

MUSEUM ROAD

SPRING 2010

A publication of Reading Public Museum • Planetarium • Arboretum



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PROJECT: BUILD IT

Can we build it?TM
Yes we can!

Now through May 23, 2010.

Bob the BuilderTM and his Can-Do Crew invite aspiring builders and their families to help get the job done at the *Bob the BuilderTM – Project: Build It* exhibition through May 23, 2010. It's a fun, hands-on way to build your imagination!

This multimedia exhibit is inspired by HIT Entertainment's top-rated television series, *Bob the Builder*. It replicates elements from Bob the Builder's world, inviting exploration, inspiring teamwork and follow-through, and bringing environmentally friendly building themes to life for children and families.

© 2010 HIT Entertainment Limited and Keith Chapman.

Spend time in Sunflower Valley with Bob the Builder, Wendy and the rest of the Can-Do Crew! Children can practice their own fixing with kid-smart activities that build up their can-do attitudes and encourage them to be an active part of *Bob the BuilderTM – Project: Build It*. Families can also work together to install new parts to sinks in Bob the Builder's

mobile home and in his building workshop, and learn about water conservation.

Children and their families can also help Bob build the vehicle shelter and experiment with tools in his building workshop.

Bob the BuilderTM – Project: Build It is presented by Delta Faucet Company, produced by HIT Entertainment and The Children's Museum of Indianapolis. In Reading, the exhibition is sponsored by Friends of the Reading Museum, Dolan Construction, Inc., and The Junior League of Reading.



THE NUTS & BOLTS:

- Meet the Can-Do Crew
- Bob's Mobile Home
- Build the Machine Shelter
- Drive a Machine
- Talkie Talkie
- Wendy's Caravan
- Water Pump

Saturday, March 27
11 a.m. - 1 p.m. Family Opening Reception

Kid's activities and light refreshments (regular admission prices)

SPONSORS



see what Delta can do[®]



HIT entertainment



The Children's Museum of Indianapolis



DOLAN CONSTRUCTION INC.



Front cover: Using Bob's talkie talkie machine, talk and listen to your favorite Can-Do Crew members. Above: Climb inside Muck the Digger as she helps move rocks in Sunflower Valley. Right: Draw your own blueprints and use kid-friendly tools to build your creations.

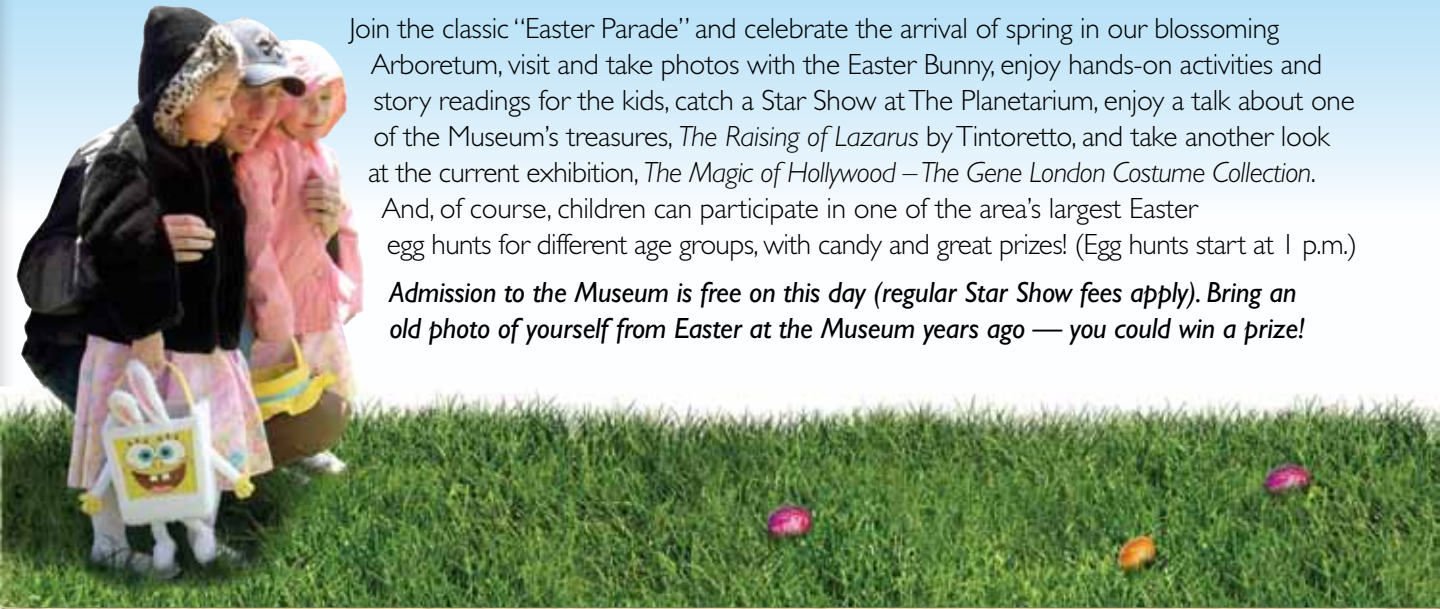
Easter at the Museum – The Tradition Continues!

