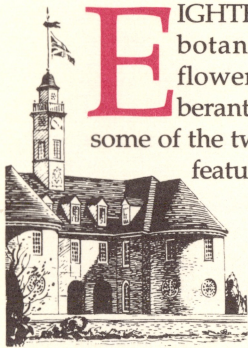


Natural History Exhibit Highlights Design Sources for Products



EIGHTEENTH-CENTURY botanical prints, delft flower vases, and exuberant floral textiles are some of the two hundred objects featured in a new exhibition in the De Witt Wallace Decorative Arts Gallery. The exhibition, "Images of Nature, Creations of Man: Natural History and the Decorative Arts," opened in April and focuses on the growing awareness of nature during the seventeenth and eighteenth centuries.

"Exotic plants and animals were fascinating to people in the eighteenth century," curator Virginia Sites says. "With new discoveries in the natural world, people began to incorporate flora and fauna in decorating ceramics, fabrics, and objects of daily life."

One highlight of the exhibit is the sampling of natural history publications produced during the period. With the extensive British exploration and colonization of North America, naturalists became preoccupied with identifying and cataloging previously unknown minerals, flora, and fauna. Botanical and zoological illustrations of meticulous accuracy usually accompanied these publications to provide a visual reference for naturalists who had never seen many species of the New World.

One of the finest botanical artists of the time was Georg Dionysius Ehret, whose illustrations combine the purest artistic qualities with botanical accuracy. His work appeared in nearly ev-

ery important collaborative publication of the eighteenth century. Ehret's watercolor study of a magnolia branch serves as the central image for the exhibition sign, which has been reproduced as a poster and is available through the Colonial Williamsburg Wholesale Office.

Included in the exhibit are numerous objects familiar to those who develop and sell Williamsburg Reproductions—the subscription plate for the flower print seed catalog Robert Furber helped to underwrite, images by naturalist Mark Catesby, and the "Keizer-Josephus Tulip" and "Plums" botanical prints.

Temporary exhibits allow the curatorial staff to showcase the depth of Colonial Williamsburg's collections. They also inspire new acquisitions like a soft-paste porcelain plaque featuring a colorful bouquet of tulips or a collection of skillfully painted creamware botanical plates. "Images of Nature, Creations of Man" features more than a half-dozen objects acquired during the last eight months.

To complement the natural history exhibition, some characteristics of eighteenth-century gardens have been incorporated into a contemporary indoor garden space. Species of plants illustrated by objects in the exhibit as well as other eighteenth-century favorites are featured.



New Nature Trail

Visitors who prefer outdoor activities to strolling through museums can take advantage of a new offering, the Bassett Hall Nature Trail which opened in June. The trail winds through the Bassett Hall woods and skirts sections of the new golf course. It begins near the Providence Hall Director's wing of the Williamsburg Inn and ends nearly a mile and a half away at the Golden Horseshoe Green Golf Course clubhouse.

Robert C. Wilburn is New Colonial Williamsburg President, Chief Executive



The trustees of Colonial Williamsburg announced in April the selection of Robert C. Wilburn, president of Carnegie Institute and Carnegie Library of Pittsburgh, Pa., as the next president and chief executive officer of the Colonial Williamsburg Foundation. Mr. Wilburn, 48, was elected by the Foundation's board at the April meeting and assumed the presidency when he arrived in Williamsburg August 17.

A college and museum educator and administrator and public servant, Wilburn has headed The Carnegie, a multi-institutional private and public art, science, and library complex, since 1984.

In 1991, Wilburn was elected Pittsburgh's Man of the Year based on a poll of community leaders from the public and private sectors.

A native of Pennsylvania, Wilburn is a 1965 graduate of the U. S. Air Force Academy and earned master's and doctoral degrees in economics and public affairs from Princeton University. He was secretary of education and secretary of budget and administration for the Commonwealth of Pennsylvania under Governor Richard Thornburgh from 1979-1984.

