Leigh Yawkey Woodson Art Museum

L’Affichomania: The Passion for French Posters

March 7 — May 31, 2020
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-before-seen, 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.
B uoyant 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.
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.

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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.*

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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.

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March 18  Wed.   OR   March 19  Thurs.

9:30 – 10:30 am OR 11 am – Noon

**Art Time for Tots** March On!

Bring little ones, 18 months-4 years, and venture together through the streets of Paris à la the Woodson Art Museum, sharing movement, stories, and music, followed by hands-on art projects.

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March 18  Wednesday   12:15 – 1 pm

**Art 101 French Poster Gallery Walk**

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

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**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

Call 715.845.7010 to register

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).

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Night Out @ the Woodson

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 Hands-on 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 – 2 pm

**Art 4 You**  March On!
Bring your child to this afternoon offering just for 4-year-olds 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.

April 2  Thursday   5:30 – 7 pm

**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 Park Open Studio**
All ages drop in and create mixed-media 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 twentieth-century 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.*
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!
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.

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.
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.

May 14  Thursday   10:30 am – Noon
SPARK!
Melissa Sweet’s illustrations encourage social interaction and engaging in-galley 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, drop-in 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.

Call 715.845.7010 to register

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 – 2 pm

**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 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.*

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.

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 Tactile 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.

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.

These exhibitions extend beyond L’Affichomania and Some Illustrator! For specific dates, check the Museum’s website at www.lywam.org.
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<td>Many Visions opens</td>
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*Note: Call 715.845.7010 to register.*
### Leigh Yawkey Woodson Art Museum

**Museum Hours**
- Tuesday-Friday: 9 am-4 pm
- First Thursday of each month: 9 am-7:30 pm
- Saturday-Sunday: Noon-5 pm
- Museum open until 7:30 pm

**Exhibitions**
- **L'Affichomania**
- **Some Illustrator!**
- **Student Art Exhibition**
- **On View:** Explore artworks by north central Wisconsin students in grades 9-12 via the 43rd Student Art Exhibition.

**Events**
- **10:30-Noon SPARK!**
- **10:30-Noon Toddler Tuesday**
- **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 101: 13-adult**
- **Studio Workshops: 13-adult**
- **SPARK!: memory loss**
- **Art Kids: 5-12 years**
- **Adults**

### Calendar

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<td>Monday</td>
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<tr>
<td>Tuesday</td>
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<td>Noon-2 Slow Art Day</td>
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<td>Sunday</td>
<td>1-3 Art Park Open Studio</td>
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**Notes**
- **9-11:30 Art Babies**
- **11-Noon Art Time for Tots**
- **1-2 Art 101**
- **2-5 Art Kids**
- **5-7 Hands-on Art**
- **5-7 Art Park Open Studio**
- **5-7 Studio Workshops**
- **5-7 Sweet Artist Residency**

**Contact Information**
- Call 715.845.7010 to register
- **Mar 10:15 Art 101**
- **Mar 11 Toddler Thursday**

**Student Art Exhibition**
- **February 22 – March 29**
- Explore artworks by north central Wisconsin students in grades 9-12 via the 43rd Student Art Exhibition.
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.

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.

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