L'Affichemania: The Passion for French Posters



March 7 - May 31, 2020









L'Affichomania: The Passion for French Posters

Be transported for a sense of Paris this springtime through the remarkable work of five master printmakers – Jules Chéret, Alphonse Mucha, Eugène Grasset, Théophile Alexandre Steinlen, and Henri de Toulouse-Lautrec – which conveys the exuberance of the spirited Belle Époque era. During an artistic proliferation from 1875 to 1910, these pioneering artists reigned in Paris and defined a never-beforeseen, and never forgotten, art form.

Peppering the walls and kiosks of Parisian boulevards, colorful posters — a brilliant fusion of craft and commerce — advertised cigarette papers and milk, immortalized stage stars and bohemian cabarets, and won the adoration of passersby and art collectors. Although ephemeral, these posters sparked a passionate craze for collecting them called *affichomania* — whether acquired via special-edition purchases or stealthy pilfering from public spaces. Explore varied depictions and styles, from caricatures of Montmartre's nightlife to the sinuous lines and expressive subjects that characterize Art Nouveau.

A Flair for France Members Preview

Friday, March 6, 5 - 7 pm

Museum members preview and enjoy French graphic arts, Melissa Sweet's children's book illustrations, refreshments, and conversation.

This page: Alphonse Mucha, *Sarah Bernhardt as "La Dame Aux Camélias,"* 1896, color lithograph, photograph by John Faier, © 2015, courtesy of The Richard H. Driehaus Museum

Right page: Melissa Sweet, *The Right Word: Roget and His Thesaurus*, © 2014, watercolor, gouache, collage, and mixed media



Some Illustrator! Pictures by Melissa Sweet

Tuoyant children's book illustrations by Melissa Sweet, created in her signature watercolor and found-object collage style, comprise this exhibition of her acclaimed biographical work. The title of Sweet's recent, award-winning book *Some Writer! The Story of E.B. White* riffs on White's *Charlotte's Web* and "Some Pig."

Sweet, based in Portland, Maine, has illustrated more than 100 books, created toys, puzzles, and games for eeBoo, and her work has been recognized with multiple awards. She received two Caldecott Honors for *A River of Words: The Story of William*

Carlos Williams and The Right Word: Roget and His Thesaurus. Some Writer! The Story of E.B. White was a New York Times best seller; received an Orbis Pictus Award for Outstanding Nonfiction for Children, which recognizes books that demonstrate excellence as reviewed and awarded by the National Council of Teachers of English; and received a Boston Globe Horn Book Honor award.

During her visit to the Woodson Art Museum, April 16-18, Sweet will lead programs for area students, workshop participants, and visitors.



Events & Programs

March 7 Saturday 1-3 pm

Art Park Open Studio

All ages drop in and re-imagine Théophile Alexandre Steinlen's *Le Chat Noir* using stencils and collage.



March 12 Thursday 10:30 am - Noon

SPARK!

Bring a friend or loved one with memory loss for a social outing in soothing surroundings. *The Passion for French*



Posters sparks one-on-one conversation between participants and an accompanying friend or family member. Social interaction is followed by a hands-on art activity.

Programming for adults with memory loss is generously supported by Abbie Spire in memory of Dr. Lyman J. Spire.

March 17 Tuesday 10:30 am - Noon

Toddler Tuesday

Keen on Green

Toddlers, 18 months-4 years, and accompanying adults share hands-on art projects – awash in hues of glorious green, especially designed for this top-of-the-mornin' day. This free, monthly drop-in program includes a snack and story time.

Art 101 French Poster Gallery Walk

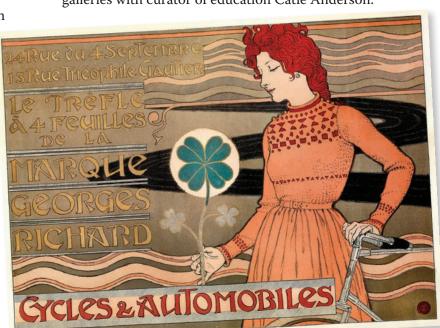
March 18 Wednesday 12:15 – 1 pm

9:30 – 10:30 am OR 11 am – Noon

Enjoy art observation and conversation, imagining the sights and sounds of Paris, while strolling through the galleries with curator of education Catie Anderson.



