

Reading Public Museum
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****FOR IMMEDIATE RELEASE****
MUSEUM INITIATES TRAVELING EXHIBITION PROGRAM

Reading, Pa — June 25, 2010 — The Reading Public Museum has initiated a Traveling Exhibition program that will allow its rich collections to be viewed by a broader audience at venues outside of its own region. The initial range of offerings will include three packaged exhibitions: *Masters of American Photography*; *Along the Eastern Road: Hiroshige's Fifty-Three Stations of the Tokaido*; and *The Prints of Jacques Callot*. All three feature works from the Museum's outstanding collection of works on paper, which numbers more than fourteen thousand objects.

Scott Schweigert, the Museum's Curator of Art and Civilization, noted that the new traveling exhibitions draw on some strengths in our collection—namely old master prints, Japanese wood block prints of the nineteenth century, and a core of iconic photographs of the twentieth century.

Schweigert added, "Many institutions are seeking high quality exhibitions available for a reasonable fee. We think that we can offer just that and, at the same time, promote the Museum's fine collection, allowing us to reach a wider audience, familiarizing them with our name and collection."

The exhibitions will be available for a booking fee (plus shipping and insurance) for a ten-week period at qualifying museums, college and university galleries, and fine art

spaces seeking high quality shows beginning in 2011. The initial offering of exhibitions is tailored for small and medium sized venues with 24 to 55 works in each exhibition.

For more information about the Museum's new traveling exhibition program, please check the Museum's Web site and/or contact Alice Botvin, Curatorial Assistant at 610-371-5850 x 253 or alice.botvin@readingpublicmuseum.org.

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