

Calendar of Events and Activities



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Planetarium

Star Shows

EVERY SUNDAY (April – June)

- 1 p.m. – *One World, One Sky: Big Bird's Adventure*
- 2 p.m. – *Astronaut*
- 3 p.m. – *The Sun: Our Living Star*
- 4 p.m. – *Europe to the Stars*

WEEKDAYS Mon. – Fri.,

2 p.m., 3 p.m. & 4 p.m.

See website for schedule.

Floyd Final Friday Music Shows

April 26, May 31, & June 28

- 7 p.m. – *Sonic Vision*
- 8 p.m. – *Pink Floyd: Dark Side of The Moon*
- 9 p.m. – *Pink Floyd: The Wall*
- 10 p.m. – *Pink Floyd: Wish You Were Here*

Current & Upcoming Exhibitions

ASTRONAUT: Your Journey Begins on Earth
Through May 5, 2019

The Dutch Golden Age: Prints by Rembrandt and His Contemporaries
Through May 5, 2019

Permian Monsters: Life Before the Dinosaurs
May 18 – September 2, 2019

Smokey Bear and the Art of Rudy Wendelin
May 18 – August 25, 2019

Events

New Member Breakfast

Saturday April 6 • 9:30 – 11 a.m.

Have you joined RPM recently? Take advantage of your Membership with an early morning visit to explore the exhibitions and enjoy breakfast with other Museum Members!
RSVP by April 1 to Amanda+

RPM Business Breakfast

April 16, May 21, & June 18 • 7:30 a.m.

Members chat and network with John Graydon Smith and other Museum Supporters about what is happening at The Museum while enjoying breakfast.

If you are interested in having your business featured at a marketing spotlight table at an upcoming Business Breakfast contact Amanda.

Reservations are strongly encouraged. +
Sponsored by Weidenhammer Systems, Inc.

Easter at The Museum

April 21 • 11 a.m. – 2 p.m.

Continue the Easter tradition here at The Museum! Meet the Easter Bunny and explore the galleries. As always, Members are free! See website for details.

Reading Philharmonic Concert

May 12 • 2 – 3 p.m.

Concert included with paid admission; as always Museum admission is free for Members.

Dogs & Brews

May 26 • 12 – 4 p.m.

See page 6 for details

Reading Pop's 50th Anniversary Concert at the Stone Terrace Tent

June 16 • 3 – 5 p.m.

Concert is FREE to attend. Chairs will be set up for the audience under the tent, however; it is always encouraged to bring a lawn chair.

Dinner Series –

A Celebration of Good Taste

June 27 • 5:30 p.m.

Celebrating *Permian Monsters: Life Before the Dinosaurs* and featuring dinner by Ted & Carl Catering and beer tasting by Schaylor Brewing Company. Space is very limited. Reservations required by June 20.
RSVP to Lindsay Crist at 610.371.5850 x230.

Sponsored by Mark A. Maggs, Maggs & Associates, Wealth Management Advisors – Merrill Lynch

Adult Programs

Arboretum Education

Join us for a variety of learning opportunities presented by Master Gardeners, avid horticulturists, and other industry specialists. Program begins at 1:30 p.m. FREE for Members / \$5 for Non-Members.

April 30 - Square Foot Gardening

May 28 - Meditation and Mindfulness in the Garden

June 25 - Bees, presented by PSU Master Gardeners

Sponsored by Pathstones by Phoebe

Senior Series (all are welcome)

Come to The Museum for this senior-friendly program which runs on the 4th Friday of every month beginning at 1:30 p.m., *unless otherwise noted. Senior Series is FREE for Members and FREE with Museum admission. +All documentary screenings are held in the Neag Planetarium. Guests of all ages are welcome.

April 26 - The Dutch Golden Age: Prints by Rembrandt and his Contemporaries

May 24 - +American Experience: Dinosaur Wars

June 28 - Smokey Bear and the Art of Rudy Wendelin

Sponsored by Paramount Living Aids

YOGA in The Planetarium

Come relax at the Neag Planetarium each week as you participate in RPM's yoga program. The series is \$5 per session for Members and \$8 for Non-Members. RESERVATIONS ARE REQUIRED. *

Series 3

Tuesdays April 2 - June 4

Wednesdays April 2 - June 5

Sponsored by Capital Blue

Bus Trip

Museum of the American Revolution | April 9

The National Geographic Museum | May 7

* For details on bus trips please see our website.

