



Media Contact:

Corey Feltovic
Marketing Manager
(413) 658-1105 / coreyf@picturebookart.org

FOR IMMEDIATE RELEASE

THE CARLE TAKES A FLIGHT INTO FANTASY
Museum exhibition of the Kendra and Allan Daniel Collection of
Children's Illustration showcases some of the most famous
illustrators of the 19th and 20th centuries

Amherst, Mass. (June 25, 2008) – Beginning in July, The Eric Carle Museum of Picture Book Art presents the exhibition, *Flights Into Fantasy: The Kendra and Allan Daniel Collection of Children's Illustration*, with over 90 images of fantasy by some of the world's most renowned illustrators. The exhibition will run from July 1 through October 26, 2008.

The Daniel's collection focuses on works from the Golden Age of Illustration, a period between 1880 and 1940 that produced unprecedented excellence in book and magazine illustration. Drawings and paintings from books such as *Winnie the Pooh* (Ernest H. Shepard), *Babar* (Jean de Brunhoff), *Madeline* (Ludwig Bemelmans), *Raggedy Ann* (Johnny Gruelle), *Alice in Wonderland* (Jessie Wilcox Smith), *Snow White* (Wanda Gág), *Little Miss Muffett* (Arthur Rackham) and *Peter Rabbit* (Harrison Cady), are among the superb works selected. The show is co-organized with the Brandywine River Museum in Chadds Ford, PA.

"This is a remarkable opportunity to view a truly exceptional collection," states Museum Director Nick Clark, "Kendra stands as one of the pioneers of recognizing the worth of this heretofore under-appreciated genre."

Kendra and Allan Daniel began collecting children's illustration in the mid 1980s. Their selections have always been based on connoisseurship. Initially, their interest was in American illustrators, but soon they discovered the work of eminent British illustrators and artists from other countries.

In the collection, creatures from fairyland and children are frequently recurring subjects, and the psychological state of childhood where the mind wanders freely into a world of wonder is a prevailing theme. Kendra Daniel comments, "As a collector, it is spiritually rewarding to cultivate the child in oneself...to be open to new ways of seeing art...that reflect the condition of childhood."

A profusely illustrated catalogue with essays by Kendra Daniel and the exhibition's co-curator, Virginia O'Hara, is available at the Museum's Shop, or online at www.picturebookart.org/Shop.

(Continued)

ABOUT THE MUSEUM

Founded in part by Eric Carle, the renowned author and illustrator of more than 70 books, including the 1969 classic *The Very Hungry Caterpillar*, and his wife Barbara, The Eric Carle Museum of Picture Book Art is the first full-scale museum in this country devoted to national and international picture book art, conceived and built with the aim of celebrating the art that we are first exposed to as children. Through the exploration of images that are familiar and beloved, it is the Museum's goal to provide an enriching, dynamic, and supportive context for the development of literacy and to foster in visitors of all ages and backgrounds the confidence to appreciate and enjoy art of every kind.

The Museum—which houses three galleries dedicated to rotating exhibitions of picture book art, a hands-on Art Studio, a Reading Library, an Auditorium, a popular Café, and a Museum Shop—is located at 125 West Bay Road, Amherst, MA. Museum hours are Tuesday through Friday 10 a.m. to 4 p.m., Saturday 10 a.m. to 5 p.m., and Sunday 12 noon to 5 p.m. Admission is \$7 for adults, \$5 for children under 18, and \$20 for a family of four. For further information and directions, call 413-658-1100 or visit the Museum's website at www.picturebookart.org.

#

For additional press information and/or images,
please contact Corey Feltovic, Marketing Manager
(413) 658-1105 coreyf@picturebookart.org