



NEWS RELEASE

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The Lorax

The original art of Dr. Seuss at Joslyn Art Museum
August 10 to November 3

(Omaha, NE) – Theodor Seuss Geisel (1904-1991), better known by his pen name, Dr. Seuss, is one of the best-loved children's book authors of all time. Employing enormous imagination, silly rhymes, and whimsical illustrations, he was perhaps the first author to make reading fun, both for kids and their parents.

Filled with good humor, many books by Geisel taught important lessons like the value of treating people fairly, the benefits of open-mindedness, and the amazing things you can achieve if you believe in yourself. Some stories, such as *The Lorax*, even expressed Geisel's personal views on social and political issues. Published in 1971, before protecting the earth became a global concern, Dr. Seuss spoke through his character, the Lorax, who "spoke for the

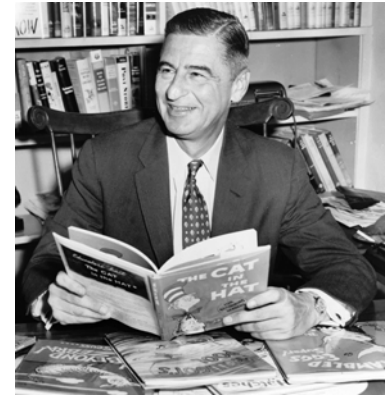
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The Lorax

trees," warning against mindless progress and the danger it poses to the planet. Today, this book is celebrated as one that educated and inspired a new generation to preserve our natural resources. On loan from the Lyndon Baines Johnson Presidential Library, Austin, TX, Joslyn's exhibition presents preliminary crayon drawings and final pen and ink line art that tell the complete story of *The Lorax*.

A doodler at heart, Geisel often remarked that he never really learned to draw. His school notebooks included bizarre creatures framing sporadic class notes. Over the years, his illustrations brought a visual realization to his fantastic, imaginary worlds. He created every rough sketch, preliminary drawing, final line drawing, and finished work for each page of every project he illustrated. The color sketches and line art on view at Joslyn, along with the typewritten story Geisel affixed to the pages, provide a fascinating look at the early development of a Dr. Seuss classic.



The Lorax will be on view in Joslyn's Mind's Eye Gallery and admission is free. In-gallery reading copies of *The Lorax* will be available. *The Lorax*, and other Dr. Seuss titles, are available for purchase in Joslyn's Hitchcock Museum Shop (open during all regular Museum hours).

For additional information, please contact Amy Rummel, director of marketing and public relations, at (402) 661-3822 or arummel@joslyn.org.

The Lorax at Joslyn is sponsored by Webster Family Foundation.

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IMAGE: (PAGE ONE) "He was shortfish. And oldish . . ." (detail); pen and ink on poster board; Lyndon Baines Johnson Presidential Library; TM & ©Dr. Seuss Enterprises, L.P. All Rights Reserved.



Our Mission – Joslyn Art Museum collects, preserves, and interprets the visual arts of the highest quality, fostering appreciation and enjoyment of art for the benefit of a diverse audience.

Our Vision – To be cherished and respected as a premier art museum.

The Museum was a gift to the people of Omaha from Sarah Joslyn in memory of her husband, George, who made his fortune as president of the Western Newspaper Union. The Museum's original 1931 building is one of the finest examples of Art Deco architecture in the nation, with 38 types of marble from seven countries. The Walter and Suzanne Scott Pavilion, a 58,000-square-foot addition built in 1994, was designed by renowned British architect Norman Foster, Baron Foster of Thames Bank, as his first U.S. commission. The Museum features galleries, a 1,000-seat concert hall, fountain court, education technology gallery, lecture hall, classrooms, sculpture garden, café, and shop.

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