Sponsored by Assured Assistance

Family-Friendly Programs

National Space Day - Family Night Out

May 3 • 6 p.m.

Join us for a hands-on evening exploring the galaxy! Enjoy the special exhibit ASTRONAUT, view a new planetarium show, make crafts to take home, and try some cool experiments! Plus, a pizza dinner and an evening snack are included! See website for pricing. RESERVATIONS REQUIRED. *

Geometric Bubble Event

May 4 • 11 a.m. – 2 p.m.

Experience math and bubbles in a hands-on, playful way! Dip different 3D geometric structures into a soap solution—and experiment to see what magical results can be obtained. This is a FREE outdoor program and does not include Museum or Planetarium admission and does not require reservations.

Sensory Morning

April 1 & 7, May 6 & 12, and June 3 & 9

Geared toward our friends with special needs, this program provides a quieter environment to explore The Museum before it opens to the public. Regular Museum Admission applies. Program runs 9-11 a.m. RESERVATIONS SUGGESTED. *

Drop In and Draw

April 20, May 18, & June 15

Grab some friends and swing by the galleries for our Drop In and Draw program. We provide the paper and pencils, you do the rest! 11 a.m.-5 p.m.

Full STEAM Ahead

Enjoy a day of learning while having fun at The Museum with your little one. A variety of STEAM (Science, Technology, Engineering, Art, and Mathematics) based topics will be explored each month. Programs run 9:30-11:30 a.m. RESERVATIONS REQUIRED. *

April 18 - Discovering the 5 Senses

May 9 - "A" is for Art

June 12 - "B" is for Bugs

Homeschool Days

Join The Museum for an exciting morning filled with special tours and hands-on projects that the whole family can enjoy! For descriptions and pricing, see website. Programs run 10 a.m.-12 p.m. RESERVATIONS REQUIRED. *

April 10 - Fine Art Fun

May 8 - Discovering Pennsylvania

June 12 - Fantastic Forests

Kids' Night Out

Featuring a different topic each month, kids enjoy gallery time, crafts, and more! Pizza dinner and an evening snack are included. Programs run from 6-9:30 p.m. and are for kids ages 6-12. For descriptions and pricing, see website. RESERVATIONS REQUIRED. *

April 19 - Eggstravaganza: Egg Science

May 10 - Toothpick Towers and Amazing Engineering

June 14 - Monsters of the Deep

Museum Discovery Camp

See page 3 for details!

Information subject to change, including cancellations and/or new programming added to the schedule. Check readingpublicmuseum.org for the latest details.

+ Contact Amanda Machik at 610.371.5850 x257 or email amanda.machik@readingpublicmuseum.org

* Contact Coleen Mikucki at 610.371.5850 x223 or email coleen.mikucki@readingpublicmuseum.org

MUSEUM ROAD

SPRING 2019

A publication of Reading Public Museum • Planetarium • Arboretum



Inside this issue:

Monsters of the Permian Period

Smokey Bear and Rudy Wendelin

Museum Discovery Camp!

GONDWANASTUDIOS

PERMIAN MONSTERS

LIFE BEFORE THE DINOSAURS

May 18 – September 2

STEP BACK IN TIME...

290 million years that is — when bizarre-looking animals dominated life on land and sea. Find out about the greatest extinction the world has ever seen in *Permian Monsters: Life before the Dinosaurs*. This unique traveling exhibition brings the past back to life with fossilized skeletons and life-size models of the animals that ruled the world millions of years before the age of dinosaurs, in a time known as the Permian.

The Permian period ended with the largest extinction Earth ever experienced, which wiped out 90% of all species on the planet. The cause of the extinction baffled scientists for the past 20 years, but a recent discovery shed new light on the cause of this catastrophe: global warming. Find out how this familiar phenomenon, started by a huge volcanic eruption, set off a chain of events that led to the greatest extinction on Earth.



The exhibition blends art and science with a collection of new artwork which offers a glimpse back in time through the eyes of award-winning paleo-artist Julius Csotonyi. View fossilized skeletons and reconstructed models of these creatures that dominated land and sea. Even dig and identify fossils in the interactive dig pits throughout the exhibition.

