOUNT MOVIES (\$8.50 W/ SODA & POPCORN)  
(AND OTHER SPECIALS TO BE ANNOUNCED)  
ALL MOVIES SUBJECT TO CHANGE DUE TO RELEASE DATES

**GET WRECKED ON FRIDAYS!  
(IN A GOOD WAY)**  
8PM FRIDAY NIGHT WRECK-REACTION SERIES  
AT THE HEALTH & WELLNESS CENTER

**AUGUST 28 - LASER TAG**  
HOSTED BY SAB

**SEPTEMBER 4 - DODGEBALL**  
HOSTED BY ALI CHEERLEADERS

**SEPTEMBER 11 - YARD GAMES**  
KAN JAM, CORNHOLE, LADDER GOLF, SPIKE BALL  
HOSTED BY FOREST PEOPLE

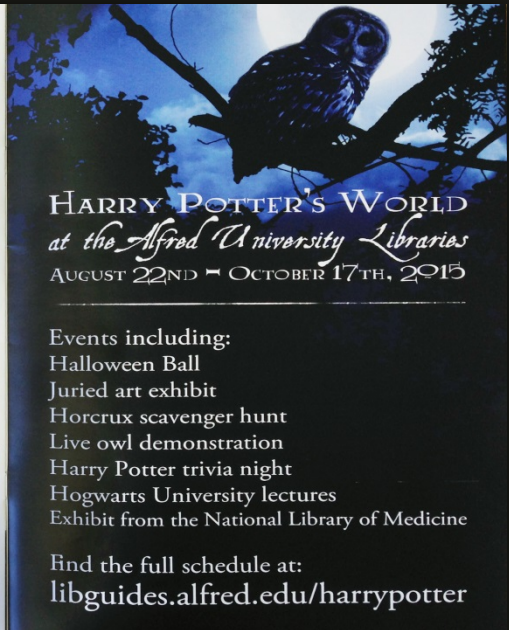
**SEPTEMBER 18 - BUBBLE BALL SOCCER**  
HOSTED BY SAB

**SEPTEMBER 25 - NET WARS**  
PING PONG - BADMINTON - VOLLEYBALL  
HOSTED BY SPECTRUM

**OCTOBER 2 - TO BE ANNOUNCED**  
HOSTED BY YOU OR YOUR GROUP!

CONTACT [CS1@ALFRED.EDU](mailto:CS1@ALFRED.EDU) OR FOLLOW  
CENTER FOR STUDENT INVOLVEMENT ON FACEBOOK

**SEPT 1 - AMERICAN ULTRA (FREE!)**  
**SEPT 8 - THE TRANSPORTER REFUELED**  
**SEPT 15 - THE VISIT**  
**SEPT 22 - EVEREST**  
**SEPT 29 - BEFORE I WAKE**  
**OCT 1 - THE MARTIAN**



**HARRY POTTER'S WORLD**  
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Harry Potter trivia night  
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Find the full schedule at:  
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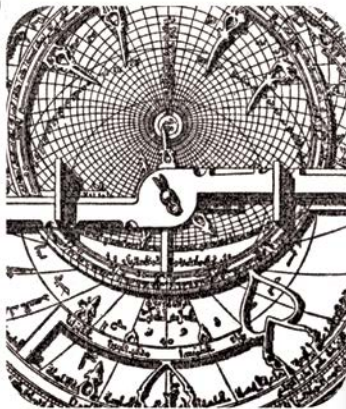
## HARRY POTTER'S WORLD OPENING RECEPTION

Come celebrate the beginning of the Harry Potter's World event series at Alfred! Meet members of the Quidditch Team, view the "Harry Potter's World" exhibit, and enjoy Harry Potter themed refreshments.

