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## **PIONEER VALLEY GOES DUTCH**

### **2006 Eric Carle Museum Exhibition Spurs Plans for Valley Wide Celebration of the Art and Culture of the Netherlands**

Amherst, Mass. (October 15, 2004) – The Eric Carle Museum of Picture Book Art has announced plans for the exhibition *Dutch Treats: Contemporary Illustration from the Netherlands*. The exhibition will be on view at the Museum from March 25 through July 9, 2006, and is the catalyst for a region-wide celebration of Dutch art and culture spearheaded by the *Museums of the Five College Area* and open to cultural organizations throughout the Pioneer Valley (Franklin, Hampshire, and Hampden Counties).

Organized by the Museum and premiering at the UBS Gallery in New York, *Dutch Treats* will consist of approximately eighty-four works by thirteen artists ranging from such established masters as Fiep Westendorp and Max Velthuijs to artists of the next generation including Annemarie van Haeringen and Jan Jutte. The exhibition is being curated by noted authority on Dutch children's literature Truusje Vrooland-Löb.

States Museum Director, Nick Clark: "This is a wonderful way to fulfill the Museum's mission of exhibiting the best in picture book art from around the world. We have balanced familiar and beloved artists such as Dick Bruna (creator of *Miffy*) and Max Velthuijs (creator of *Frog*) with many who are unknown in this country." Continues Clark, "It also offers a perfect opportunity to join together with our colleagues throughout the Pioneer Valley on a collaboration that will highlight—for both residents and visitors to the area—the richness of the region's cultural offerings."

Adds Carol Angus, spokesperson for *Five Colleges, Inc.*, the organizer of the *Museums of the Five College Area* consortium, "Collaboration of this sort can be a powerful, cost-effective tool in raising awareness and support of what the Valley has to offer culturally. It is our hope that arts organizations throughout Hampden, Hampshire and Franklin Counties will recognize this rich opportunity and join us as we 'Go Dutch'."

(continued)

**Visual and performing arts organizations interested in participating in the ‘Go Dutch’ collaboration should contact ([Chrissy Noh, The Eric Carle Museum of Picture Book Art, 413.658.1105/chrissyn@picturebookart.org](mailto:Chrissy.Noh@picturebookart.org)) by December 1, 2004.** A press conference announcing the roster of participants and a preliminary schedule of events and exhibitions will be held in early 2005 at the Eric Carle Museum of Picture Book Art in Amherst.

The Eric Carle Museum of Picture Book Art is a new museum dedicated to exploring the role of visual art in children’s literature from around the world. Founded in part by Eric Carle, the renowned author and illustrator of more than 70 books printed in 30 languages, including the 1969 classic *The Very Hungry Caterpillar*, the Museum offers exhibitions and programming that encourage inquiry, foster an appreciation for the visual arts, and engage, delight, and inspire children and families.

The Museum—which houses three galleries dedicated to rotating exhibitions of picture book art, a hands-on Art Studio, a Reading Library, an Auditorium, and a popular Café and Museum Shop—is located at 125 West Bay Road, Amherst, MA. Museum hours are Tuesday through Saturday, 10 a.m. to 4 p.m. and Sunday 12 noon to 4 p.m. Admission is \$5 for adults, \$3 for children under 18, and \$12 for a family of six. For further information and directions, call 413-658-1100 or visit the Museum’s website at [www.picturebookart.org](http://www.picturebookart.org).

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