TRAVELING EXHIBITIONS

Embracing Picture Book Art

The Carle’s traveling exhibition program is growing—the result of more museums recognizing the power of picture book art to draw enthusiastic audiences. We welcome about 50,000 visitors annually in Amherst, but as many as 750,000 people a year now see our exhibitions on tour.

Over the last five years, we’ve built a major traveling exhibition program primarily through two museum partnerships. The first was with the New-York Historical Society Museum & Library in New York City, which borrowed three of our exhibitions, attracting enormous crowds with their immersive gallery designs and catching the attention of museums around the country that were also interested in engaging young audiences. Our second partnership, still ongoing, has been with the High Museum of Art in Atlanta, Georgia, which is preparing to open its fourth Carle exhibition. The Pursuit of Everything: Maira Kalman’s Books for Children, curated by Jane Bayard Curley, will premiere there on June 22 and run through September 2 before coming to Amherst in the fall. The Carle and the High are currently co-organizing a fifth exhibition for 2020, working with guest curator Andrea Davis Pinkney to tell the story of the American civil rights movement through picture books.

Eric Carle-themed exhibitions, another essential building block of this traveling program, continue to be much in demand and will journey this year to the Wilhelm Busch Deutsches Museum für Karikatur & Zeichenkunst in Hannover, Germany, the Frist Art Museum in Nashville, Tennessee, and the Chrysler Museum of Art in Norfolk, Virginia. To help meet demand, we also organized a show specifically for travel, Elephant & Piggie in WE ARE ART! (A Mo Willems Exhibition), which began its tour at the Fenimore Art Museum in Cooperstown, New York, in April.

All of these exhibitions present exciting professional opportunities for our staff, as we share ideas with our museum colleagues about curation, design, preservation, and conservation. Each museum brings its own unique interpretations to the exhibitions, building educational programs that cater to audiences of all ages and inspiring us to try new approaches in Amherst. We are delighted to see picture book art get the attention it deserves—and benefit a wider museum audience than ever before.
A Very Grateful Caterpillar

Thanks You!

Each spring, The Carle reaches out to you with our annual appeal—a critical fundraiser that makes it possible for us to provide the exhibitions and programs you love at the Museum. This year, in honor of the 50th anniversary of The Very Hungry Caterpillar, we will thank each of our donors with a special gift:

Donors who make a gift of any size will receive a printed postcard doodle of the caterpillar with a “Thank you” sign.

Donors who give $250 or more will receive an 8x10-inch print of the caterpillar holding a gray frame.

Donors who give $1,000 or more will receive a 18x24-inch, limited edition print of the caterpillar holding a silver frame, signed by Eric Carle.

Please join our campaign today! Donate by June 30 at www.carlemuseum.org/give or call us at 413-559-6310. Your caterpillar thank you gift will be sent with your acknowledgment letter.

Inventing and Reinventing The Carle

The opening of the exhibition Out of the Box: The Graphic Novel Comes of Age in February drew an all-star cast of artists and a sell-out crowd—everyone coming together to celebrate the graphic novel phenomenon. For all who participated, including those of us on staff, the weekend was an inspiration—reminding us of the importance of invention, reinvention, and the limitless possibilities for picture books.

As we look toward The Carle’s own future and draft a new strategic plan, I keep thinking about that exhibition as a kind of metaphor. How can we invent, and reinvent, what we are doing here? How do we make the Museum even more relevant to its audience? How can The Carle also think outside of the box?

For the last year, our staff and board have been deep in discussion about what we’ve learned over the first 16 years, and where we need to go. The themes that have emerged will help us build on our momentum and create an even more vibrant and essential center for picture books. Here are a few of the goals we are setting:

• Breaking down barriers to visitation, especially those due to the cost of admission or special program fees
• Becoming an even more inclusive and diverse institution, from our people to our programs and collections
• Finding new ways to incorporate Universal Design principles
• Making it possible for people who can’t come to Amherst to benefit from digital resources—from researching our collection to attending our lectures
• Finding ways to bring our powerful outreach programs to more people

The Carle is coming of age, too, and we are passionate about these goals. We look forward to sharing our ideas and progress with you in future issues of Sowing the Seeds.

Alix Kennedy
Executive Director
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Top right: Photo by Jim Gipe / Pivot Media © The Eric Carle Museum of Picture Book Art. 
The Art of Making a Book

“As I work on a book, I love it. I hate it. I think it’s awful, and I think it’s wonderful,” says Eric Carle. *Eric Carle Makes a Book*, on view from April 5 to August 25, explores the stories that have inspired him and the ways in which he turns ideas into published books. An in-depth look at four beloved titles—From *Head to Toe* (1997), *The Very Clumsy Click Beetle* (1999), “Slowly, Slowly, Slowly,” said the Sloth (2002), and *10 Little Rubber Ducks* (2005)—takes visitors through the book development process, from Carle’s thumbnail sketches to final collages. Also on view are alternate book covers, unpublished artwork, and several of Carle’s dummy books for stories that never made it into book form, and have never before been shared publicly. This exhibition is made possible through the generous support of the Hsin-Yi Foundation.