Sunday, April 4, noon – 4 p.m.

Since the 1940s, families have been visiting the Museum and making memories together on Easter Sunday. Thanks to our partnership with local radio station Y-102, the tradition lives on!

Join the classic “Easter Parade” and celebrate the arrival of spring in our blossoming Arboretum, visit and take photos with the Easter Bunny, enjoy hands-on activities and story readings for the kids, catch a Star Show at The Planetarium, enjoy a talk about one of the Museum’s treasures, *The Raising of Lazarus* by Tintoretto, and take another look at the current exhibition, *The Magic of Hollywood – The Gene London Costume Collection*. And, of course, children can participate in one of the area’s largest Easter egg hunts for different age groups, with candy and great prizes! (Egg hunts start at 1 p.m.)

Admission to the Museum is free on this day (regular Star Show fees apply). Bring an old photo of yourself from Easter at the Museum years ago — you could win a prize!



The Prints of Jacques Callot (1592-1635)

March 13 through August 15, 2010

This spring and summer, our Works on Paper Gallery will host a fascinating exhibition of more than thirty etchings and engravings by the groundbreaking French printmaker Jacques Callot from the Museum’s permanent collection. During the early part of the seventeenth century, Callot elevated the art of etching through his technical innovations that allowed for subtle gradations of line, resulting in effective, unprecedented spatial illusions. His prints influenced generations of European artists, including the Dutch master Rembrandt and the Italian etcher Stefano della Bella, among others. Employed by the grand dukes of Tuscany in Florence and by the dukes of Lorraine in modern-day France, Callot produced popular prints of nobles and beggars, landscapes and religious themes, and images of contemporary theater and war. The artist approached his subjects with a penetrating, sometimes sympathetic, eye and produced more than 1400 prints during his lifetime—a remarkable achievement.



Lady with Large Ruff
Jacques Callot
etching
c. 1620-23

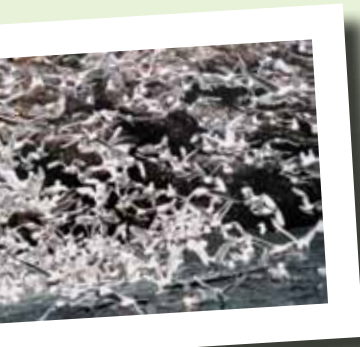
The Art of Yoga in the Arboretum

Saturdays – June 5 - August 7 (No class on Saturday, July 3), 11 a.m. - 12:15 p.m.

Join instructor Dorian Abel in the Museum’s Arboretum for the art of yoga enhanced by the beauty of nature. Enjoy a sequence of flowing and sustained poses, and awareness, breathing, relaxation, and meditation techniques to awaken health, happiness, peace, and creativity. All-level classes. Please bring your yoga mat, water and sun block, and meet on the Museum steps at 10:45 to walk to our class location.