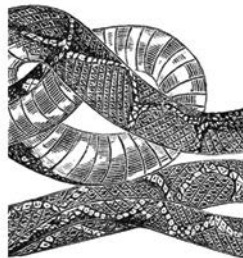
Scholes Library

4:00 pm

Tuesday, September 1st



Flyer for the Harry Potter's  
World opening reception,  
September 1<sup>st</sup>, 2015

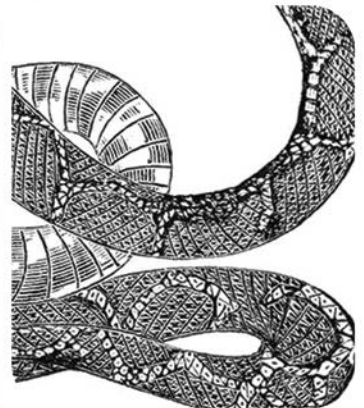


## HARRY POTTER JURIED ART EXHIBIT

Students and community members are invited to submit artworks on the theme of "Harry Potter's World" for consideration as part of the Harry Potter's World juried art exhibit in the Scholes Library.

Submissions are due by October 1st.

For more information, please see the Art Exhibit tab on: [libguides.alfred.edu/harrypotter](http://libguides.alfred.edu/harrypotter)



Flyer for the Harry Potter  
themed juried art exhibit

# POTIONS Lecture: WHAT IF MAGIC WERE REAL?:

M O D E R N  
T E C H N O L O G Y , L O V E  
P O T I O N S , V E N E R A S E R U M , E L I  
X I R S O F L I F E L I Q U I D L U C K ,  
A N D L I C H T D E A T H



Dr. John D'Angelo  
Thursday, September 3rd, 7:30 pm  
Scholes Library  
Second Floor Classroom

Flyer for the "What if Magic  
Were Real?" Potions Lecture,  
September 3<sup>rd</sup>, 2015

# HERBOLOGY Lecture: COUNTERACTING SPELLS USING CLASSIC CHINESE HERBAL FORMULAS

I N V E S T I G A T E  
S E V E R A L S P E L L S T H R O U G H  
t h e F O R M U L A S O F C H I N E S E  
M E D I C I N E A N D C O P E R U P  
F O R M U L A E A S T H E A N T I D O T E



Kevin Ferst  
Thursday, September 10th, 7:30 pm  
Herrick Library  
Seminar Room

Flyer for the "Counteracting  
Spells Using Classic Chinese  
Herbal Formulas" Herbology  
Lecture, September 10<sup>th</sup>, 2015

Other flyers  
from the  
“Hogwarts  
University”  
lecture series,  
September 3<sup>rd</sup> -  
October 15<sup>th</sup>,  
2015

## HISTORY OF MAGIC Lecture: IF THESE WALLS COULD TALK

UNIVERSITY ARCHIVIST LAURIE  
McFADDEN GIVES A HISTORY  
of the CASTLE  
(STEINHEIM) TO SOME  
OF THE CAMPUS GHOST STORIES.

Laurie McFadden  
Thursday, October 8th, 7:30 pm  
Steinheim Castle

## HERBOLOGY Lecture: HOW TO IDENTIFY PLANTS

A HANDS-ON WORKSHOP  
IN WHICH STUDENTS  
WILL LEARN HOW TO  
IDENTIFY PLANT  
SPECIES



Dr. Cheryl Emmons  
Sunday, September 13th, 4:00 pm  
Scholes Library  
Second Floor Classroom

MUGGLE STUDIES Lecture:  
BUT IT'LL BE FASCINATING TO  
STUDY MUGGLES FROM THE  
WIZARDING POINT OF VIEW!

AMAZING FINDINGS  
from STUDIES of the  
MUGGLE ANS OF  
THE BOOKS, social  
SCIENCE AS magic

Dr. Beth Johnson  
Sunday, September 20th, 4:00 pm  
Herrick Library  
Seminar Room

ARITHMANCY Lecture:  
TIME TURNERS AND TIME  
TRAVEL ARE TOTALLY TRUE

THE LAWS OF PHYSICS  
DO NOT VIOLATE THE  
TRAVEL MACHINES  
YOU CAN FIND IN YOUR  
BASIN



Dr. David DeGraff  
Sunday, September 27th, 4:00 pm  
Herrick Library  
Seminar Room

DEFENSE AGAINST THE  
DARK ARTS Lecture:  
ACCIO LEADERSHIP SKILLS

LESSONS IN LEADERSHIP  
THEORY FROM THE World of  
HARRY POTTER the  
CHARACTER EXAMPLES  
of VARIOUS LEVELS  
OF leadership DEVELOPMENT



