

The View

NEWS FROM FRUITLANDS MUSEUM

WINTER

2010

102 Prospect Hill Road . Harvard . Massachusetts 01451 978.456.3924 www.fruitlands.org

FRUITLANDS MUSEUM

Mission

To inspire and educate through the heritage, nature, and art of New England.

Vision

Fruitlands Museum will be recognized as a premier accredited small museum of New England arts and culture as evidenced by increasing visitation and membership.

Fruitlands will be the quintessential New England gathering place, known for its focused programs and dynamic exhibits, and embraced for its educational and inspirational environment.

The museum will generate sustaining revenues that allow for ongoing educational programs and facility enhancements. Growth will be propelled by diverse financial support.

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Above left, *Snowy Heron* by artist John James Audubon and *Cardinals* by Charley Harper



FOR THE BIRDS: *Art from the Mass Audubon Collection*

Fruitlands is proud to present the exhibition *For the Birds: Art from the Mass Audubon's Collection*, opening the 2010 season and featuring remarkable and rarely-exhibited art. The exhibition includes selected works spanning more than two centuries by internationally renowned artists with an intriguingly diverse approach to their subject—birds.

We are pleased to collaborate with Mass Audubon—one of New England's largest conservation organizations—in bringing their Visual Arts Center collection to a broader audience at Fruitlands. This extraordinary art collection was assembled over their 112 year history.

The exhibit includes awe-inspiring original elephant-folio (large format) engravings and copper plates by John James Audubon, etchings by Alexander Wilson —Audubon's predecessor who described and depicted American birds—plus works by American impressionist Frank Weston Benson, Andy Warhol's eye-popping serigraph, *Bald Eagle*, and work by Charley Harper, the witty and wise "minimal realist."

Among the most exciting artwork on view

While others whistled soft and low,
And felt their pulses
Start to glow, Because their listless
Hearts had heard
The Spring-song of
That one small bird,
And caught the joy of his refrain.

— Clara Endicott Sears



Lars Jonsson's, *Redstart*

are watercolors by legendary bird artist Louis Agassiz Fuertes, plus a variety of paintings by renowned watercolor artists Robert Verity Clem of Chatham and Lars Jonsson of Sweden. Also included are delicate miniature carved birds by 20th century artist Allen James King, along with remarkable works by Larry Barth, widely acclaimed as the foremost bird sculptor and 10-time *Ward World Champion Water Fowl Carver*.

For the Birds has something for everyone—casual visitors, art enthusiasts, backyard birdwatchers, adults and/or children. **The exhibit opens with a preview reception on Sunday, April 11 at 6 p.m.** Check our events calendar for bird-inspired programming throughout the year.

MESSAGE FROM FRUITLANDS MUSEUM CEO

2009 has truly been a transformational year for Fruitlands Museum! You can almost feel the energy that comes with new, vibrant programming and growing visitation. The 2009 season finished with a 20% increase in paid museum admissions (excluding dynamic events such as Winterfest, July 4th, and our fund-raising dinners). We offered yoga classes, refined our artist in residence program, added Toddler Thursdays, and beautified our trails—all contributing to a vibrant and healthy institution poised for growth and widespread public recognition.

Additionally, you probably noticed that we've rebranded Fruitlands Museum. Thanks to our working committees and outside agency, we created a new design for our brochures, website, and external advertising. The look is clean, fresh and inviting. More importantly, we worked collectively to redefine what Fruitlands represents and our future direction. Our new mission and vision statements on page one highlight the clear focus we have going forward. We will "inspire and educate". We will be a "New England gathering place"

focused on the "heritage, nature, and art of New England" and lastly, we will be aided by your "diverse financial support". We are striving to be a healthy, energetic institution providing you, our guest, with exciting, relevant programs each and every visit.

2010 promises to bring more changes as well. You can see on our calendar that "**Sundays at One**" will provide you an ongoing series of programs ranging from lectures, music programs, workshops and family events. I guarantee you'll be wowed by the "**For the Birds**" exhibit presenting the best of Mass Audubon's collection beginning in April. This unique exhibit includes first editions of John Audubon, along with works by Andy Warhol, Lars Jonsson and other renowned artists. Ex-Harvard resident Barry Van Dusen will become our 2010 Artist-in-Residence, educating you about his wildlife painting skills as he displays his work. Add the rebranded "**Alcott's Restaurant & Tea Room**" and Museum Shop "**noa at Fruitlands**", 2010 will be a banner year.

Of course, this wouldn't be possible without



Renowned painter Barry Van Dusen will be Fruitlands 2010 artist-in-residence.

your financial support. Your membership, annual and planned giving, and volunteerism are critical to our sustainable growth year-to-year. Together, we will make Fruitlands Museum "our museum" and continue to build on the legacy of Clara Endicott Sears. I thank you for your ongoing support!

A handwritten signature in black ink that reads "Tim Firment". The signature is stylized and written in a cursive-like font.