This traveling exhibition features an amazing collection of fossils and models from this relatively unknown time period, from giant insects, to sharks, to strange reptiles with mammal-like characteristics. Meet the top predator of the time, the Giant Saber-toothed Gorgonopsid *Inostrancevia* and find out what nearly killed them all to make way for Earth's next rulers, the dinosaurs.

EXHIBIT HIGHLIGHTS

Interactive Dig Pits: Experience what it's like to be a paleontologist and sift through four interactive dig pits to see what you can find.

Animatronic Figures: Step into the past with life-like robots of seven different creatures from the Permian Period including:

Cotylorhynchus, Dimetrodon, Dinogorgon Edaphosaurus, Estemmenosuchus, Moschops, Titanophoneus

Artistic Renditions: A dozen illustrations from award-winning paleo-artist Julius Csotonyi bring the Permian period to life and give guests a glimpse of what life was like before the dinosaurs.

Fossilized Skeletons: Get a feel for the Permian period with real fossils and skeletons that guests can observe and touch.

Touch-Screen Games: Children and adults can test their knowledge about the Permian period at interactive game stations.



MUSEUM DISCOVERY CAMP!

Attention parents! Do you need something for your kids to do over the summer that is super-fun, ultra-intriguing and...dare we say...keeps them learning? Try Museum Discovery Camp at RPM! We are very busy gearing up for another exciting year of day camp for kids of all abilities entering grades 1-6.

This season we are excited to announce camp themes encompassing everything from robotics to fine art! Your kids can spend weeks experiencing all The Museum, Planetarium, and Arboretum have to offer. They will explore real-life monsters, travel the outer reaches of space, craft art at its finest, discover lost artifacts, engineer amazing constructions, get their hands dirty outdoors, and create scientific experiments that will metaphorically blow their socks off!



To register, contact Rebeka at 610.371.5850 x258 or rebeka.birch@readingpublicmuseum.org.

Before and after mini-camps and preschool camps are also available. Please see website for details.

Camp Weeks

For full descriptions, please visit readingpublicmuseum.org/discovery-camp

- July 8 – 12:** EEK! Real Monsters!
- July 15 – 19:** Grooving through the Galaxy
- July 22 – 26:** Bang, Pop, Fizz
- July 29 – August 2:** Art Extravaganza
- August 5 – 9:** Raiders of the Lost Artifact
- August 12 – 16:** Light IT, Move IT, Make IT
- August 19 – 23:** Outdoor Explorers
- August 26 – 30:** Tinker Tots (preschool only)

Pricing (per child per week)

Register early for a discount!

Museum Member Early Bird

\$150 | registration open through April 30

Non-Member Early Bird

\$180 | registration open through April 30

Museum Member Full Price

\$175 | registration begins May 1

Non-Member Full Price

\$200 | registration begins May 1

Smokey Bear and the Art of Rudy Wendelin

May 18 – August 25, 2019



Rudy Wendelin at the easel with a Smokey Bear painting, c. 1982, courtesy of the Wendelin Family Archives

2019 marks the 75th anniversary of Smokey Bear. Explore the extraordinary career of artist Rudolph "Rudy" Wendelin (1910 – 2000), best known as the artist behind the United States Forest Service's iconic mascot and spokesman, Smokey Bear. Born in Ludell, Kansas, Wendelin was a student at the University of Kansas School of Architecture, and art schools in Milwaukee, WI, and Washington, DC, before beginning a career at the U.S. Forest Service in 1933 as a draftsman and illustrator.

Shortly after WWII, Wendelin was given responsibility for the Smokey Bear project and over the course of more than three decades the artist created a more human version of the mascot, wearing a solemn expression, ranger's hat, jeans, and carrying a shovel. Thanks to the creative efforts of Wendelin, Smokey appeared on government posters, postage stamps, first-day covers, television, magazines, and even a film.

other works, such as political cartoons, architectural projects, easel paintings, and watercolors of landscapes drawn from family archives. Don't miss this exclusive chance to celebrate Smokey Bear!

The exhibition will include dozens of examples of Wendelin's Smokey Bear creations and feature



Rudy Wendelin (American, 1910 – 2000), *Careless People are the Problem*, c. 1980, oil on board, 24 x 30 in.