March 18 wed. OR March 19 Thurs.



Programs for Every Age

Art Babies: birth-18 months

Art Time for Tots: 18 months-4 years Toddler Tuesday: 18 months-4 years

Art 4 You: 4 years Art Kids: 5-12 years Art 101: 13-adult

Studio Workshops: 13-adult

SPARK!: adults with memory loss & care partners Art Beyond Sight: people with blindness/low vision



Scholarship funds are available for youth and adult program fees thanks to the Wisconsin Valley Art Association. Call the Museum.

Cancellation Policy: Advance registration is required for all classes and other programs having the phone symbol. Places will be held only upon receipt of full participation fee. Fees are refundable (minus a 20% handling charge) up to seven days before a class begins. After that time fees are non-refundable unless there is a waiting list (refund minus 20% handling charge) or the program is cancelled (full refund).



Make it a date – with a special someone, friends and family, or yourself – on the first Thursday of each month, when the Museum stays open until 7:30 pm. Explore the galleries, learn during Art 101, try Handson Art for all ages, and delve into Art Park – the Museum's interactive family gallery infused anew with themes from each changing exhibition. Treat yourself and bring others often for Museum visits, always admission free.

March 19 Thursday 1-2pm

Art 4 You March On!

Bring your child to this afternoon offering just for 4-yearolds with busy mornings and explore French posters along with stories and hands-on art making.

March 19 Thursday 4:30 - 6 pm

Art Kids Posters with Punch

Inspired by French graphic arts and its bold typography, children, 5-12 years, create paintings simulating lithographic prints, using colorful pastels and baby oil on oversized paper. 🔍

March 20 Friday 10:30 – 11:15 am

Art Babies Bébé d'Art

Bring your little ones, birth-18 months – and imagine historic Paris – during multisensory fun and social interaction in the galleries, followed by time in Art Park - the Museum's interactive family gallery. Baby gear, including prams, strollers, front packs, and blankets are welcome.

April 2 Thursday 5:30 – 6:30 pm

Art 101 IB Art & Artists

Join Wausau East High School art department chair Joel Pataconi and this year's International Baccalaureate Art Program students as they offer insights into students' portfolio artwork on view at the Woodson in exh-IB-ition through May 10.



Hands-on Art

Drop in and create a mixed-media illustration using vintage book pages, music stanzas, and watercolor pencils inspired by artist Melissa Sweet's watercolor and collage artwork, There is a bird in the poplars!

April 4 Saturday Noon - 2 pm Slow Art Day

Participate in a worldwide art appreciation effort designed to encourage taking time to view and reflect upon artwork. Visit the galleries, linger with artwork on view, and share your observations with others during casual discussions with Museum volunteers.



April 4 Saturday 1-3 pm

Art P<mark>ark Open Studio</mark>

All ages drop in and create mixedmedia illustrations inspired by Melissa Sweet's work on view in Some Illustrator!



April 9 Thursday 10:30 am – Noon

SPARK!

Individuals with memory loss and accompanying friends or family members gather for a social outing at the Museum.



French graphic arts evoke a sense of early twentiethcentury Paris and spark one-on-one conversation between participants, followed by a hands-on art activity.

Programming for adults with memory loss is generously supported by Abbie Spire in memory of Dr. Lyman J. Spire.

April 15 Wednesday 12:15 – 1 pm Art 101 Springtime Gallery Stroll

Learn about Melissa Sweet's fanciful yet thoroughly researched artwork during this gallery walk through Some *Illustrator!* with curator of education Lisa Hoffman.

