



**Media Contact:**

Chrissy Noh, Marketing Coordinator  
(413) 658-1105 / [chrissy@picturebookart.org](mailto:chrissy@picturebookart.org)

**FOR IMMEDIATE RELEASE**

## **“In the great green room...”**

**Eric Carle Museum’s Spring / Summer exhibition  
to celebrate the modern American picture book.**

Amherst, Mass. (March 28, 2005) – The Eric Carle Museum of Picture Book Art has announced the opening on Tuesday, March 29 of the exhibition **The Picture Book Made New: Margaret Wise Brown and Her Illustrators**. Best-known as the author of the *Goodnight Moon* and *The Runaway Bunny*, Margaret Wise Brown was arguably the most pivotal figure in the creation of the modern American picture book.

During an intense, comet-like career as a writer, editor, and self-styled impresario spanning the years 1937-1952, Margaret Wise Brown authored over 100 innovative books, all but inventing the picture book for children of the youngest ages. She championed the careers of numerous illustrators; published Gertrude Stein’s only children’s book; pioneered innovative formats including the board book and tactile book; and by integrating ideas drawn from modern education theory, psychology, and art, transformed the picture book into one of the most vibrant experimental art forms of her time.

The Eric Carle Museum of Picture Book Art is delighted to exhibit the largest selection of art from Brown’s books ever assembled, including works by Clement Hurd, Leonard Weisgard, Garth Williams, Esphyr Slobodkina, Ylla, Tibor Gergely, Alice and Martin Provensen, and others.

Events planned in conjunction with the exhibition include a special Gallery talk and tour by the guest curator, Leonard S. Marcus; *Beyond the Great Green Room* - a lecture reflecting on the work of Margaret Wise Brown and the Bank Street College “Here and Now” tradition; *Words and Images* - a month-long special exhibition-inspired project in the Museum’s Art Studio; and a Museum Benefit Gala and Family Festival celebrating *Goodnight Moon*.

- continued -

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).

# # #

For additional press information and/or images,  
please contact Chrissy Noh, Marketing Coordinator  
(413) 658-1105 [chrissy@picturebookart.org](mailto:chrissy@picturebookart.org)