Ana Gauthier  
Monday, September 28th, 12:00 pm  
Judson Leadership Center

CHARMS Lecture:  
INVISIBILITY

SNEAKING THROUGH restricted SECTION  
MIGHT be THREATENING ARE the OTHER  
BENEFITS OF INVISIBILITY? WE'LL  
talk about THE BENEFITS OF INVISIBILITY  
SITUATIONS IN WHICH INVISIBILITY IS an EVERYDAY  
OCCURRENCE, AN SCIENCE behind  
MODERN-DAY INVISIBILITY CLOAKS.  
With a LITTLE MAGICAL LIGHTING, we MIGHT  
CAST a charm TO MAKE OWLS DISAPPEAR  
BEFORE you EVERY EYES.

Dr. Danielle Gagne and Dr. David DeGraff  
Thursday, October 1st, 7:30 pm  
Scholes Library  
Second Floor Classroom

HISTORY OF MAGIC  
Lecture:  
THE HEREFORD MAPPA MUNDI

A discussion OF THE  
CREATIONS and  
monsters OF THEIR  
STRATEGIC PLACEMENT  
ON the HEREFORD MAP



Bridget Riley  
Sunday, October 4th, 4:00 pm  
Scholes Library  
Second Floor Classroom

MUGGLE STUDIES Lecture:  
MY PATRONUS IS GLORIA STEINEM:  
FEMINISM IN HARRY POTTER

THIS WORKSHOP will  
examine HARRY  
POTTER THROUGH the  
lens of FEMINIST  
LITERARY theory



Ana Gauthier  
Thursday, October 15th, 7:30 pm  
Judson Leadership Center



# Harry Potter's VWorld Libguide

<http://libguides.alfred.edu/harrypotter>

Events Calendar							
Harry Potter's World							
Today	September 2015	Print	Week	Month	Agenda		
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
30	31	Sep 1 4pm Opening Reception	2	3 7:30pm What If Magic	4 6pm Movie Showing	5	
6 1pm Field Trip	7	8	9 4pm Butterbeer and 7:30pm Covenanter	10	11	12 8pm Trivia Night	

## Muggle Studies Lecture - "But It'll be Fascinating to Study Muggles from the Wizarding Point of View!"

Sunday, September 20th • 4:00 pm • Herrick Library Seminar Room

Dr. Beth Johnson

*Hermione's opinion on why she should want to take Muggle Studies, even though she's Muggle-born, still resonates outside the Harry Potter World. Here, our magic is science, and social science has been researching the impact of the Harry Potter series on readers' attitudes and behavior since the series established itself as a cultural icon. For example, psychologists have found that reading Harry Potter books reduces people's prejudice toward disadvantaged people and minority groups. This talk will share some of the amazing findings from studies on the Muggle fans of the books and invite listeners to participate in discussion of the implications of those discoveries.*

## Care of Magical Creatures Demonstration - "Harry Potter's Owls"

Thursday, September 24th • 7:30 pm • Nevins Theater

Hawk Creek Wildlife Center

*What child (or adult, for that matter) has seen the Harry Potter movies and not been enchanted by the owls as they grace the screen? There's just something about those owls firsthand and*

## Arithmancy L

Sunday, September

Dr. David DeGraf

*The idea of time*

*not forbid time*

*some actual time*

## THE LIBRARIES AT Alfred University

Research by Subject | Herrick Library | Scholes Library | Databases A-Z | Blackboard | MyAU

Libraries » Research by Subject » Harry Potter's World

Admin Sign In

### Harry Potter's World

The full schedule of events for the Harry Potter's world series, information on the exhibits, recommended reading lists, and more!

Last Updated: Oct 1, 2015 | URL: <http://libguides.alfred.edu/harrypotter> | [Print Guide](#)

[Home](#) | [Calendar](#) | [NLM Exhibit](#) | [Talks and Demonstrations](#) | [Campus Events](#) | [Art Exhibit](#) | [Regional Events](#) | [Reading List](#)

[Home](#) | [Print Page](#)

Search:  [This Guide](#) [Search](#)

### Welcome to Harry Potter's World at Alfred University



**Welcome** to the Harry Potter's World at Alfred University home page! This is where you can find all the most up to date information on what's happening in the region as part of this exciting event series. On the tabs, you can find information such as:

**Calendar:** The official Google calendar of "Harry Potter's World" events, updating live. Find out when everything is happening!