Left page: Eugène Grasset, Cycles & Automobiles, 1899, color lithograph, photograph by John Faier, © 2015, courtesy of The Richard H. Driehaus Museum This page: Melissa Sweet, The Right Word: Roget and His Thesaurus, © 2014, watercolor, gouache, collage, and mixed media

Illustrating Luminaries

Melissa Sweet Artist Residency

Thursday through Saturday, April 16 — 18

Children's book author and illustrator Melissa Sweet travels from her home in Portland, Maine, to share insights into her career and artwork, on view in Some Illustrator!

Melissa is the author of four books and the illustrator of more than 100, receiving Caldecott honors for A River of Words: The Story of William Carlos Williams and The Right Word: Roget and His Thesaurus, both written



by Jen Bryant. Melissa's illustrations also appear in magazines, greeting cards, and in the toys, puzzles, and games she created for eeBoo.

During her residency, Melissa visits with area students, teaches a studio workshop, and leads a public presentation and gallery walk.

April 16 Thursday 5:30 - 6:30 pm

Sweet Talking

Guest Artist Presentation

Vividly illustrated and vigilantly researched, Melissa Sweet's book *Some Writer! The Story of E.B. White* captures the life and legacy of beloved author E.B. White, combining family photos and letters with expressive original artworks. Learn about Melissa's career and creative process through the lens of her carefully crafted ode to Elwyn Brooks White, followed by a book signing.

April 18 Saturday 10 am - Noon & 2 - 5 pm

Creative Collages

Teen & Adult Workshop

Artist Melissa Sweet creates layers of meaning and rich visuals through mixed-media collage, pairing watercolor illustrations with found imagery, objects, and text. During the workshop, Melissa helps participants navigate the process of combining ideas with sources of inspiration to create intriguing original artwork. Total fee: \$65 for members; \$85 for non-members; includes materials and lunch. 🔍 🚺



Call 715.845.7010 to register



Scholarships available thanks to the Wisconsin Valley Art Association; call the Museum to inquire.

April 18 Saturday 1 – 2 pm

Sweet Gallery Walk

Enjoy dynamic illustrations and artistic accounts relayed by Melissa Sweet during a gallery walk through her exhibition Some Illustrator!



A contribution from the Steinberg Family Foundation supports Melissa Sweet's residency.



April 21 Tuesday 10:30 am – Noon

Toddler Tuesday April in Paris

Little ones, 18 months-4 years, and accompanying adults share art-making stations celebrating refreshing rain showers and vibrant umbrellas, inspired by all things French. This free, monthly, drop-in program includes a snack and story time.

April 22 Wed. OR April 23 Thurs. 9:30 – 10:30 am OR 11 am – Noon

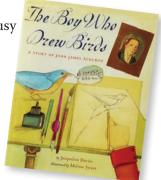
Art Time for Tots

The Boy Who Drew Birds

Little ones, 18 months-4 years, and accompanying adults explore Melissa Sweet's artwork illustrating the life of John James Audubon and then view an original Audubon oil painting in *Collection Classics*. Participants share movement, stories, and music, followed by hands-on art projects.

April 23 Thursday 1-2 pm Art 4 You The Boy Who Drew Birds

Bring your child to this afternoon offering just for 4-year-olds with busy mornings. Explore Melissa Sweet's artwork illustrating the life of John James Audubon and then view an original Audubon oil painting in Collection Classics. Participants share movement, stories, and music, followed by hands-on art making. **Q**



April 23 Thursday 4:30 – 6 pm

Art Kids Bicycle Innovators

Inspired by Eugène Grasset's Cycles & Automobiles, children, 5-12 years, use a mix of materials to invent new bicycle designs. 🔍

April 24 Friday 10:30 – 11:15 am

Art Babies Loon-y Tunes

Littlest ones, birth-18 months, build healthy habits and curiosity while talking, singing, reading, and playing. Enjoy a Museum excursion featuring Melissa Sweet artworks focusing on the life of John James Audubon, and view an original Audubon oil painting, too. Bring your baby gear, including prams, strollers, front packs, and blankets.