Tim Firment
CEO, Fruitlands Museum



On the Fruitlands property, remnants of the 1805 Turnpike appear as two parallel stone walls. One additional bit of history visible on Museum land.

THE ROAD TO FRUITLANDS

In 1805, Col. Henry Bromfield and some other investors had the brilliant idea to build a turnpike from Harvard Center to Leominster. Like many turnpikes at the time, it began at an Inn on the corner of the town green. Some historical reports even suggest there was a drive up window for hard cider! In any case, Bromfield and company built what was basically a toll road west from the center of Harvard, down Madigan Lane and across the river valley below and on to Leominster.

Not much of it remains visible these days, unless you take a closer look. For example, in the aerial photo from Google Maps, you clearly see Madigan Lane on the lower right corner of the image. If you look to the left of the image, your eye flies over Fruitlands

property, the railroad track, and into the Oxbow. See the center snow-covered "path" running in perspective toward the top of the photo? That is the road bed of the Union Turnpike! Despite the best intentions, the turnpike wasn't able to compete with other, well established roads like the Mohawk trail (Route 2/2a), so by 1818, the project was abandoned.

You can still see evidence of the road in this photo above and on the grounds of Fruitlands and the Oxbow Wildlife refuge. In some areas, the turnpike remains well preserved. On the Fruitlands property, it appears as two parallel stone walls. On the Oxbow side, it is a raised causeway through a swamp, an impressive testament to early 19th century engineering.

ALCOTT'S RESTAURANT & TEA ROOM

The new team creating a New American cuisine at Alcott's Restaurant and Tea Room bring stellar credentials and enthusiasm to the table. The flagship restaurant, **Cast Iron Kitchen in Maynard**, has received a "Best of the New 2009 – Restaurants" from the *Boston Globe*, "Restaurant of the Year 2009" from the Middlesex West Chamber of Commerce and many more.

The atmosphere of Alcott's will reflect its natural beauty and historical significance. Before coming to Cast Iron Kitchen and now Alcott's, Chef Chris Despotopoulos has cooked in some of the finest kitchens in the country. And while he regularly creates dishes that would certainly look great on a magazine cover, what he enjoys most is taking fresh, high quality ingredients, using classical techniques and recipes to bring them to life. "I will certainly put a twist on a recipe here or there if I think its warranted. But really, can you improve on a French Onion Gratinee where the red onions have been cooked for hours and hours until they are just a gob of gooey sweetness? No."

FRUITLANDS LAUNCHES MEMBERSHIP DRIVE

The museum is launching an exciting membership drive, and we ask for your support to make it a success! ***Our goal is to double the museum's membership by the end of 2010.*** This translates into 400 new members. This support will help balance the museum's 2010 budget while offering dynamic exhibits and expanded programs throughout the year.

In 2009, museum members provided the support to fund the installation of Joseph Wheelwright's popular *Tree Figures* exhibit. As a museum, Fruitlands relies on memberships for every day operations. The stronger our member community, the more the museum can give back.

Members at the Patron level and above are offered additional membership benefits. This significant leadership donor group contributed over 1/3 of the funds raised in 2009. Though the Patron level is special, any contribution helps the museum. Last year's individual members who joined at the \$55 level enabled Fruitlands to host artist-in-residence, Zsuzsanna Szegedi, and install her exhibit *The Lure of Trees*.

Fruitlands new '**Sundays at One**' series makes membership more economical than ever before. ***The savings benefit of museum membership could surpass the actual cost of your membership fee over the course of the 2010 season.*** You will also

be supporting a local treasure that provides educational opportunities for people of all ages, stewardship for 200+ acres of wildlife refuge, and a community gathering place for New England's unique amenities.

Exciting new membership benefits have been added for 2010, including:

- Year-round use of our trails (including winter months when some museum buildings are closed)
- Additional free events for our members, including many 'Sundays at One' events
- New Fruitlands Museum window decals identifying you as a museum member.

In addition to the benefits Fruitlands members have been enjoying for years:

- Unlimited visits to the museum and use of our trails
- 10% off Museum Store and Alcott's Restaurant and Tea Room purchases
- Our monthly E-View newsletter
- Invitations to special members-only events
- Discounts on year-round public programs
- Facilities rental privileges (Patron level and above)
- Reciprocal admission to many other fine museums throughout New England

For more information about the membership drive please contact Kerry Castorano at (978) 456-3924 x289, or email, kcastorano@fruitlands.org. Thank you for supporting—and believing in—Fruitlands Museum.

EXPANDING FRUITLANDS REACH

Taking Fruitlands Museum on the Road

Though we are constantly searching for innovative ways to attract more visitors to Fruitlands, we have found that another method to increase the number of people we reach is to take the Fruitlands Museum experience directly to the public. This year the Education Department will expand our outreach efforts to accommodate senior centers, councils on aging, educational institutions, and other organizations.