**NLM Exhibit:** Learn more about the traveling exhibit from the National Library of Medicine that started it all--and which will be on view in Scholes.

**Talks and Demonstrations:** We're hosting a whole lectures series on a wide array of topics related to the world of Harry Potter. The full schedule and descriptions can be found here!

**Campus Events:** There's even more going on in addition to the talks. Horcrux scavenger hunts, receptions, balls, contests--the list is long and varied, and it's all here.

**Art Exhibit:** The call for submissions to our selective art exhibit is open! Learn more about how to submit your own Harry Potter themed artwork for consideration.

**Regional Events:** This is where we share information about concurrent Harry Potter events happening outside of Alfred University. Find out what else is happening near you!

**Reading List:** Want to learn even more about the history, science, philosophy, art, and (of course) magic behind the world of Harry Potter? Try some of the books on this reading list!

### Questions? Comments?



Eva Sclipa



**Contact Info**  
607-871-2948

Room 234  
Scholes Library  
Alfred University  
Alfred, NY 14802  
[Send Email](#)

**Links:**  
[Profile & Guides](#)

**Subjects:**  
[Art, Art History, Medieval and Early Modern Art, Library Instruction, Medieval History, Illuminated Manuscripts](#)



# Alfred University Library News Blog

<https://aulibrarynews.wordpress.com/>

## ALFRED UNIVERSITY LIBRARY NEWS

[HOME](#) [ABOUT](#) [CONTRIBUTORS](#)



POSTED BY  
ESCLIPPA

POSTED ON  
APRIL 2, 2015

POSTED UNDER  
EVENTS, EXHIBITS, NEWS

COMMENTS  
[LEAVE A COMMENT](#)

### "HARRY POTTER'S WORLD" COMING TO SCHOLES LIBRARY

I'm pleased to announce that the Scholes Library will be hosting the **"Harry Potter's World: Renaissance Science, Magic, and Medicine"** exhibit from the National Library of Medicine, from August 31st through October 10th! The exhibit will be accompanied by opening and closing receptions, contests, a series of lectures and events, and much more.

The Harry Potter's World exhibit is a traveling piece that focuses on the Renaissance traditions—scientific, philosophical, and mythological—that influenced the magic and culture in the world of Rowling's books. Including images of primary sources on topics from alchemy to botany and magical beasts, the National Library of Medicine's materials will be supplemented by items from our own collection. Items such as the *Magiae Universalis Naturae et Artis* (as seen below), a 17th century text from special collections, will be on display, tracing the relationships between alchemy, metallurgy, and chemistry.



*Illustration of an alchemy workshop;  
Courtesy National Library of Medicine*

We're planning an extensive program of activities to accompany and enrich the exhibit, and there should be something for everyone. (Butterbeer! Costume contest! Music! Chocolate frogs! Prizes!) For

#### LATEST POSTS

Herrick Library hosting month-long exhibition of paintings by Perrone '82 March 7, 2016

Students create posters for Women's History Month February 29, 2016

Exploring Race and Identity in America Through Fiction February 26, 2016

Take the Harry Potter's World Survey for a chance to win! February 3, 2016

Massage, Acupuncture, and Therapy Dog Night a Success! December 10, 2015

#### RECENT COMMENTS

Blog post announcing the booking of the "Harry Potter's World" exhibit from the National Library of Medicine



POSTED BY  
ESCLIPPA

POSTED ON  
JULY 31, 2015

POSTED UNDER  
EVENTS, NEWS

COMMENTS  
LEAVE A COMMENT

Search ...

## INTRODUCING OUR HOGWARTS PROFESSORS

"Yer a wizard, Harry!"