The Sun: Our Living Star

A New Planetarium Show

The Sun has shone on our world for four and a half billion years. The light that warms our skin today has been felt by every person who has ever lived. It is our nearest star and our planet's powerhouse, the source of the energy that drives our winds, our weather, and all life.

The passage of the Sun's fiery disc across the sky — day by day, month by month — was the only way to keep track of time for countless past civilizations. The Sun consumes 600 million tons of hydrogen each second and is 500 times as massive as all the planets combined.

Discover the secrets of our star in this new planetarium show and experience never-before-seen images of the Sun's violent surface in immersive full-dome format.

See it on Sundays at 3 p.m. and Weekdays at 4 p.m. in April, May, and June!

Can You Guess the Collection?



1. This is a multi-purpose tool. How was it used, and what did it do?

2. Don't let the ornate decoration and beautiful design of this object fool you – it could be deadly! What is it?



3. This item is used for both funneling and storage. What is it?

ANSWERS

1. It's an ulu, also called a "woman's knife." An ulu is an all-purpose knife used primarily by women for cutting everything from meat and bone to ice and hair. This example is of the West Greenlandic style with a single stem in the center connecting the handle to the blade. The pressure is applied to the center of the blade, allowing the user to cut through hard materials with one hand while rocking the knife back and forth.
2. It's a silver katar (thrusting knife/push dagger) from India. It is characterized by its H-shaped horizontal hand grip, which results in the blade sitting above the knuckles and in line with the user's arm. The basic attack is a direct thrust identical to a punch, making it particularly effective for piercing mail, although it could also be used for slashing.
3. It's a carved gun powder flask, made and used by the Eskimo peoples of Alaska living in the Cape Prince of Wales area around 1870. The gunpowder is loaded through the top sliding door and funneled out as needed through the brass spout. Incised decorations include a seal and plants.



THE REVIEWS ARE IN!



Photo Courtesy of Life Story Photography

The Museum's Event Rental Program would be nothing without satisfied clients. They are our best mouthpieces and advocates – no one can recommend our venues better than a bride who had a fantastic experience with our staff, or a charity that had a successful fundraiser due to the outstanding location and help from our team. Here's what some of our 2018 clients had to say!

Simply amazing – that's what our very first special event was thanks to the wonderful Reading Public Museum venue and event planning department! The venue was beautiful and magically transformed into our vision for the evening. Working with the Reading Public Museum staff exceeded our expectations.

-Sandra Krafczek, Executive Director, Girls on the Run of Berks County

My husband and I could not be happier we chose to have our wedding reception at the Tent at the Reading Public Museum! We knew we wanted something besides a ballroom and the Tent was the perfect solution! The surrounding creek, gardens, and trees make a beautiful backdrop throughout the evening and in your pictures. Besides the setting itself, the staff at The Museum was a pleasure to work with! They are true professionals and work very hard to make the planning process easy and your wedding day perfect!

-Alicia & Bill, married September 2018

The Reading Public Museum is one of most unique places to hold an event in Berks County. From beginning to end, the RPM staff is with you every step of the event planning process. The team goes above and beyond to make your vision become a reality. Thank you for all your hard work to make events memorable!

-Ann Fioravanti, Assistant Vice President/Marketing Officer, Tompkins VIST Bank



Dogs & Brews

The Museum is partnering with the Animal Rescue League of Berks County and local vendors for the **Sixth Annual Dogs & Brews**. Bring your furry loved ones to the Stone Terrace Tent to mingle with other pets, while you sample local craft brews and indulge in local eats from various food trucks, all while visiting the booths of local pet shops, groomers, and treat-makers. To stay up-to-date on participating breweries, vendors, and food trucks, visit our website.

Reserve your tickets and tasting glass early by calling Lindsay at 610.371.5850 x230. Tasting tickets include a tasting glass (while supplies last), and access to various vendors exhibiting at the event. DD tickets and under 21 tickets do not receive a glass. Cost: \$45 per person, \$80 per couple, \$25 per DD or under 21.

A portion of the funds raised will benefit the Animal Rescue League of Berks County. Bring a blanket, laundry detergent (free and clear), dog food (visit the ARL Wish List for brands and restrictions), kitty litter, Kongs, etc., and receive an extra chance to win prizes. One extra chance per person, but donations are limitless.