He was also president of Indiana University of Pennsylvania from 1975-1979, a vice president of Chase Manhattan Bank from 1972-1975, and a public policy economist with the Department of Defense and the White House from 1970-1972.

"I am deeply honored by the confidence expressed by Colonial Williamsburg's Board," said Wilburn. "I look forward to working with the trustees, directors, officers, and staff in fulfilling the Foundation's important mission."

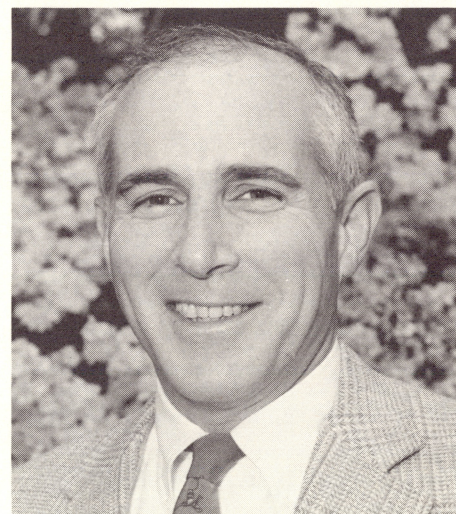
Richard A. Schreiber Named Head of Hotels

The board of trustees elected Richard A. Schreiber president and chief executive officer of Colonial Williamsburg Hotel Properties, Inc., a business subsidiary of the Foundation, during their spring meeting in April. The position was held previously by chairman Charles R. Longworth.

Schreiber retains the title of vice president and chief business officer for the Foundation and reports to Robert C. Wilburn, the Foundation's chief executive officer.

He will be responsible for the operation of the Foundation's four hotels—Williamsburg Inn, Williamsburg Lodge, Williamsburg Woodlands, and Governor's Inn—as well as twelve restaurants and support departments. In addition, he is responsible for retail operations, products, Merchants Square, ticket sales, and all marketing activities for the Foundation.

Schreiber began his career with Colonial Williamsburg in 1980 as vice president and general manager of the Products Division. A native of Scarsdale, N. Y., he received his Bachelor of Arts and M.B.A. from the University of Virginia. Before joining Colonial Williamsburg, he was director of corporate strategic planning for Lever Brothers Company.



What's Hot/New: Folk Art Related Products

■ To commemorate the reopening of the Abby Aldrich Rockefeller Folk Art Center, a poster has been developed by New York Graphic Society. It features a whimsical painting, *The Monkey Picture*, surrounded by a bright teal border. The artist, Henry Church, Jr., may have intended the colorful image of monkeys wrecking a fruit-laden table as a satirical statement about the prosaic

still-life paintings popular at the time.

■ Stulb's Old Village Paint recently completed a point-of-purchase display for their line of *Williamsburg* buttermilk paints. The 11" x 13" placard includes paint chips for every color in the line and also shows the two glaze options. Available for \$8 or free with an order of \$200 or more.

Have You Ordered These Holiday Items?

Have you ordered everything you need to create a product display that will capture the magic of a Williamsburg Christmas? Check your orders against our list. It's not all-inclusive, but it covers the basics!

■ **PUBLICATIONS.** In short supply last year, the best-selling publication *Christmas Decorations from Williamsburg* is in stock and ready to be shipped. Marina Ashton, director of wholesale sales, recommends buying this hardbound book along with the softbound version of *Colonial Williamsburg Decorates for Christmas*. "The books appeal to two different customers," Marina suggests. "The hardbound is a great gift book while the paperback, at a significantly lower price-point, is an ideal impulse purchase for anyone who wants to create his or her own natural Christmas decorations." Order from Colonial Williamsburg Wholesale.

■ **PAPER PRODUCTS.** This year there are two Christmas paper products groupings to choose from—"Hospitality," the colorful assortment launched last year by C. R. Gibson featuring an apple cone motif, and a new grouping of paper plates, paper napkins, invitations, and wrapping paper known as "Holly and Ivy." As its name suggests, the new grouping incorporates garlands of holly and ivy interspersed with big red holiday bows. To order, contact C. R. Gibson.