Session Cost: \$95 for Museum Members and staff of Reading Hospital/ \$105 for Non-Members for all classes. (\$15 drop-in fee)





Desolate Places, Crowded Spaces: The Photography of Anne Heimann

“All my work is concerned with nature and with man’s continuous efforts to relate to his environment.” – Anne Heimann

Now through April 18, 2010

*Seabird
Feeding Frenzy
Witless Bay,
Newfoundland
Anne Heimann*

Prepare yourself for an exotic photographic adventure to some of the most interesting sites around the globe! This beautiful exhibition, on view on the Museum’s ground floor through April 18, 2010, is the result of Anne Heimann’s careful selection of a small group of about two dozen photographs that display the abstract beauty of some of the world’s most unusual and unique places that she has visited as a photojournalist and artist.

From Newfoundland’s prehistoric geography and varied wildlife to Hawaii’s dramatic lava crests; from Puerto Rico’s stunning shoreline to Syria’s unique Kurdish villages, the images in the exhibition explore the breadth of the natural world. The visual textures and patterns that dominate the works reveal how her artistic eye operated in selecting her subjects. While documenting the realistic aspects of her travels, the images reveal the inner workings of an artistic mind that saw textures, patterns, and connections between elements of the natural and man-made worlds.



*Bryce Canyon
Colorado
Anne Heimann*

Anne Heimann – Photojournalist and Artist

Anne Heimann’s work is comprised of media ranging from colored pencils to acrylics to photography. Her work has been featured nationally and internationally in museums, galleries, aquariums, and science centers.

Hanging throughout her home are various works on the subjects of wildlife, people, scenic wall pictorials featuring cutouts dressed in wool hooking and photographs. “My work represents different periods of my life,” said Heimann.

Heimann resides in Reading with her husband of 56 years, acclaimed documentary photographer James Hubbard. Her photographic work began when she volunteered for turtle research. After photographing these magnificent creatures, Heimann realized the danger to the ecosystem. This was a turning point in her choice of medium—photography, and in her focus—the ecosystem.

She and her husband traveled for three years from Paris to Persopolis as freelance photographers. Heimann completed several series including one of threatened wildlife and ecosystems assembled from approximately 800 slides. Her current exhibition at the Museum features 22 such selected photographs.



TGIF: Friday Nights at the Museum

April 9 through June 4, 2010

We take the idea of “Lifelong Learning” seriously at the Museum. After all, it’s part of our mission to provide it to our very diverse audiences. And with the adult learner in mind, we set out to provide a blend of educational and entertaining programs that are of interest to both the Museum newcomer and the longtime Member. One of the results of that effort is the adult evening program on Friday nights. You’ll find lectures, presentations and demonstrations that can vary from a historical costume presentation to an art history class to a “CSI-type” lecture on mummy forensics.

So, if you’re looking for something to do on a Friday night that won’t hurt your wallet, come join us for one of the many educational adult programs at the Museum. If science is your interest, Dr. Fulvio Melia, Professor of Physics and Astronomy at the University of Arizona, will present a lecture entitled *Cracking the Einstein Code* on **April 9**. If you’re an architecture buff, come to Marlisa Mizerak’s always-entertaining lecture series. Beginning **April 30**, Marlisa will present *Architecture: the Art that Surrounds Us*. She will lead us on an exploration of the greatest moments in architecture, from the cathedrals of gothic Europe to the iconic buildings of Frank Lloyd Wright to the hallmark twists and turns of Frank Gehry’s designs. We’ll finish up the spring series on **June 4** and give you an opportunity to get in touch with your inner Dionysius—that’s right! *Wine in Greek Times* is a sequel to our popular *Wine in Roman Times* program, and will feature a lecture by wine expert Frank Patterson, a Gallery Talk on the Museum’s classic wine vessels, and of course, a tasting of Greek wines.

Details on our Web site. For more information or to register for any of these programs, contact the Education Department: 610-371-5850 x227 or e-mail anne.corso@readingpublicmuseum.org.

See you Friday night!



Leaving Bequests to the Reading Public Museum

If you are one of those many people who have derived pleasure and knowledge from the Reading Public Museum, and want to provide for the Museum’s growth and continuity, you might consider a legacy or bequest. With a bequest, your gift can help the Reading Public Museum continue to grow and provide knowledge to thousands of people for years to come.

