EXHIBITION FACT SHEET

Title: GOLDEN LEGACY: 65 YEARS OF GOLDEN BOOKS


Description: The launch of Little Golden Books in 1942 made high-quality children’s picture books available for the first time at a price that nearly everyone could afford. This nationally touring exhibition is the most extensive public showing ever of original artwork for the series. The 57 works, from the vast Random House archive, are by such gifted artists as Mary Blair, Tibor Gergely, Elizabeth Orton Jones, J. P. Miller, Martin Provensen, Feodor Rojankovsky, Richard Scarry, Bob Staake, Gustaf Tenggren, Eloise Wilkin and Garth Williams. Included are iconic illustrations for such classics as Tootle, Home for a Bunny, Five Little Firemen, The Color Kittens, and I Can Fly.

Credits: Golden Legacy is organized by the National Center for Children’s Illustrated Literature, Abilene, Texas. In Rochester, it is sponsored by the Gallery Council of the Memorial Art Gallery and Nocon & Associates, a private wealth advisory practice of Ameriprise Financial Services, Inc. Additional support is provided by the Child Care Council, Inc., FULL MEASURE, Michael & Joanna Grosodonia, and COMIDA.

Special events: These include a Members’ Opening Party; three lectures; a family day; three Art & Story Strolls for ages 2 to 5 with adult; a teacher inservice; and a series of readings by community members. For details, see attached release.

Hours: Wednesday–Sunday 11 am–5 pm and Thursday until 9 pm; closing at 3 pm on Christmas Eve and New Year’s Eve. Open special hours Tuesday, December 30 from 11 am to 5 pm. Closed Mondays, all other Tuesdays, Thanksgiving Day, Christmas and New Year’s Day.

Admission: $12; senior citizens, $8; college students with ID and children 6–18, $5. Always free to members, UR students, and children 5 and under. Half-price admission Thursdays from 5–9 is made possible in part by Monroe County.

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GOLDEN LEGACY CELEBRATES 65 YEARS OF GOLDEN BOOKS
Exhibition opens October 19 at Rochester’s Memorial Art Gallery


Launched in 1942—the first full year of America’s involvement in the Second World War—Little Golden Books made high-quality illustrated books available at affordable prices for the first time to millions of young children and their parents. Among the artists who have contributed to the ambitious series are greats of the European émigré community (including Feodor Rojankovsky and Tibor Gergely); alumni of the Walt Disney Studios (including Gustaf Tenggren, Martin Provensen, J.P. Miller and Mary Blair), who came East for the artistic freedom and control associated with picture-book making; and such American originals as Garth Williams, Eloise Wilkin, Elizabeth Orton Jones, Richard Scarry and Bob Staake. A complete artist list is attached.

Fifty-seven masterpieces of original illustration art by these and other artists—chosen from the vast Random House archive—will be featured in the exhibition, including examples from such picture-book classics as Tootle, Home for a Bunny, Five Little Firemen, The Color Kittens and I Can Fly.

CREDITS
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PUBLICATION

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GOLDEN LEGACY: 65 YEARS OF GOLDEN BOOKS
Programs and Events

MEMBERS’ OPENING PARTY

• Sunday, October 18, 8–11: Special for members! Preview the exhibition, relax to the sounds of the Angelicus String Quartet and Rochester’s own Dady Brothers, and enjoy desserts and beverages available for purchase from our party sponsor, Max at the Gallery. All membership levels are welcome, but reservations are required. Let us know if you’ll join us by contacting 585.276.8939 (memberperks@mag.rochester.edu). Not a member? Visit mag.rochester.edu/join today.