April 25 Saturday 10:30 am - Noon

Art Beyond Sight

Individuals with low vision or blindness enjoy a multisensory visit to the galleries with Museum educators followed by hands-on art making inspired by both French graphic arts and children's book illustrations.



Left page, both: Melissa Sweet, Some Writer! The Story of E.B. White, © 2016, watercolor, gouache, and mixed media

This page, from top: Melissa Sweet, Little Red Writing, © 2013, watercolor and pencil on watercolor paper; Jules Chéret, Folies-Bergère/La Loïe Fuller, 1893, color lithograph, photograph by John Faier, © 2015, courtesy of The Richard H. Driehaus Museum

May 2 Saturday 1-3 pm Art Park Open Studio

All ages drop in to create posters in the style of those on view in L'Affichomania, using pastels and paint on oversized paper.





May 7 Thursday 5:30 – 6:30 pm

Art 101 Art Nouveau: Organic, Ornamental & Overlooked

Survey the origins of Art Nouveau with curator of education Catie Anderson and learn about how the movement's innovative ideas and iconic designs served as a short-lived but essential foundation for modernity in twentieth-century art.

May 7 Thursday 5:30 – 7 pm Hands-on Art

Inspired by *L'Affichomania*, all ages drop in to create posters using pastels and paint on oversized paper.

Call 715.845.7010 to register

May 14 Thursday 10:30 am - Noon

SPARK!

Melissa Sweet's illustrations encourage social interaction and engaging in-gallery conversations between individuals with memory loss and an accompanying friend or family member, followed by a hands-on art activity.

Programming for adults with memory loss is generously supported by Abbie Spire in memory of Dr. Lyman J. Spire.

May 19 Tuesday 10:30 am – Noon

Toddler Tuesday

Spring Fling

Little ones, 18 months-4 years, and accompanying adults sample art-making stations inspired by signs of spring sprinkled throughout Melissa Sweet's children's book illustrations. This free, monthly, dropin program includes a snack and story time.



May 20 Wednesday 12:15 – 1 pm

Art 101 Springtime Surprise

How is an exhibition developed? How are the artworks chosen? Curator of collections Jane Weinke shares the possibly surprising intricacies of organizing an exhibition, from choosing a theme to installing artworks in the gallery.



From top, clockwise: Alphonse Mucha, Zodiac, 1896, color lithograph on silk, photograph by John Faier, © 2015, courtesy of The Richard H. Driehaus Museum; Melissa Sweet, Firefly July: A Year of Very Short Poems, © 2014, watercolor, gouache, and mixed media on watercolor paper; Melissa Sweet, A River of Words: The Story of William Carlos Williams, © 2008, watercolor, collage, and mixed media

May 27 Wed. OR May 28 Thurs. 9:30 – 10:30 am OR 11 am – Noon

Art Time for Tots

Bring May Flowers

Toddlers, 18 months-4 years, and accompanying adults gather to delight in poetry and rhyme inspired by the children's books featured in Some Illustrator! Time in the gallery sharing movement, rhythm, and music is followed by hands-on art making.

May 28 Thursday 1-2pm

Art 4 You Bring May Flowers

Bring your child to this afternoon offering just for 4-year-olds with busy mornings and delight in poetry and rhyme inspired by children's books featured in Some *Illustrator!* Time in the gallery sharing movement, rhythm, and music is followed by hands-on art making.



May 28 Thursday 4:30 – 6 pm

Art Kids Dancing Doodles

Inspired by French graphic arts and music and dance, children, 5-12 years, design and create colorful watercolor paintings.



May 29 Friday 10:30 – 11:15 am

Art Babies Bo-Peep's Sheep

Bring little ones, birth-18 months, for a Museum excursion featuring images, music, and stories inspired by poetry and rhyme in children's books included in Some Illustrator! Baby gear, including prams, strollers, front packs, and blankets are welcome. 🔍

June 4 Thursday 5:30 – 6:30 pm

Art 101 Springtime Surprise

With only a small percentage of artwork from the Museum's collection on view in the galleries, where are the others? What long-term care is required? What is the role of the curator? Join curator of collections Jane Weinke as she shares answers – perhaps surprising – and insights.