Happy birthday to Harry Potter! In Rowling's books, July 31st, 1991 was the day that Hagrid showed up to introduce Harry to the wizarding world. It seemed like July 31st would be a fitting day to introduce you, our readers and patrons, to the professors of Hogwarts University. This is our line up of speakers for the Harry Potter's World series, roughly in their order of appearance on the schedule. You can find the full schedule of events—including the Opening Reception and Halloween Ball!—at our site here: <http://libguides.alfred.edu/harrypotter>



**John D'Angelo**  
**Hogwarts House:** Gryffindor  
**Favorite Subject:** Potions  
**Patronus:** Monkey

*Potions Lecture – "What If Magic Were Real?: Modern Technology, Love Potions,*

### LATEST POSTS

Herrick Library hosting month-long exhibition of paintings by Perrone '82 March 7, 2016

Students create posters for Women's History Month February 29, 2016

Exploring Race and Identity in America Through Fiction February 26, 2016

Take the Harry Potter's World Survey for a chance to win! February 3, 2016

Massage, Acupuncture, and Therapy Dog Night a Success! December 10, 2015



**David DeGraff**  
**Hogwarts House:** Ravenclaw  
**Favorite Subjects:** Charms and Flying  
**Patronus:** Adelie penguin

*Arithmancy Lecture – "Time Turners and Time Travel are Totally True"*  
Sunday, September 27th • 4:00 pm • Herrick Library Seminar Room



**Danielle Gagne**  
**Hogwarts House:** Slytherin (despite the sorting hat's attempt to put her in Hufflepuff)  
**Favorite Subjects:** Muggle Studies, Care of Magical Creatures, and Dark Arts  
**Patronus:** Elephant

*Charms Lecture – "Invisibility"*  
Thursday, October 1st • 7:30 pm • Scholes Library Second Floor Classroom

Blog post announcing the speakers in the "Hogwarts University" lecture series, featuring their "chocolate frog cards"



POSTED BY  
ESCUPPA

POSTED ON  
AUGUST 24, 2015

POSTED UNDER  
EVENTS, HARRY POTTER'S  
WORLD

COMMENTS  
LEAVE A COMMENT

## HORCRUXES HUNTED ON SATURDAY

This Saturday, a group of incoming freshmen familiarized themselves with the campus in a new and challenging way—by tracking down horcruxes in the Horcrux Scavenger Hunt, the first event of the [Harry Potter's World series](#).

Arranged into five (randomly named) teams—The Bludgers, The Grangers, The Snapes, The Broomsticks, and The Lupins—these students raced each other around Alfred University, using a set of seven clues to track down the hidden horcruxes, based on the magical artifacts from the sixth and seventh Harry Potter books. To get credit for finding each horcrux, they had to take a picture of the entire team with it and send it to the [hogwarts@alfred](mailto:hogwarts@alfred) email account. From where we sat at mission control on that beautiful sunny day, it looked like a blast! Ultimately, the Broomsticks took first place, with the Bludgers and Snapes coming in close second and third respectively.

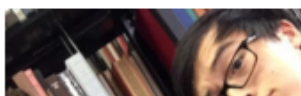
In the order in which the horcruxes were found in the original books, we present to you the horcrux hunters of Alfred University:

### Tom Riddle's Diary



[Tom Riddle's diary](#) was turned into a Horcrux while he was still at Hogwarts, sent back to Hogwarts castle by Lucius Malfoy, and destroyed beneath the dungeons of the Hogwarts castle. We hid ours on the front doors of Steinheim Castle, where it often proved a challenge for team members to squeeze themselves in for the selfie.

### Marvolo Gaunt's Ring



Blog post after the Horcrux Scavenger Hunt during orientation week in August, 2015



# Scholes Library Facebook Page

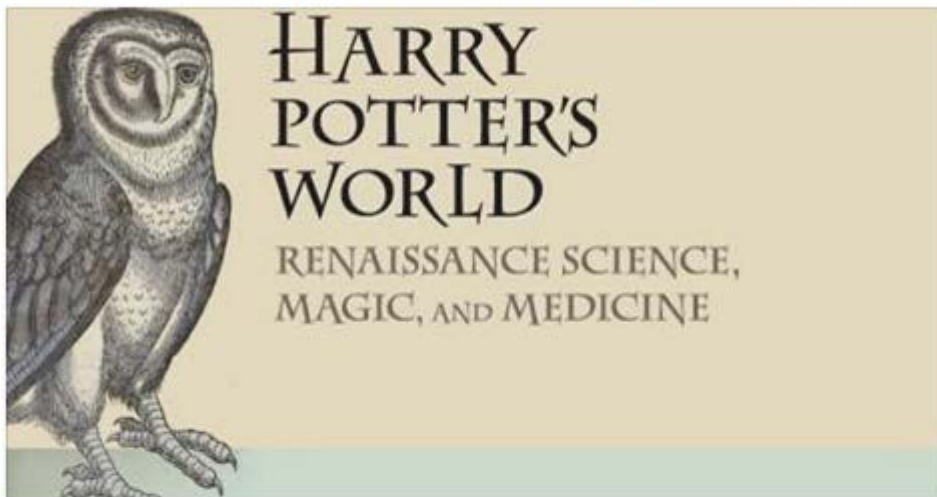
<https://www.facebook.com/ScholesLibrary/>



