

Treasures from the Abby Aldrich Rockefeller Folk Art Center to Tour the Country



ON January 26, 1989, 182 treasures from the Abby Aldrich Rockefeller Folk Art Center will go on exhibit at The Whitney Museum of American Art in New York City. The show at the Whitney, which ends on April 2, 1989, will begin a two-year tour of these treasures to eight American museums. From the Whitney the objects will travel to the Joslyn Art Museum in Omaha, Nebr.; the North Carolina Museum of Art in Raleigh, N. C.; The Toledo Museum of Art in Toledo, Ohio; the National

Museum of American Art in Washington, D. C.; the Fine Arts Museums of San Francisco in San Francisco, Calif.; and the Dallas Museum of Art in Dallas, Tex. The tour will end in October 1990 at The Philbrook Museum of Art in Tulsa, Okla.

Many of the objects in the traveling show have been reproduced by the Foundation's licensed manufacturers. A representative selection of licensed folk art products will be offered in the museum shops of the host institutions. The shops will also carry the fully illustrated catalog that will accompany the exhibition.

This traveling show will coincide with the fiftieth anniversary of Mrs. John D. Rockefeller, Jr.'s presentation

of the collection to Colonial Williamsburg in 1939.

In 1957 a newly constructed museum, the Abby Aldrich Rockefeller Folk Art Center, opened to exhibit Mrs. Rockefeller's pioneering collection of American folk art. The collection has grown rapidly over the past thirty years and now numbers over 2,600 objects, far exceeding current exhibition and storage facilities.

While the current exhibition is under way, the Folk Art Center will begin a major building expansion project that will more than double gallery space and provide an improved research, storage, and work environment.

Licensees and the Williamsburg Shops will gain from the added exposure of selected objects from the Abby Aldrich Rockefeller Folk Art Center on this national tour.



Boy with Finch, an oil on canvas painting attributed to John Brewster, Jr., was chosen as the cover illustration for the 224-page catalog that will accompany the traveling show.

EXHIBITION SCHEDULE

- January 26–April 2, 1989
The Whitney Museum of American Art, New York, New York
- April 22–June 4, 1989
Joslyn Art Museum, Omaha, Nebraska
- June 28–August 20, 1989
North Carolina Museum of Art, Raleigh, North Carolina
- September 10–October 29, 1989
The Toledo Museum of Art, Toledo, Ohio
- November 22, 1989–February 18, 1990
National Museum of American Art,
Smithsonian Institution
Washington, D. C.
- March 10–June 17, 1990
The Fine Arts Museums of San Francisco,
M. H. deYoung Memorial Museum
San Francisco, California
- July 8–September 2, 1990
Dallas Museum of Art, Dallas, Texas
- October 1–November 25, 1990
The Philbrook Museum of Art, Tulsa, Oklahoma

Cohasset Colonials Joins Licensee Roster

The *Williamsburg* Reproductions Program is pleased to announce that furniture kits will be available again. Cohasset Colonials has been licensed to manufacture informal *Williamsburg* furniture kits in pine and maple and plans to introduce five informal pieces this fall. An all-purpose storage chest, a large tray with canted sides, a wall cupboard, a small table with drawer, and a low post bed in twin and queen sizes are items in the initial offering. Cohasset President John Hagerty hopes to have kits of a set of unusual upholstered Windsor arm and side chairs at Colonial Williamsburg ready this winter. All kits will be available as assembled, finished pieces as well.

Cohasset Colonials' kits are designed for people who have no wood-working experience or special tools. Your customer doesn't need to have a home workshop. In fact, Cohasset's market research has found that customers often assemble their kits in a corner of the living room or kitchen. Most kits can be assembled in one evening.

In 1949, company founder Francis Hagerty became the first manufacturer of museum reproduction kit furniture. In the late 1940s, buying a Windsor chair by mail was a radical idea and the business grew slowly at first. But within ten years the Cohas-



Furniture kit copies of a versatile eighteenth-century storage chest and tray are seen here painted white and filled with flowers on a sunny porch.

set catalog boasted a complete line of furniture and accessories. John came to the company in 1977 after his father's sudden death and renewed Francis Hagerty's commitment to make furniture correctly, educate the customer about the antique prototype, and provide service to customers when they need help.