■ **APPLE CONES.** The *apple cone* is a Christmas classic and a must for display alongside the Christmas publications. By now at least one member of your staff should have mastered the knack of creating these festive holiday centerpieces. If so, how about hosting an apple cone workshop? Include the apple cone and fruit in your workshop ticket price. Apple cones are available from Cooperman Fife and Drum Company.

■ **ORNAMENTS.** What's a Christmas display without ornaments? This year Virginia Metalcrafters adds the royal coat of arms to its growing assortment of *Williamsburg* ornaments now available in both brass and white bronze.

Kedron Design Introduces New Boxes

Anne Bell Robb's appealing paintings have been transformed into four new Limoges boxes from Kedron Design. The new designs—the Governor's Palace, the Capitol, Bruton Parish Church, and the John Blair Kitchen—complement the Orrell House box introduced last fall.

A practical accessory for a dresser or desk, these round boxes are the perfect size to hold earrings, cuff links, or stamps. Their charming renditions of colonial buildings and gardens are also appealing to those customers looking for a special keepsake of a visit to Williamsburg.

One of the artist's concerns in producing the boxes was reproducing her paintings accurately. Most decorated Limoges boxes are hand-painted, which would have required having other painters produce the image.

Instead, the original artwork is transferred into tiny bits of colored glass. The design is applied to the top and heated to affix it securely. A clear coating of glass is then added to seal the image. The work is carefully supervised by the artist so that the tone and delicacy of the original paintings are preserved.



And don't forget the new ornaments from Kirk Stieff. The facades of three Historic Area buildings have been carefully rendered in polished cast pewter to add a special luster to your customer's Christmas tree.

■ **NEEDLEWORK.** For something out of the ordinary, consider the *Holiday Welcome Fan*, a great gift to give a needleworker or an even more special gift for a needleworker to stitch and give. The kit, complete with printed design, tapestry yarn, cotton floss, needle, and instructions, is available from JCA.

■ **MUSIC.** *Christmas Music in Williamsburg* and *Songs of Williamsburg* provide the ideal background music for your holiday shoppers, and what they hear, they often want to buy, so stock up on these recordings (cassette or compact disk) available from Colonial Williamsburg Wholesale.

■ **LINENS.** Last but not least, the *Holiday Tree* apron, kitchen towel, pot holder and new place mat and napkin provide additional impulse purchase options for your customers. To order, contact Stevens Linen.

Tavern Foods Licensees Make Tasteful Introduction in Washington



Five Colonial Williamsburg licensees kicked off the Tavern Foods line to the trade at the annual Fancy Food Show held in Washington, D. C., July 26 to 29. The trade show, sponsored by the National Association for the Specialty Food Trade, boasted over 20,000 of the world's finest specialty food items from over 1,000 domestic exhibitors, plus dozens of international pavilions and state groups.

Linden Beverage was honored as a finalist in the Outstanding New Product category for our Chowning's Tavern Sparkling Virginia Apple Cider. Over 800 entries were made for the industry awards, and finalists receive coveted exposure to retailers and publicity.

At First Colony Coffee and Tea, Rowena's, Graves Mountain, S. Wallace Edwards, and Linden, staff sported King's Arms Tavern aprons by Stevens Linens and served up samples on King's Arms Tavern cocktail napkins by C. R. Gibson. Chef Edward Swann from Shields Tavern demonstrated Rowena's dressings as marinades for chicken, beef, and fish. Trade show attendees could also sample dressings on pasta salads and warm spoon bread with lots

of butter. Graves Mountain sampled our well-known King's Arms Tavern sweet red pepper relish, corn relish, and wonderful strawberry, red raspberry, and peach preserves made the eighteenth-century way—just whole fresh fruit and sugar!