Over the years, covering the cost of transportation has consistently been an issue for many schools. This is even more prevalent in the current economic climate. Our outreach programs enable students to experience Fruitlands without chartering buses and paying for transportation.

In addition to transportation concerns, senior organizations must often consider their constituents' mobility issues. For those who are physically unable to visit, we can bring the world of Fruitlands to them. For those who haven't thought of visiting, we can pique their interest to a great degree. We will bring the museum to new audiences by using engaging media through interpretive staff and enticing interactive presentations. We will also expand our geographic reach to incorporate regions where Fruitlands is relatively unknown. The scope of our exhibits and collections enables us to offer wide-ranging programs and topics. Thus, Fruitlands appeal to diverse educational, public, and private institutions will only increase in the future.

INTRODUCING NEW MANAGEMENT FOR MUSEUM STORE



We're thrilled to announce that **noa** jewelry, fine handcrafts & gifts, with Main Street locations in Groton and West Concord, will manage the Museum Store at Fruitlands in 2010. **noa** features the work of 200 local artists and will fast become the best place to shop for gifts in Harvard and the surrounding Massachusetts communities.

Over the past six years, owners Ian and Barbara Scofidio have created a beautiful collection of jewelry and gifts in all price ranges. Jewelry ranges from fun and funky earrings to artisan sterling and fine, handcrafted gold, to children's jewelry. You'll find unique handbags and scarves, blown glass, pottery, and wood, as well as gifts ranging from journals and pens to soy candles and goat milk soaps—all handmade. The store will also feature a variety of new "logoed" items, museum store-quality toys, and books.

"**noa**" means "love" in Japanese, "light" in Arabic, and "movement" in Hebrew. "Our store is part of a movement to re-establish our Main Streets and shop local," says Barbara. "We're sure you will find it full of light and beauty—and fall in love."

MARK YOUR CALENDAR

January 14 *Fruitlands Annual Meeting*

January 16-17 *Fruitlands Winterfest Weekends begin*

January 17 "Adventures in Painting"

January 23 *Cider 4 Course Dinner*

January 24 *No Strings Attached Bluegrass Band*

January 31 "Family Storytelling"

February 7 *Children's Valentine Workshop*

February 14 "Love Songs" *Vocal Duet Performance*

February 16 *Fat Tuesday Brewery Dinner*

ONGOING EXHIBITIONS

Thru Nov. 15, 2010

For the Birds: Art from the Mass Audubon Collection

Barry Van Dusen Exhibit, *Flights of Discovery*

Tree Figures, Sculpture by Joseph Wheelwright

For more information on upcoming events
please visit www.fruitlands.org

BECOME A MEMBER!

Enjoy the many benefits of membership including unlimited free admission and a 10% discount at the Museum Store and Restaurant. Call 978.456.3924 x292.

NOA at FRUITLANDS

Museum Shop Open Apr. 15 - Nov. 15

ALCOTT'S RESTAURANT

Plan a private party, wedding, or event, call 978.456.3924 x237.

VOLUNTEER AT FRUITLANDS!

To inquire about volunteer opportunities, call the Education Department at 978.456.3924 x239.

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THANK YOU TO YEAR END ANNUAL APPEAL DONORS!

Gifts to Fruitlands Museum's Year-End '09 Annual Appeal support the day-to-day operations and help our visitors connect to our unique offerings of heritage, nature, and art. We are most grateful for all the generous Annual Appeal gifts we've received. Your financial generosity ensures Fruitlands will continue as one of New England's premier cultural attractions.

MUSEUM COLLECTION HIGHLIGHTS

Shaker Apothecary Cabinet

Classic Shaker design represents simplicity and symmetry. Few pieces of furniture demonstrate these concepts as well as the Shaker apothecary cabinet in the Fruitlands Museum Shaker Office. The cabinet was probably built by Thomas Hammond circa 1840. The striking yellow color is of the Harvard Shaker style. The drawers are organized in successive tiers of various sizes, as are the diameter of the drawer pulls. The form of this piece balances well with its function of organizing the various items required to stock the village apothecary. This signature piece from the Fruitlands permanent collection has been widely publicized, and was reproduced in miniature scale for a doll house! One interesting feature of the cabinet's construction is the drawer dovetails have a wide angle, somewhat atypical for Harvard furniture. Features such as this may facilitate the identification of other pieces of Shaker furniture.



Brother Thomas was born in 1791 in Paris, Maine and joined the Harvard Shakers in 1810 at the age of 19. He took several trips to other villages, including his first one to Mt. Lebanon in 1816. He wrote extensive notes on his journeys. Hammond was a prolific wood worker. Several of his signed pieces survive, including this apothecary cupboard in the Fruitlands' collection. During the 1840s, Hammond managed the chair manufacturing for the Harvard Shakers, a skill he later taught to the Shakers in Shirley. He also led the 2nd family (or North family) during the 1860s.