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All Things Oz Await You at the Carle

On July 29, 2006, there's No Place Like The Eric Carle Museum As It Celebrates The Wonderful Wizard of Oz

Amherst, Mass. (July 21, 2006) – Follow the Yellow Brick Road to The Eric Carle Museum of Picture Book Art as we celebrate all things Oz on Saturday, July 29, 2006 from 10 am to 4 pm. Watch the movie, see some familiar Oz faces, take part in special studio and gallery activities, and hear pop-up artist extraordinaire Robert Sabuda talk about the challenges of making a tornado pop off the page. No reservations are required. All events are free with Museum admission.

The celebration complements **The Wonderful Art of Oz** on view at the Museum through October 22, 2006. Featured events on July 29 include a presentation of the 1939 classic movie, *The Wizard of Oz*, starring Judy Garland as Dorothy at 11 am and at 2 pm, *Tornadoes, Twisters, and Pop-ups, Oh My!* a presentation and book signing by illustrator and pop-up artist Robert Sabuda. In 2000, Sabuda published a pop-up edition of *The Wonderful Wizard of Oz*. Special Art Studio and Gallery activities will take place throughout the day.

The Wonderful Art of Oz is guest curated by Michael Patrick Hearn, the noted authority on L. Frank Baum, and traces interpretations of the tale from W.W. Denslow's first edition Art Nouveau illustrations down to recent times. The works of Denslow's successor, John R. Neill, anchor the early examples while more recent versions will include Barry Moser, Charles Santore, Lisbeth Zwerger, Robert Sabuda, Trina Schart Hyman, Chris Van Allsburg, Paul Zelinsky, and Eric Carle.

This exhibition has been made possible in part by support from The International Wizard of Oz Club.

Founded in part by Eric Carle, the renowned author and illustrator of more than 70 books, including the 1969 classic *The Very Hungry Caterpillar*, 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

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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. **Special Museum hours for the July 29 Oz Day will be 10 am to 4 pm.** Regular Museum hours are Tuesday through Friday 10 am to 4 pm, Saturday 10 am to 5 pm, and Sunday 12 noon to 5 pm. 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.

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