LECTURES included in MAG admission

• Sunday, October 19 @ 2 pm: Golden Books editorial director Diane Muldrow speaks on Everything I Need to Know I Learned from a Little Golden Book (2013), her humorous “guide to life” for grownups, and a prolific author of books for children of all ages. Followed by a book signing.
• Sunday, November 2 @ 2 pm: “Eloise Wilkin: The Golden Legacy.” Sidney Wilkin reflects on the illustrations of his mother, Eloise Wilkin, who illustrated more than 50 Little Golden Books between 1946 and 1975. Wilkin is joined by his cousin Timothy J. Cosgriff, assistant to the dean at SUNY Empire State College-Genese Valley Center.
• Sunday, December 7 @ 2 pm: Cultural historian Karal Ann Marling speaks on “How Golden Books Changed the Course of American Modernism.”

GOLDEN BOOKS FAMILY DAY suggested donation $5 per family

• Sunday, November 9, noon–5 pm: Celebrate the exhibition with art activities, storytelling, engaging Gallery experiences, and music and dance performances.

Thank you to our 2014 series sponsor, JPMorgan Chase Bank, N.A.

ART & STORY STROLL $5 per adult (children free)

• Thursday, October 23 @ 11 am: Ericka Simmons reads The Velveteen Rabbit
• Thursday, November 6 @ 11 am: Carol Kase reads Chicken Little
• Thursday December 11 @ 11 am: Aubrey Donovan reads The Poky Little Puppy

This hour-long story reading and art viewing experience is for children 2 to 5 with accompanying adult. To preregister call Kerry Donovan, 585.276.8971.

Series supported by the Joanna M. and Michael R. Grosodonia Fund and the Frank Grosso and Diane Holahan Grosso Fund.

COMMUNITY READINGS included in Gallery admission

• Sundays throughout the show: Community members read from their favorite Golden Books.
ESPECIALLY FOR EDUCATORS  $25
• Wednesday, November 5, 4:30–7 pm: “Visual Literacy and the Little Golden Books.” Area educators are invited to join Memorial Art Gallery staff and area school librarians to discuss the elements that make a quality children’s book. To preregister call Kerry Donovan, 585.276.8971.

GUIDED EXHIBITION TOURS  included in Gallery admission
• Sunday, October 19 (opening day), 1 & 3 pm
• Fridays, October 23–January 2, 2 pm
• Sundays, October 25–January 4, 1 pm
GOLDEN LEGACY: 65 YEARS OF GOLDEN BOOKS

List of artists

Aurelius Battaglia
Sheilah Beckett
A. Birnbaum
Mary Blair
David Diaz
Gertrude Elliott
Tibor Gergeley
Trina Schart Hyman
Elizabeth Orton Jones
   Jack Kent
   Hilary Knight
Corinne Malvern
   J. P. Miller
   Jan Pfloog
Alice and Martin Provensen
Feodor Rojankovsky
   Richard Scarry
   Bob Staake
Gustaf Tenggren
Leonard Weisgard
   Eloise Wilkin
   Garth Williams
Dan Yaccarino
GOLDEN LEGACY: 65 YEARS OF GOLDEN BOOKS

Books represented in the exhibition:

The Seven Sneeze
The Happy Man and His Dump Truck
The Great Big Fire Engine Book
Five Little Firemen
Tootle
Scuffy the Tugboat and His Adventures Down the River
Little Red Riding Hood
My Little Golden Book About God
Baby Listens
Little Boy with a Big Horn
The Twelve Dancing Princesses
Baby Animals
Home for a Bunny
The Friendly Book
The Giant Golden Book of Elves and Fairies
Mister Dog
There’s No Such Thing as a Dragon
The Animals’ Merry Christmas
I Am a Bunny
Chicken Little
The Rooster Struts

Two Little Gardeners
The Color Kittens
Mr. Noah and His Family
Doctor Dan the Bandage Man
Indian Indian
Pussy Willow
Animal Friends and Neighbors
Animal Stories
A Name for Kitty
The Three Bears
Green Eyes
I Can Fly
Bow Wow! Meow!
Little PeeWee
The Little Red Hen
Tawny Scrawny Lion
The Lion’s Paw
The Red Lemon
Dan Yaccarino’s Mother Goose
The Circus Is Coming
Ocean’s Child