**Scholes Library**

Published by IFTTT [?] · 2 April 2015 ·

"Harry Potter's World" is coming to the Scholes Library! <http://ift.tt/1y4xiCD>



"Harry Potter's World" Coming to Scholes Library

[AULIBRARYNEWS.WORDPRESS.COM](http://AULIBRARYNEWS.WORDPRESS.COM)

536 people reached

[Boost Post](#)

Like

Comment

Share







## Scholes Library

Published by Eva Sclipa [?] · 17 August 2015 ·

Alfred Box of Books Library is officially joining in the Harry Potter's World event series! They've declared September Harry Potter Month. Read more about their Harry Potter events from their email notice:

"September is Harry Potter Month at the Box of Books!

Alfred University's Scholes library will be hosting the National Library of Medicine's traveling exhibit \*Harry Potter's World: Renaissance Science, Magic and Medicine\* beginning September 1. In collaboration with the e...  
See more

libguides.alfred

LIBGUIDES.ALFRED

167 people reached



Like



Comm



Alfred Box of Books L



## Scholes Library

Published by Eva Sclipa [?] · 17 August 2015 ·

On a similar note, we're very excited to announce that you'll be able to visit Hogsmeade this September! On September 20th, the Alfred Farmer's Market is transforming into the Hogsmeade Market. See more info on the Harry Potter's World page at <http://libguides.alfred.edu/harrypotter>



# HARRY POTTER'S WORLD

RENAISSANCE SCIENCE,  
MAGIC, AND MEDICINE

## Home - Harry Potter's World - Research by Subject at Alfred University

The full schedule of events for the Harry Potter's world series, information on the exhibits, recommended reading lists, and more!

LIBGUIDES.ALFRED.EDU | BY EVA SCLIPPA

219 people reached

Boost Post



### Scholes Library

Published by IFTTT [?]

Like This Page · 26 August 2015 ·

Potions making is underway for the new library display! <http://ift.tt/1JyfJOy>



Tag photo



Add location



Edit



Like



Comment



Share



4

Top comments ▾



**Margaret Anne Garnett** That looks like so much fun!

Unlike · Reply · Message · 1 · 26 August 2015 at 15:00



**Scholes Library** It definitely was!

Like · Reply · Commented on by Eva Scilippa [?] · 27 August 2015 at 10:28



Write a comment...



Press Enter to post.



### Scholes Library

Published by IFTTT [?]

Like This Page · 26 August 2015 ·

Ready to go on display! Drop by the library later this week to see the full display--or better yet, come to the Opening Reception at 4:00 on September 1st to see this, the core exhibit, AND enjoy Hogsmeade-style refreshments. (Did I mention butterbeer?) <http://ift.tt/1i23a3F>



Tag photo



Add location



Edit



Like



Comment



Share



Melanie Miller and Andria Amaral



Write a comment...



Press Enter to post.

People You May Know

See All



**Sangjin Hwang**

1 mutual friend

Add Friend



# Fiat Lux - Campus Newspaper

Page 5  
September 28, 2015

## FEATURES

The Fiat Lux

### There's Chinese Medicine in Harry Potter?

Cheyenne Rainford  
Managing Editor

What does traditional Chinese medicine have to do with the world of Harry Potter? A great deal, as it turns out.

Acupuncturist, Kevin Ferst spent the evening of Sept. 10 in Herrick Library demonstrating the healing properties of herbs and correlating them to the Harry Potter universe.

"Some of the ideas of Chinese medicine seemed like you could describe them in the framework of Harry Potter," said Ferst.