S. Wallace Edwards's King's Arms Tavern Ham Relish was one of the most unusual products at the show. The three-ounce tin of ground ham mixed with sweet red pepper relish was applauded as a flavorful addition to salads and hors d'oeuvres. Here is a recipe you can pass on to your customers.

Ham Relish Pasta Salad

4 ounces pasta shells or rotini
1 3-ounce can King's Arms Tavern Virginia Ham Relish
½ pound cleaned and cooked shrimp
½ cup King's Arms Tavern Red Wine Vinegar Dressing
Parsley, salt, pepper (to taste)

Cook the pasta, drain, and cool. Mix the other ingredients together and toss with the cooled pasta. Chill well and serve on a bed of crisp lettuce. Serves two as a main entrée or four as a side dish.



Curatorial Spokeswoman Promotes Products

During the past several months, Foundation curator Liza Gusler has served as an educational spokeswoman for Williamsburg products. In celebration of the new line of Williamsburg furniture by Baker Furniture, Ms. Gusler spoke on "Furnishings of Virginia Plantation Houses" at the opening of Marshall Field's "Trend House." Audiences at Woodward and Lothrop and Colony House in the Washington, D. C., area heard her speak on "Living with Antiques" and on eighteenth-century furnishings.

As part of Schumacher's "Williamsburg Today" national promotion and the launching of the new line of Williamsburg hallmark wallpapers, their Boston showroom hosted a "tea party" featuring Ms. Gusler's talk on tea drinking in colonial Virginia. She will be promoting the "Williamsburg Today" theme for Schumacher in design centers in Dallas, Houston, and Washington, D. C.

A fourteen-year veteran with the Foundation, Ms. Gusler is familiar to Williamsburg Shop owners and licensed manufacturers from her talks at annual meetings on topics such as period styles and tea drinking. She trains Foundation interpreters about eighteenth-century material culture, and is

the author of the essays on decorative arts in the *Williamsburg Reproductions* catalog. She has spoken several times at the Williamsburg Antiques Forum, most recently on "Josiah Wedgwood and the Cultivation of the Consumer."

Ms. Gusler enjoys taking the Williamsburg story on the road. She would be delighted to visit Williamsburg Shops and licensed manufacturers' showrooms to promote our products and their educational ties to America's Williamsburg. Please call Jess Behringer, director of the Williamsburg Shops Program, at 804-220-7496, to discuss a program tailored to your needs.

Williamsburg SHOP NEWS

Jess Behringer reports that several Williamsburg Shops have featured Baker Williamsburg Reproduction furniture recently at events in and around their communities. Among them were Jack Thompson Furniture of Richmond at the Designer Showhouse in Petersburg, Va., and Lombards of Columbus at the "Street of Dreams" in New Albany Farms, Ohio. The latter used an eighteenth-century costume draped across the Baker bed to emphasize Williamsburg.

Also, Bradford Showroom in Memphis, Tenn., had the honor of creating one of four vignettes at the Memphis Antiques Show. By offering a free trip to Williamsburg, the Bradford folks were able to capture the names and addresses of everyone who attended the show.

Woodward and Lothrop created a King's Arms Tavern during their "Williamsburg week" and used speakers from Colonial Williamsburg while featuring their designer rooms.

Finally, Valley Furniture of Watchung, N. J., had over 400 attend their Williamsburg seminar on gardening.

New Retail Store Opens in Folk Art Museum

On May 1 Colonial Williamsburg opened its newest retail store, Sign of the Rooster, located in the recently expanded Abby Aldrich Rockefeller Folk Art Center. The eight hundred-square-foot store features products reproduced or inspired by the Center's collection of American folk art.