There are a variety of different ways to provide for the Reading Public Museum in your will:

- An outright bequest – you specify a gift of a certain dollar amount, a particular art object, shares of stock, real estate, a life insurance policy, etc.
- A percentage bequest – you give a percentage value of your estate.
- A residual bequest – you give all or part of whatever is left in your estate after all specific and percentage bequests have been satisfied.
- A contingent bequest – you designate conditions under which a portion of your estate will be given to the Reading Public Museum.
- A deferred bequest – you direct that an amount of money or particular property is put into a charitable remainder trust to benefit family members until their death, at which time the Museum receives the remainder of the estate.

Besides the philanthropic satisfaction of making a bequest to the Museum, there are also important estate tax benefits that may provide the opportunity to give more than you thought possible. Consult your legal and/or financial advisors before making or planning your gift to the Reading Public Museum, as they can best advise you in the process.



What Does It Take to Become an Astronaut?

Every Sunday through June (Starting April 3)

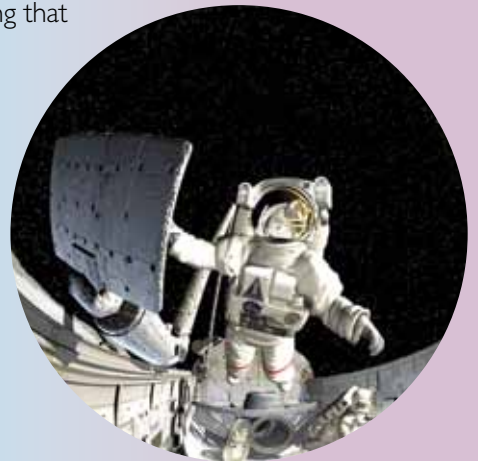
Find out **Sundays at 3 p.m.** at The Planetarium by experiencing *Astronaut*, the latest immersive show created by the British National Space Centre. It takes you from Earth into space...and beyond!

The exploration of space is the greatest endeavor that humankind has ever undertaken. What does it take to be part of this incredible journey? What does it take to become an astronaut?

Experience a rocket launch from inside the body of an astronaut. Explore the amazing worlds of inner and outer space, from floating around the International Space Station to maneuvering through microscopic regions of the human body. Discover the perils that lurk in space as we subject Chad, our test astronaut, to everything that space has to throw at him.

Presented in stunning high definition 360-degree full dome video and explosive surround sound, *Astronaut* is an experience like nothing on Earth.

Scenes from the opening sequence of *Astronaut*.



Discover What's In My Backyard

At 1 p.m. on Sundays, check out a favorite Star Show updated for The Planetarium's digital technology, *In My Backyard*. Join Fred and his helper, Arnie the Arrow, as they explore things large and small in Fred's backyard—from the colors of the rainbow to counting the ladybugs on a rose.

Find out the reasons for the seasons, and learn about constellations. Children's entertainer Fred Penner

composed and performed three original songs for the soundtrack, as well as narrated the show. He's the star of the TV show *Fred Penner's Place*, which aired in the United States to 55 million households on Nickelodeon.

And don't miss the Sunday 2 p.m. show, *IBEX: Search for the Edge of the Solar System*. For a complete and up-to-date listing of our latest Star, SonicVision and Laser Shows, check our calendar page in this issue or on our Web site.



Attending the January opening of our new focus exhibit, *Nefrina's World*, are (left to right): Donald Bristol, the Museum's Interim Administrative Director; Congressman Jim Gerlach; Scott Schweigert, the Museum's Art Curator; and Rolf Schmidt, Chair of the Foundation for the Reading Public Museum.

It's All Here in Black and White!

Enjoy a night of fun, dinner and dancing among friends at the 2010 Gala – The Black and White Ball on **Saturday, April 24, from 6 p.m. until midnight.**

We have a new look to the Gala this year! Come and see what everyone will be talking about as "THE event of the season." Listen to the soft sounds of the Jerry Ross Duo over a delicious dinner and drinks. Partake in fun games of chance or bid on your favorite items in the silent and live auctions. After dinner, dance the night away with the Chatterband or relax in the Atrium Lounge to catch up with friends while enjoying the dessert and coffee bar.