He began by explaining the Doctrine of Signatures, which basically says that the shape or color of an herb corresponds to the shape of the organ it can treat. For instance, ginger root is shaped like the stomach and is good for stomach ailments. Red gogi berries are good for blood disorders.

The Doctrine of Signatures can also be applied more abstractly. Spiky herbs like bupleurum can be used to treat seizures. The avocado is used for assistance in meeting dietary recommendations during pregnancy.

Ferst recalled the scene from Harry Potter and the Cham-



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knee wind and can be treated with cinnamon.

Ferst also explained the restless organ condition which describes someone with visceral agitation who experiences frequent sorrow and weepiness. To any Harry Potter fan, this is reminiscent of Moaning Myrtle. The aim in treating this condition is to return drifting souls to a normal bodily attachment.

At the event's conclusion, I had the chance to speak with AU alumni, Scott Patrick and his daughter, Lanna, 11, who is currently working her way through the fifth Harry Potter book, Harry Potter and the Order of the Phoenix.

### Alohomora Into Herbology

#### The Polyjuice Potion to turn Alfred into Hogwarts

Cheyenne Rainford  
Managing Editor

"What would I get if I added powdered root of asphodel to an infusion of wormwood?" asks Professor Severus Snape in Harry Potter and the Sorcerer's Stone.

While I'm not sure what the result would be there, I can tell you that powdered *Salix alba* bark mixed with water, then filtered and consumed will act as an excellent pain reliever.

Dr. John D'Angelo, who teaches chemistry at AU, tried his hand as a potions master in the first of the Harry Potter World Series events, Potions Lecture: "What if Magic Were Real?" on Sept. 3 in Scholes 221.

*Salix alba*, more commonly known as the willow tree, is the main component in the No-Pain potion. Muggles may know it by another name, aspirin. D'Angelo also provided recipes for Instawake (coffee), Instacalm (catnip tea) and New-skin (antibacterial ointment).

"We like potions. We take them almost every day," he said.

A potion, according to Google, is "a liquid with healing, magical or poisonous properties." While D'Angelo's "potions" aren't really magical, he likened their ef-



## HARRY POTTER'S WORLD

RENAISSANCE SCIENCE,  
MAGIC, AND MEDICINE

fects to the progression of technology and medicine in the modern age.

"There are things that, even just 15 years ago, would not exist," he said.

One such example of this progression is video calling capability. Skype, Google Hangouts and FaceTime would have seemed like sorcery to people just 2 or 3 generations ago.

D'Angelo compared video calling to the Patronus Charm of the Harry Potter universe, citing an instance in Harry Potter and the Deathly Hallows, when Kingsley Shacklebolt sends his patronus, a lynx, to warn the Order of the Phoenix about the fall of the Ministry of Magic.

One potions pupil inquired

about the possibility of making potions from animal sources, rather than plant materials. D'Angelo responded that it is very possible.

Recently, muggle scientists have discovered that the venom of a particular Brazilian wasp, *Polybia paulista*, kills cancer cells, but leaves healthy ones unaffected. It is very possible that new "potions" could be on the way in the search for a cancer cure.

By the night's end, it appeared someone had cast a nostalgic spell over the overcrowded classroom of potterheads.

"Snape and Slughorn would be so proud!" D'Angelo concluded. Witches and wizards who missed this event can find a full schedule at [libguides.alfred.edu/harrypotter](http://libguides.alfred.edu/harrypotter).





# Horcrux Scavenger Hunt

Competing teams of students share their selfies as they find each “horcrux” in the scavenger hunt, August 22<sup>nd</sup>, 2015







# Opening Reception, September 1<sup>st</sup>, 2015





# Entryway Displays at Opening Reception





# Hogwarts University Lecture Series



“Care of  
Magical  
Creatures:  
Harry Potter’s  
Owls” lecture,  
September  
24<sup>th</sup>, 2015



“Herbology  
101: How to  
Identify Plants”  
lecture,  
September  
13<sup>th</sup>, 2015



# Harry Potter Trivia Night, September 12<sup>th</sup>, 2015







# Halloween Ball



Top left: The Alfred Volunteer Choir Company and Chamber Singers perform

Bottom right: Award winners in the costume competition