This new association with Cohasset

Colonials enhances the breadth of *Williamsburg* home furnishings available for informal areas of the home. The chest on stand, for example, can provide a place for storage and seating in a back hall or kitchen or—filled with flowers—can lend a period touch to a sun porch. Now your customers can create their own copies of museum pieces.

F. Schumacher Adds

Williamsburg® Wallpaper

Elegance and coordination are the bywords for the future of the *Williamsburg* fabric and wallcovering programs due to an extended license signed with F. Schumacher.

In August 1988, Schumacher was licensed to produce *Williamsburg* wall-

paper based on the Foundation's collection of eighteenth-century decorative arts objects. The license, previously held exclusively by Katzenbach and Warren, expands the range of products F. Schumacher will be able to market under the *Williamsburg* brand and offers exciting opportunities for increased coordination of *Williamsburg* fabrics and wallpapers.

The first coordinated collection to be introduced in January 1989 is de-

rived primarily from objects in the Abby Aldrich Rockefeller Folk Art Center. The line will consist of printed fabrics and matching wallcoverings with a decidedly informal appeal.

Another collection is under development and a third is in the planning stage. Prepare for an exciting assortment of new *Williamsburg* fabrics and wallpapers from F. Schumacher!



Dr. Barraud House Renovated

Situated on the northwest corner of Francis and Botetourt Streets in the heart of the Historic Area, the Dr. Barraud House is one of the best preserved eighteenth-century dwellings in Williamsburg. Through the generosity of Sara and William Kimball, members of the Raleigh Tavern Society and its Keeper of the Key organization, complete renovation of this handsome original residence and its reconstructed kitchen-forge has recently been completed for use by special friends of the Foundation and members of the Raleigh Tavern Society.

The Dr. Barraud House was probably purchased by Dr. Philip Barraud from blacksmith James Anderson in 1783. It served as the family residence of Ann and Philip Barraud and their six children for sixteen years. Believed

to have been erected in the third quarter of the eighteenth century, the building was enlarged to its present size by the early 1780s.

Colonial Williamsburg's historians, curators, and architects conducted research in an effort to learn as much about the structure as possible, with the ultimate objective to renovate and furnish the house and kitchen-forge accurately (keeping modern conveniences and comfort in mind all the while) for the enjoyment of Raleigh Tavern Society members and special guests. Members of the society aid Colonial Williamsburg in preserving the heritage of the eighteenth-century town through their annual membership, an unrestricted gift of cash or securities valued at \$5,000 or more during a year. Keeper of the Key is a

special recognition level for individuals who give \$10,000 or more each year.

The Barraud House renovation offers us several opportunities to develop new products from current research. In particular, Martin Senour will be reproducing paint colors from the house that are the result of the latest techniques in paint research and analysis. The colors include bright blue, eggshell, and gray. Designers from Kittinger are studying how Colonial Williamsburg upholsterers applied new research on eighteenth-century upholstery techniques when they constructed sofas and chairs for the house. Morgan Products has already named one of its doorway configurations after the Barraud entryway.



Opening its doors to guests in August, the Dr. Barraud House was painstakingly researched and restored by a team of Foundation architects, historians, curators, designers, carpenters, mechanics, electricians, and painters for use as guest quarters.



NEW—*Christiana Campbell's Tavern*™ (left), *Shields Tavern*™ (center), and *Josiah Chowning's Tavern*™ (right) Dinnerware.

New Tavern-Related Products Approved

In early 1989, three interpretive dinnerware patterns and coordinating table linens will be added to the present assortment of tavern-related merchandise. The dinnerware, manufactured by Homer Laughlin China Company in Newell, W. Va., is the same sturdy institutional ware used in the taverns operated by Colonial Williamsburg.

Referred to as "simulated delft" because eighteenth-century English delft designs have been applied to the highly vitrified body required for restaurant use, the dinnerware is distinctive enough for informal entertaining yet durable enough for everyday use.

The *CHRISTIANA CAMPBELL'S TAVERN* dinnerware, rendered in blue and white, features a mysterious squirrel-like animal framed by pleasing vine tendrils. Ever since the pattern began

being used at Campbell's years ago, guests have longed to be able to purchase the dinnerware.