50 Years of *Sylvester and the Magic Pebble*

Many of the contemporary illustrators who tour our permanent collection cite William Steig’s *Sylvester and the Magic Pebble* as their greatest childhood influence—inspiring us to create the exhibition *William Steig’s Sylvester and the Magic Pebble: A Golden Anniversary*, on view from May 4 to December 1. The artist’s daughter Maggie Steig is lending the original published illustrations along with her father’s paints, tools, personal family photographs, and his prized Caldecott Medal. On view will also be the book’s preliminary sketches, story boards, and dummy books—some of the more than 1,000 artworks that Steig’s widow, Jeanne, gifted to The Carle’s collection. A charming tableau vivant of Steig’s picnic scene—including a “Sylvester boulder”—will engage visitors of all ages. This exhibition is made possible through the generous support of Simon & Schuster Children’s Publishing.

The Picture Book Odysseys of Peter Sís

Over his 30-year career in children’s literature, Peter Sís has invited readers to join him on remarkable journeys in his exquisitely detailed picture books about the real-life adventures of Antoine de Saint-Exupéry, the Czech explorer Jan Welzl, and scientists Galileo Galilei and Charles Darwin. *The Picture Book Odysseys of Peter Sís*, on view from June 8 to October 27, showcases more than 80 original illustrations from 26 titles, ranging from his historical narratives to the bold graphics of early readers. Throughout, viewers will have opportunities to learn about the fascinating life of one of today’s most celebrated picture book artists. Among his more biographical works, Sís explores his childhood in the former Czechoslovakia in *The Wall: Growing Up Behind the Iron Curtain* and chronicles his father’s two-year odyssey in the Himalayas in *Tibet Through the Red Box*. This exhibition is made possible with generous support from Macmillan Children’s Publishing Group.

The 2019 Carle Honors

The Carle is delighted to announce the honorees for the 2019 Carle Honors. Each will be feted at the Carle Honors Annual Benefit Gala and Art Auction on Thursday, September 26 at Guastavino’s in New York City. All have made exceptional contributions to the field of children’s literature.

**Artist: Melissa Sweet** has written and illustrated many award-winning books. An artist with unique and varied styles, she works in collage, three dimensions, and painting. She has said, “Each manuscript is completely different, and, with each one, I begin to relate to the world through the eyes of my subject.”

**Angel: REFORMA,** the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking, was established in 1971 as an affiliate of the American Library Association. REFORMA has supported the development of library collections, services, programs, and staff to support the needs of the Latino community. REFORMA is represented by Kenny Garcia and Madeline Peña.

**Bridge: Chihiro Art Museum** is a pioneering museum devoted exclusively to illustrations for children’s books. Established in Tokyo in 1977 to commemorate Chihiro Iwasaki (1918-1974), a Japanese artist renowned for her charming paintings and illustrations of flowers and children, it expanded in 1997 to a second location in Azumino, Nagano. Chihiro Art Museum is represented by Tetsuko Kuroyanagi and Yoji Yamada.

**Mentor: David Saylor,** vice-president and creative director for the Scholastic Trade Publishing Group, was founder of Scholastic’s ground-breaking graphic novel imprint, Graphix. Through this exciting medium, Saylor has promoted authors and artists such as Jeff Smith, Raina Telgemeier, Dav Pilkey, Kazu Kibuishi, and Jarrett J. Krosoczka. Prior to founding Graphix, Saylor was art director for all seven American editions of Harry Potter.

This year’s Carle Honors hosts are the Caldecott-honor and Newbery-honor winning artist/author Grace Lin and venerable book editor Alvina Ling. The two are lifelong friends and collaborators committed to diversity in children’s books.

Reserve your tickets now at www.carlemuseum.org/carlehonors2019, or contact rebeccag@carlemuseum.org.
Access for All

We are proud to announce a new initiative, The Carle Community Fund, created to make The Carle more affordable and accessible to families, schools, and educators. Mo and Cher Willems generously donated $20,000 in the fall to establish the fund. It expands on an ongoing program established by Helen and Peter Bing more than 10 years ago to provide bussing and admission for students on field trips from Title One schools.

The Carle Community Fund will cover the cost of professional development workshops for preschool teachers and elementary school teachers at Title One schools; the Free Access Program, a partnership with local service agencies serving families in need, providing complimentary Museum admission to their clients; the Electronic Benefits Transfer (EBT) Program for those receiving public assistance, offering complimentary admission for up to four people to anyone presenting an EBT card through the Department of Transitional Assistance; and matching funds for grant-supported outreach to low-income communities.

Educator scholarships will be available on a first-come, first-served basis each semester. If you would like to make a donation to this exciting program, please contact Rebecca Miller Goggins at rebeccag@carlemuseum.org or 413-559-6308.

Jane Yolen Supports Literacy Program

In January, author Jane Yolen was honored by the Educational Book and Media Association (EBMA) with the 2018 Jeremiah Ludington Award, named after EBMA’s founder and presented annually to an individual who has made a significant contribution to the educational book business. Joyce Skokut, EBMA board president, tells us, “Jane is a decorated and talented poet, teacher, and writer whose stories span genres.” As part of her award, Yolen received a $2,500 cash prize, which could be donated to the charity of her choice. Yolen chose The Carle’s Hungry for Books program, which provides literacy programming to children and their caregivers in nearby Springfield.