Dogs & Brews
at the Reading Public Museum

**Sunday,
May 26
12 – 4 p.m.**

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Contact Lindsay for details

From the Director



John Graydon Smith-
Director and CEO

As we go to press with this issue of Museum Road we are about a month into our campaign to acquire John Sloan's, *Henrietta with Red Book*, a painting from 1913 (the year The Museum opened to the public) that fills several gaps in The Museum's impressive collection of art, antiquities, and cultural objects. As this campaign has gained steam, we march toward our goal of raising \$50,000 from the community to bring this work to Reading permanently and I am hopeful that those of you who helped contribute will be celebrating with us once the goal is met.

Henrietta would join the thousands of works added to our collection by the Foundation for the Reading Public Museum, which is the organization that has cared for and operated The Museum since 1992 when the Reading School District lacked the funds to continue operating The Museum. In the ensuing 25-plus years, the Berks County community and beyond have benefitted from an ever-stronger museum, offering diverse educational and entertaining programming and exhibits rarely seen in a museum this size. The Foundation remains committed to caring for, and even growing, the collection and accompanying programming you have come to enjoy, which is why we've asked the Berks County Court of Common Pleas to work with the Reading School District to ensure that The Museum's extensive collections will never be jeopardized by financial shortcomings the District might face hereafter.

As with any legal matter, this is a complicated and lengthy process in which the Foundation, the Reading School District, and the County of Berks is embroiled, but is also necessary to ensure that insolvency at the School District won't harm The Museum, as nearly happened in a similar case with the Detroit Institute of the Arts just a few years ago. Although the Foundation has spent more than a year negotiating possible arrangements with the District, even offering more than \$3 million to the District to acquire ownership of the current museum building, the District remains adamant that no change is needed and that its financial standing should not be questioned. The Foundation disagrees and has simply asked the Court and the Office of the Pennsylvania Attorney General to weigh in.

Fortunately, the Board of the Foundation comprised of community-minded volunteers, has pledged funding to cover any legal bills the Foundation may incur ensuring that your support will continue to be used for projects like acquiring *Henrietta* and hosting the world-class exhibits like those featured throughout this magazine. The ultimate goal is that the Reading Public Museum can continue to be the leading institution in science, art, and culture for our community for generations to come. Your support has brought us this far and we remain confident that by protecting and enhancing The Museum's collections, our next 100 years will be as impactful as the last 100 have been!

Will you help us bring *Henrietta* home? For ways to donate, please visit readingpublicmuseum.org or contact Lindsay at 610.371.5850 x230. Thank you!



John French Sloan, (American, 1871 - 1951), *Henrietta with Red Book*, 1913, oil on canvas.

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 Neag Planetarium is FREE! Plus, there are even more benefits.

Please visit readingpublicmuseum.org and click on "Join and Support" for complete details and to join securely online.

The Museum Shop

Looking for a unique gift? You'll find handmade gifts, toys and games for children, exquisite jewelry, and more. Our stock is always changing, so stop in often to see our new items! Open during regular Museum hours (no admission required). Members receive 10% off every day!

Book a Group Visit

We're thrilled to welcome eager and attentive learners from Pre-K to Seniors on a daily basis. Group rates apply to 10 or more people. For more information or to book a group, contact wendy.koller@readingpublicmuseum.org.

Book Your Event

The Museum is home to Berks County's most treasured and distinctive wedding and event venues. Among our Fine Art Galleries, Neag Planetarium, and Stone Terrace Tent, we have a venue to accommodate every size and budget. For more information, please contact stephanie.shaak@readingpublicmuseum.org.

Museum Address/Phone

500 Museum Rd., Reading, PA 19611
610.371.5850

Museum Hours

Daily: 11 a.m. to 5 p.m.

For Holiday hours, please check our website.

Museum Admission

\$10 Adult (18-64); \$6 Seniors/Children/College Students (w/ID); Members and Children 3 and under are free.

Planetarium Hours

Sun. 1, 2, 3 & 4 p.m. plus Weekday Shows at 2, 3, & 4 p.m. (Mon. - Fri. with some exceptions). Show Prices (for each show): \$8 Adults (18-64); \$6 Seniors/Children/College Students (w/ID); Members and Children 3 and under are free.