Like that for Campbell's, the design for the *JOSIAH CHOWNING'S TAVERN* dinnerware was chosen after reviewing archaeological evidence. A fragment of the multicolored peacock design was excavated on the tavern site. A peacock plate in the collections of Colonial Williamsburg provided the added documentation needed to copy the complete design accurately.


The third pattern, known as *SHIELDS TAVERN* dinnerware, will be used in the Foundation's new tavern located on Duke of Gloucester Street and scheduled to open this coming winter. Replicating the unusual blue and white fish design with its purple sponged ground tested Homer Laughlin's mettle. As company representatives are quick to note, the pattern is

like no other the one-hundred-year-old firm has produced.

To coordinate with the informal dinnerware, Stevens Linen has developed check tablecloths, place mats, and napkins. In blue and white and cranberry and white, the linens are made of the same high-quality linen/cotton blend used to produce the popular *Williamsburg* check kitchen towels. The tablecloths measure 52" square; the place mats and napkins are generously oversized. These new table coverings were approved as interpretations since colonial Virginians used check fabric for slipcovers, window hangings, and "bed furniture" but never for table linens.

Dinnerware and table coverings—an infusion of new products destined to make a strong tavern assortment even stronger.



NEW—Place mats and coasters based on theorem paintings in the Abby Aldrich Rockefeller Folk Art Center. Each mat and coaster depicts a different theorem. Available now from Pimpernel. 

™ identifies trademark of the Colonial Williamsburg Foundation

Craft House Fall Promotion



See how wood and metal
can be turned into
a piece of history.

This Saturday and Sunday, Craft House can give you a fascinating glimpse into the craftsmanship of the past. The weekend will be filled with demonstrations by Kittinger's Master Finisher and Carver, Virginia Metalcrafters' brass caster, and many other craftsmen demonstrating decoy carving, pottery making, toy making, furniture building, and Christmas decorating techniques. If you'd like a look into a time when quality was more important than quantity, come to Craft House this weekend.



Craft House at the Williamsburg Inn: Saturday 9:30-9:00/Sunday 9:30-5:30
Craft House on Merchants Square: Saturday 10:00-9:00/Sunday 11:00-6:00

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"See how wood and metal can be turned into a piece of history" was the theme for the advertisement used to promote a special weekend at Craft House.

The sales staff at Craft House Inn and Craft House Merchants Square took advantage of the added traffic at homecoming that William and Mary generates by hosting a storewide extravaganza the first weekend in November. Representatives from more than ten companies were on hand to share their expertise with Craft House customers.

Rosario Indelicato from Kittinger showed weekend shoppers the ease with which a talented carver can create decorative elements on *Williamsburg* furniture reproductions. The Garden Shop at Craft House Inn will never be the same after David Chong's delightful two-day stint throwing bird bottles on his potter's wheel. And after watching Darrell Byers at work, all who were present have a new appreciation for the skill required to pour molten brass.

Also on hand were Charles Stieff II

and Janet Lore from Kirk Stieff, Ed Diehl and Cynthia Clark from F. Schumacher, John Hagerty from Cohasset Colonials, Ann Kay and Mickey Shook from Virginia Metalcrafters, Dries van Wagenberg from Foreign Advisory, Sam Giarrantano and Ray Fentress from Kittinger, Dudley Fuller from Wooden Products

of Virginia, Bill and Carol Marshall from the New Englander, and Angela Barksdale and Margery Wright from The Added Touch.

This promotion focused attention on the distinctive qualities of Williamsburg products. Would a similar event enliven your Shop and enlighten your customers?



David Chong from the Williamsburg Pottery showed customers how he compensates for shrinkage during firing by throwing bird bottles that are 10 percent larger than the final reproductions.



The same blue and white toile reproduced by F. Schumacher as "Morning Glory" has been interpreted by Stevens Linen. The new kitchen towel and coordinating pot holder and another called "Williamsburg Floral," are ideal housewarming gifts priced at under ten dollars.