Managing the Collection

The Carle’s new collections database is up and running! The curatorial team, led by collections manager Erica Boyd Jacob, transferred the Museum’s 17,000 database records and images to MuseumPlus, a professional collection management system. The project, supported by the Institute for Museum and Library Services (#MA-30-17-0231-17), also includes the purchase of four new computer work stations and the creation of a small photography studio with a state-of-the-art digital camera. Next up are the large tasks of digitizing both the permanent collection and the Eric Carle collection, and conducting condition assessments of all objects.
A Cherished Collection

In December 2018, Museum friend and patron Barbara Elleman generously donated her prized collection of Caldecott Medal books to The Carle. We now have all 81 of the award-winning titles, from Dorothy Lathrop’s 1938 Animals of the Bible to Sophie Blackall’s 2019 Hello Lighthouse. Most of Barbara’s books are first-editions and 55 are signed by the artists. “We’re incredibly grateful to Barbara for entrusting us with her books,” says chief curator Ellen Keiter. “This collection represents some of the finest examples of children’s picture book art in America and is the very foundation of what we collect and celebrate every day at The Carle.”

First conferred in 1938, The Caldecott Medal is an annual award bestowed by the American Library Association (ALA) upon “the most distinguished American picture book for children.” It is one of the most prestigious prizes in children’s literature. Elleman began collecting Caldecott books in 1975. Her first acquisition was Peter Spier’s Noah’s Ark, the 1978 medal winner. As a reviewer, and later an editor, for Booklist, a bi-monthly review publication of the ALA, Elleman found it easy to obtain contemporary Caldecott books, as publishers sent her recent titles for review. However, the older medal books proved more elusive, especially in pre-internet days. Barbara’s husband, Don, often surprised her with books he picked up for her during his travels. Elleman’s longest pursuit was for the 1963 winner, Ezra Jack Keats’s The Snowy Day, which she ultimately found at a book fair in St. Petersburg, Florida.

Welcoming All Audiences

On a busy school vacation day at The Carle recently, a group of experts on accessibility—young and old—took a comprehensive tour of the Museum. These experts—brought together by the Institute for Human Centered Design—have developed expertise “by means of their lived experience in dealing with the challenges of the environment due to a physical, sensory, or cognitive functional limitation.” Staff sat down with the group afterwards to hear about individuals’ experiences in navigating our spaces and programs and to get advice about improvements we could make. The visit is one part of an exciting new grant from the Mass Cultural Council’s Universal Participation (UP) Initiative, which brings together cultural institutions around the state to help break down barriers. We look forward to making important changes here at The Carle and continue to challenge ourselves and grow with UP.
Meet Volunteer Barbara Ford

We are grateful to Barbara Ford, who celebrates 15 years as a volunteer in the Art Studio this year. The Carle’s art educators, Meg Nicoll and Sara Ottomano, chatted with Ford about her time at the Museum.

**What do you enjoy most about volunteering here?**

It’s a nice environment to work in, so much light and sunshine. I enjoy working with the visitors and the art educators, who have brought different approaches over the years.

**Do you have any projects that come to mind as particularly memorable?**

I always enjoy the watercolor projects, and, of course, collage. I like collage because different people have such different reactions to the medium. I like to work with color, others are interested in textures or particular combinations.

**What do you like to do outside of your time in the Art Studio?**

I volunteer with the visual literacy program at Amherst Cinema called See-Hear-Feel-Film, another space for children to be creative and tell their own stories. I have also been involved in town politics and have served on committees.

Sustainability in the Art Studio

Last summer, art educators Meg Nicoll and Sara Ottomano announced that the Museum will no longer use plastics as materials for projects in the Art Studio. They have since shifted their practice to find unique avenues for recycling by researching the materials they use and purchasing supplies that align with their new practice. With this knowledge, they are now informing guests about the life cycle of the materials so they can make sustainable decisions with their own art-making.

These plastics are not easily recycled after being glued or painted into artwork, so the Art Studio is opting for more sustainable materials.
A Day in the Life of Our Shop Manager

Eliza Brown has been the retail manager of The Carle Bookshop for seven years, having worked there for 14. In a typical day, she selects and orders products, plans new displays and advertising campaigns, maintains the shop website, pores over sales data, designs merchandise for upcoming exhibitions, and works with staff, local artists, and community friends to plan book events.

She says, “Working at The Carle is unmatched for meeting and collaborating with so many of my favorite authors and illustrators, as well as learning from the most impressive minds in the children’s book industry. I’m so grateful to have found a community that shares my passion for children’s books!”

With the help of the talented shop staff, Brown loves curating the selection of books and products to sell in the store. “I take such pride in seeking out and presenting a collection that represents The Carle’s high standards for the best in children’s literature,” she says.

Visit The Carle Bookshop online at https://shop.carlemuseum.org. Members get 15 percent off or more!