This annual event is the Museum's largest single-event fundraiser, and we hope to see you there, showing your support!

Cost is \$175 per person and registration is required.

The Black and White Ball is inspired by the early films of the black and white era and the exhibition, *The Magic of Hollywood: The Gene London Costume Collection*.

Call 610-371-5850 x230

for more information.

Look for the invitation in the mail.



Calendar of Events and Activities

Something For Everyone!

Planetarium

Star Shows

EVERY SUNDAY

1 p.m. – *In My Backyard*

2 p.m. – *IBEX: Search for the Edge of the Solar System*

3 p.m. – *Astronaut*

Prices for the Star Shows are \$7 for Adults and \$5 for Children, Seniors and Students. Members and Children under 4 are free.

Laser/Music Shows

EVERY FRIDAY in May and June (please note: no shows in April)

7 p.m. – *SonicVision*

8 p.m. – *Laser Led Zeppelin*

9 p.m. – *Laser Pink Floyd: Dark Side of the Moon*

10 p.m. – *SonicVision*

Prices for Laser/Music Shows are \$5 for Members and \$7 for Non-Members.

Exhibitions

ON VIEW

Through May 30

The Magic of Hollywood: The Gene London Costume Collection

Through April 18

Desolate Places, Crowded Spaces – The Photography of Anne Heimann

Through August 15

The Prints of Jacques Callot

Through May 23

Bob the Builder™ – Project: Build It

May 16 – 23

Reading School District Art Show

June 26 – September 5

Jun Kaneko

Events

APRIL

4 Sunday, Noon – 4 p.m.

Easter at the Museum with Y-102

Includes egg hunt with prizes, the Easter Bunny and more.

Free admission

JUNE

8, 9 10 a.m. – 9 p.m.

Reading Hospital Garden Party

Rain Date June 10

Adult Programs & Events

Noontime Knowledge

Bring your lunch and feed your imagination!

APRIL

6 Tuesday, Noon

Picasso: Love and War

With Selby Doughty, Art Historian

MAY

4 Tuesday, Noon

Going Green

With Kevin Murphy, President of the Berks County Community Foundation

JUNE

1 Tuesday, Noon

Quilts, Samplers and Coverlets, Oh My!

PA Dutch Textiles in Daily Life

With Candice Perry, Curator of the

Schwenkfelder Library and Heritage Center

Free with Museum admission (Members free)

Evening Lectures

APRIL

9 Friday, 6 p.m.

Cracking the Einstein Code

By Fulvio Melia, Professor of Physics and

Astronomy at the University of Arizona

Free to Museum and BCAAS Members, cost of admission for Non-Members

APRIL & MAY

Lecture Series – 6 p.m.

Architecture: The Art That Surrounds Us

by Marliisa Mizerak

Three lectures focus on architecture as a cultural reflector and as hallmark of humanity's achievements

April 30: *The Forgotten Art or One Thousand Years of Architecture in One Hour*

May 7: *Frank Lloyd Wright: Modernist and Then Some*

May 21: *Looking East, Looking West*
Details on our Web site

Cost per lecture:

\$5 Member/\$10 Non-Member

JUNE

4 Friday, 6 p.m.

Wine in Greek Times

Join us for a short lecture on the

wines of Ancient Greece, gallery talk

and wine tasting

Cost: \$15 Member/\$20 Non-Member

Look for the flier to register

Events and Activities continued on back.

Events and Activities continued

Bus Trips

APRIL

14 Wednesday – bus departs Museum at 8 a.m.

Picasso and the Avant-Garde in Paris at the Philadelphia Museum of Art
\$75 Members/\$85 Non-Members

MAY

14 - 15 Friday and Saturday –
Fallingwater and Pittsburgh
SOLD OUT

Check the Web and/or look for our fliers.
Call 610-371-5850 x227 or x230

Jive After Five

MAY

6 Thursday, 5:30 – 7:30 p.m.

Spring Fling

Come out to celebrate spring!