The L-shaped selling space allows for a comprehensive showing of our line of informal furniture by D. R. Dimes. A bank of swing panels provides display space for F. Schumacher's fabric and wallpaper inspired by folk art motifs as well as the extensive offering of unframed prints from Hedgerow House and New York Graphic Society. Also stocked are pottery and iron products from Rowe Pottery, lighting fixtures from Period Lighting, coverlets and throws from Goodwin Weavers, framed prints from J. J. Kormann & Son, the buttermilk paint line from Stulb, linens from Stevens Linen and Palais

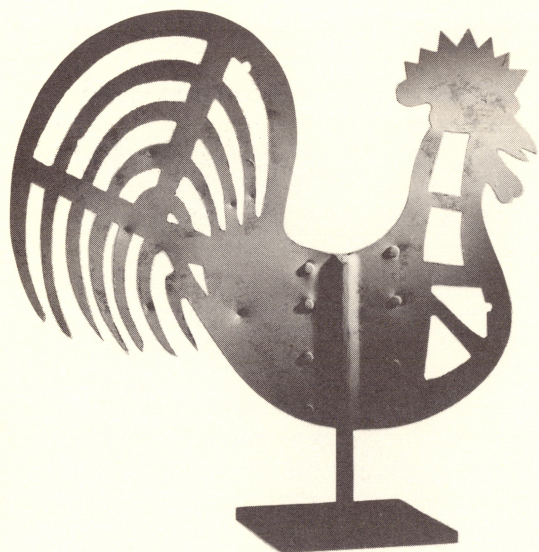
Royal, table mats from Pimpernel, and paper products from C. R. Gibson, Overly, GMG Publishing, and Kedron Design.

According to Rita Joyner, director of museum stores, the new shop has exceeded her expectations. Rita notes, "Having a shop in the museum itself has allowed us to capitalize on the excitement visitors feel as they tour this exceptional collection. People admire particular images and objects in the galleries, then seek them out in the shop. The shop has made us realize we need more products. I would like to personally encourage licensees to develop more products based on objects at the folk art museum since we now have a wonderful new store in which to showcase them."

The Folk Art Center store complements the Sign of the Rooster shop still located on the lower level of the Craft House at Merchants Square.

Recessed lighting, painted fixtures, and pickled red oak flooring give the shop a bright, spacious feeling that belies its location on the lower level of the museum.





Rowe Pottery now offers a size adaptation of the nineteenth-century rooster weather vane that serves as our folk art product logo. The silhouette vane has been scaled down to a height of 12 3/4" and has been placed atop a black iron base. Carefully crafted of sheet copper with a painted finish that simulates years of weathering and use, the sculptural accents retails for \$120.

Reproductions Program hires Susan Becher Public Relations

To increase awareness of *Williamsburg* branded products, the *Williamsburg* Reproductions Program has engaged Susan Becher Public Relations of New York to assist with editorial coverage in national magazines.

"We are pleased to be working with a firm that gives us a New York presence," said Charles K. Driscoll, director of product marketing. "Susan Becher will work closely with Ken Kipps in our communications department to broaden our editorial relationships."

The board of directors for *Williamsburg* Museum Reproductions, Inc., decided to fund the public relations effort. "They felt a public relations campaign would be effective in communicating the many strengths of the program," Driscoll said.

A smaller program of public relations representation for the architectural products group has been underway for eighteen months. Lis King

Public Relations of Mahwah, N. J., has obtained coverage for these licensed manufacturers in home remodeling magazines and newspaper supplements. Her focus will continue to be on the architectural products while Susan Becher will address decorating, home furnishings, and tabletop products.

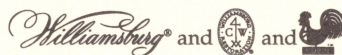
The new campaign will stress the products' association with Colonial *Williamsburg*, the place, and its museums. It will address the high quality of *Williamsburg* products, their authenticity, and attention to detail in the development process.

Comments/Suggestions

Comments and suggestions for making this newsletter more effective are welcome. Write: Product Management Office, Colonial *Williamsburg* Foundation, P. O. Box 1776, *Williamsburg*, VA 23187-1776.

Licensed Manufacturers . . .

If your sales representatives would benefit from receiving this quarterly newsletter, please contact Sally Barnes at (804) 220-7530.



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