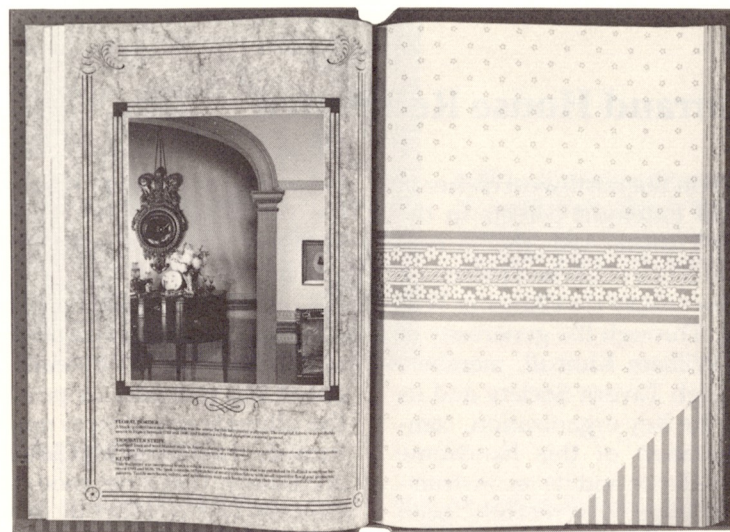
Williamsburg
SHOP
NEWS

We welcome six new stores to the Williamsburg Shops Program.

JERNIGAN'S GALLERY in Atlanta, Ga., FREDERICK NELSON in Seattle, Wash., and MERYL'S in Athens, Ga., have been approved as Williamsburg Gift-Accessory Shops. FRANCES STONE INTERIORS in Fayetteville, Ga., MAIDSTONE in Hagerstown, Md., and MONROE CHERRY HOUSE in Rochester, N. Y., have been approved as Williamsburg Interior Design Shops.

Success yields sister shops. THE CARRIAGE HOUSE, formerly the Tin Soldier, in Birmingham, Mich., has opened a second Williamsburg Gift-Accessory Shop in Grosse Pointe Farms, Mich. Shops are multiplying in neighboring Ohio as well. THE MULBERRY BUSH, an Interior Design Shop in Perry, is opening a Gift-Accessory Shop, THE MULBERRY BUSH HUDSON, in Hudson, Ohio. Which one of you will be the next to open a second Williamsburg Shop?

B. ALTMAN'S is pulling out all the stops this Christmas with a promotion featuring our folk art products. A wide range of reproductions will be prominently displayed on the second floor of Altman's flagship store from November 15 until the end of December, and the fifth floor Williamsburg Shop will be stocked with folk art merchandise. Let's hope New Yorkers find a little bit of the Abby Aldrich Rockefeller Folk Art Center under their trees this Christmas.



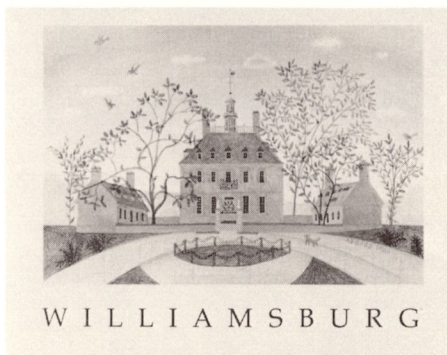
FLASH!

Katzenbach and Warren's new book of Williamsburg wallpaper, Book 50—Small Prints from Williamsburg, is now available. A number of the popular small prints from Book 82 and many new patterns have been selected to create a comprehensive collection of beautifully colored designs appropriate for all rooms in the house.

The designs in this new book have been adapted and interpreted from a number of resources in the Colonial

Williamsburg collections including wallpaper, textiles, and even a looking glass. Carefully designed to coordinate with Williamsburg fabrics and paints, the wallpapers capture elements of eighteenth-century design to bring beauty and style to contemporary interiors.

Katzenbach and Warren has reprinted Book 40, The Golden Age of Williamsburg. Both the new Small Prints (Book 50) and Book 40 may be ordered by calling the Kinney customer service number.



The popular Orrell House Poster now has a companion. The Governor's Palace Poster is available unframed from Kedron Design and in a gold metal frame from J. J. Kormann and Son, Inc.

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