June 4 Thursday 5:30 – 7 pm

Hands-on Art

Inspired by sculpture-garden blossoms, all ages drop in to create paper flowers, using colorful tissue paper and wire.

June 6 Saturday 1-3 pm

Art Park Open Studio

All ages drop in to create paper flowers inspired by the colorful motifs in Many Visions, Many Versions: Art from Indigenous Communities in India.



From top: Melissa Sweet, The Right Word: Roget and His Thesaurus, © 2014, watercolor, gouache, collage, and mixed media; Jules Chéret, Folies-Bergère/La Loïe Fuller Émilienne D'Alençon, 1893, color lithograph, photograph by John Faier, © 2015, courtesy of The Richard H. Driehaus Museum

Exhibition Extras

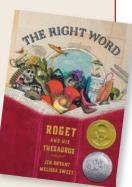
Activity Guide Enhance and extend your experience with *L'Affichomania: The Passion for French Posters* and *Some Illustrator! Pictures by Melissa Sweet* by using this free guide designed for all ages, available in print at the Museum and online at www.lywam.org/activity-guides

Audio Tour Get insights into a selection of artworks on view. Watch app videos on your smartphone, tablet, a Museum iPod, and the Museum's YouTube channel; all free!



Art Park Images and motifs of late nineteenth-century Paris inspire creative engagement in the Museum's interactive family gallery. All ages dabble in design – bicycle, fashion, and graphic art. Imaginative play entertains every age on the costume stage. Designed with children in mind, Art Park appeals to the child in all of us.

Sweet Books A selection of Melissa Sweet's books available for purchase at the Museum; others may be purchased at Janke Book Store, downtown Wausau. Melissa Sweet will sign books at the Museum after her April 16 evening presentation; see events calendar program description for details.



Register Now & Save the Dates

Summer Art Sessions for Children

Many Patterns, Many Places

July 14 – 17

Taking inspiration from the summer exhibition, *Many Visions, Many Versions: Art from Indigenous Communities in India*, children will explore vibrant and varied arts of India.

Observing design motifs and visual storytelling employed by contemporary artists working in Indian artistic traditions, participants will create and print patterns to animate characters and landscapes on scrolls and to adorn objects.

Ages 5-8 Patterns in Place
Tues. & Wed., July 14 & 15 9 am – Noon
Fee: \$25 for Museum members, \$35 for non-members

Ages 9-12 Daily Designs of India Thurs. & Fri., July 16 & 17 9 am - Noon

Fee: \$25 for Museum members, \$35 for non-members





Call 715.845.7010 to register

Scholarships available thanks to the Wisconsin Valley Art Association; call the Museum to inquire.

From the Museum's Collection

Collection Classics

Mining the Museum's holdings yields an array of significant and masterful works. Spanning the eighteenth through

twenty-first centuries and encompassing a range of mediums from watercolor to oil and metal to wood. Collection Classics comprises work by John James Audubon, Martin Johnson Heade, Andrew Wyeth, and others along with work by contemporary artists, including Robert Bateman, Tony Angell, James Morgan, and more.



Abbott Handerson Thayer and Ellen Thayer Fisher, *Sparrow Perched Among Clover*, ca. 1900, watercolor and gouache on paper

Deceptive SURFACES

Carved and painted with a keen eye for ornithological details that convey the behavior, personality, and coloration of birds, these decorative wood sculptures often fool the eye, appearing real. From John Scheeler's pale-colored mourning doves to Ernest F. Muehlmatt's *North American Woodcock*, these realistic sculptures seem poised for flight.



In Touch with Art Jactile Sculpture

Explore touchable sculpture and the power of hands-on art appreciation. The Woodson Art Museum's inaugural tactile art exhibition features avian sculptures, available on a "touch table" in the Decorative Arts Gallery, near the 12th Street entrance. This on-going series provides ready access to original artwork for visitors with low vision or blindness, also encouraging sighted visitors to visualize artwork through touch. Explore touchable sculptures and the power of hands-on art appreciation.