Listen to live music by local favorite Maggie Spike. Watch as *Best of Berks* winner Petals on Penn designer creates a whimsical floral arrangement based on a favorite artwork in the Museum's collection. Enjoy complimentary hors d'oeuvres and a cash bar.

\$5 Members/\$10 Non-Members

Classes

MAY & JUNE

Art in the Garden – Classes in the Arboretum

Taught by Penn State Master Gardeners
Four-class series, Sundays at 2 p.m. –
meet on the steps of the Museum

May 16 – *Design Concepts*

May 23 – *Right Plant, Right Place*

June 6 – *Foliage and Texture*

June 13 – *A Garden for All Seasons*

\$8 Members/\$12 Non-Members per class
\$25 Members/\$40 Non-Members class
package (all 4 classes)

Space is limited. For more info, call
610-371-5850 x230 and check out our
Web site for registration.

JUNE, JULY & AUGUST

The Art of Yoga in the Arboretum

With Dorian Abel

June 5 - August 7

(No class on Saturday, July 3)

11 a.m. - 12:15 p.m.

Join us Saturday mornings in the
Arboretum for the art of yoga enhanced
by the beauty of nature.

Session Cost: \$95 for Museum Members
and staff of Reading Hospital/ \$105 for
Non-Members. (\$15 drop-in fee)



500 Museum Road
Reading, PA 19611-1425

Family-Friendly Activities

Story Thursdays

Story reading, mini-tour and hands-on
activity for ages 4 & 5. Now at 10 a.m.
and 1 p.m.

APRIL

1 Thursday, 10 a.m. & 1 p.m.

Hush, Little Digger by Ellen Olson-Brown

15 Thursday, 10 a.m. & 1 p.m.

Bill and Pete Go Down the Nile
by Tomie dePaola

MAY

6 Thursday, 10 a.m. & 1 p.m.

Yoko by Rosemary Wells

20 Thursday, 10 a.m. & 1 p.m.

Imogene's Antlers by David Small

JUNE

3 Thursday, 10 a.m. & 1 p.m.

Tops & Bottoms by Janet Stevens

17 Thursday, 10 a.m. & 1 p.m.

The Totem Pole by Allison Milford

\$5/Participating Child, chaperone free

Museum Discovery Camp

Exciting programs, unmatched environment,
qualified instructors, individual attention and
convenience are the unparalleled ingredients
that make this experience exceptional!

June 28-July 2 (Ages 4 & 5)

July 6-9 (Ages 6 & 7) 4-day session

July 12-16 (Ages 8 & 9)

July 19-23 (Ages 10 & 11)

July 26-30 (Ages 6 & 7)

August 2-6 (Ages 6 & 7)

For more info, call 610-371-5850 x227,
or download flier on our Web site.



The Museum Shop

Looking for that perfect gift?

Classic or contemporary, funky
or formal, we have gifts for all
of the moms, dads, grads, brides,
and more on your giving lists.
Stop by and see our fresh arriv-
als for spring and summer!

Open Tuesday through Sunday
during regular Museum hours.
Members take 10% off every day.

For more info and the latest updates,
check www.readingpublicmuseum.org

Museum Phone:

610-371-5850

Museum Hours:

Tues., Wed., Thurs., Sat. 11 a.m. to 5 p.m.; Fri. 11 a.m. to 8 p.m.;
Sun. Noon to 5 p.m. For Holiday hours, please check our Web site.

Museum Admission:

\$8 Adult (18-59); \$6 Seniors/Children/Students (w/ID);
Members and Children 4 and under free.

Planetarium Hours:

Sun. 1, 2 & 3 p.m.

Show Prices (for each show): \$7 Adults (18-59); \$5
Seniors/Children/Students (w/ID); Members and Children
4 and under free. For more info, call 610-898-1565.

Join Your Museum Today!

The Reading Public Museum is dynamic and ever-changing,
offering diverse exhibitions all year long! Temporary
exhibitions featuring science and art combine with our
permanent galleries to offer you an engaging experience
every time you visit. As a Member, every visit to the Museum
and Planetarium Star Shows is FREE! Plus, there are even
more benefits...check www.readingpublicmuseum.org
and click on "Join Us" for complete details and to join
securely online.