Thomas H. Dickson, Eve, 1979, bronze

Cast, Carved & Cut

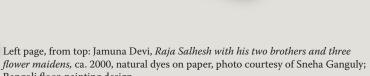
Small-scale sculptures from the Museum's collection populate a specially

designed case located in the lower

level of the 2012 addition.

A custom-bound volume provides background information on each of the twenty sculptures.

James Turnbull, *Pelican*, ca. 1957, brass, enameled brass, and lead





Sunday	Mon	Tuesday	Wednesday	Thursday	Friday	Saturday
19	20	21 10:30-Noon Toddler Tuesday	22 9:30-10:30 Art Time for Tots 11-Noon Art Time for Tots	23 9:30-10:30 Art Time for Tots S 11-Noon Art Time for Tots S 1-2 Art 4 You S 4:30-6 Art Kids S	10:30-11:15 Art Babies C	25 10:30-Noon Art Beyond Sight 🔾
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Call 715.845.7010 to register		pack	Continues on back	t Museum	Leigh Yawkey Woodson Art Museum
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21	20 10:30-11:15 Art Babies S	9:30-10:30 Art Time for Tots Solution 11-Noon Art Time for Tots Solution 1-2 Art 4 You Solution 4:30-6 Art Kids Solution	18 9:30-10:30 Art Time for Tots 9:11-Noon Art Time for Tots 9 12:15-1 Art 101	17 10:30-Noon Toddler Tuesday	February 22 – March 29 Explore artworks by north central Wisconsin students in grades 9-12 via the 43rd Student Art Exhibition.
14	JANE Avril	12 10:30-Noon SPARK!	11	10	Student EXHIBITION
Some Illustrator! opens 1-3 Art Park Open Studio	5-7 Members Preview	Everyone Adults	Art Kids: 5-12 years	Art Babies: birth-18 mo Art Time for Tots: 18 mo-4 years Toddler Tuesday: 18 mo-4 years Art 4 You: 4 years	Art B Art B Todd Art 4
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RETURN SERVICE REQUESTED

Non-Profit U.S. POSTAGE PAID WAUSAU, WISCONSIN Permit No. 694

French Graphic Arts & Children's Book Illustrations

March 7 - May 31, 2020

Acknowledgments

L'Affichomania: The Passion for French Posters was organized by The Richard H. Driehaus Museum, Chicago, and toured by International Arts & Artists, Washington, D.C. Some Illustrator! Pictures by Melissa Sweet was organized by the National Center for Children's Illustrated Literature, Abilene, Texas.



ARTS AND ARTISTS



The Woodson Art Museum thanks members, donors, grantors, and sponsors who support the exhibitions and programs. UMR is the presenting sponsor of *L'Affichomania: The Passion for French Posters.* Additional exhibition support comes from Alice W. and Joseph F. Smith, Jr. and from Jim and Sue Konkel. Educational support comes from the Bell Family Charitable Foundation and WoodTrust Bank. Additional educational support comes from Tim and Cari Logemann. Exhibitions and programs are supported in part by a grant from the Wisconsin Arts Board with funds from the State of Wisconsin and the National Endowment for the Arts. Marketing supported in part by City of Wausau Room Tax funds. Support for hands-on art-making supplies comes from the Walmart Foundation.















Museum Hours

Tuesday – Friday 9 am - 4 pmFirst Thursday of each month 9 am - 7:30 pmSaturday – Sunday Noon - 5 pmClosed Monday and holidays, including Easter

Contact Us

Connect with Us

Phone: 715.845.7010 Email: info@lywam.org Online: www.lywam.org





Cover: Alphonse Mucha, *Princess Hyacinth*, 1911, color lithograph; this page: Eugène Grasset, *Salon des Cent: Exposition Grasset*, 1894, color lithograph; all *L'Affichomania* photography by John Faier, © 2015, courtesy of The Richard H. Driehaus Museum