

The Art of

Dr. Seuss!

Graphics and Sculpture

at

SAPER GALLERIES

and Custom Framing

The Dr. Seuss you know is likely from *The Cat in the Hat*, *The Grinch*, *Oh The Places You'll Go*, *One Fish Two Fish* and others of the 44 Dr. Seuss books (with more than 500 million sold) that you and your children grew up reading.

What you might not know is what you'll learn at this very special and totally unique look at **The Art of Dr. Seuss!** This exhibition, celebrating the 30th year of Saper Galleries, offers a rare glimpse into the artistic life of the celebrated American icon and chronicles almost seven decades of creativity that is timeless, groundbreaking and always eminently imaginative.

Theodor Seuss Geisel (1904-1991), known more commonly as Dr. Seuss, began his career as a cartoonist in the 1920's. His intriguing perspective and fresh concepts ignited his career, and his work evolved quickly to deft illustrations, unique sculpture and sophisticated oil paintings of elaborate imagination.

His first work was in advertising and drawing cartoons for magazines where his imaginative figures, which became the basis of his book illustrations, first came to life.

During World War II Geisel created more than 400 newspaper political cartoons and joined Frank Capra in the U.S. Signal Corps making movies and training films that were set to rhyme.

Geisel's first foray into publishing was illustrating a collection of children's sayings. From there his first children's book, *And To Think That I Saw It On Mulberry Street*, was published in 1937, written in response to his observation that adults stifle children's imagination.

The Cat in the Hat was written in 1957 following a 1954 *Life Magazine* article, which suggested that school primers were failing to teach students to read. It was this book that catapulted Geisel from pioneer in children's literature to definitive children's book author/illustrator, a position he has held unofficially for many decades since.

For over 60 years, Dr. Seuss's illustrations brought a visual realization to his fantastic and imaginary worlds.

On display in this exhibition are some of his first cartoons and magazine covers. Examples of his art used in advertisements are displayed, those creations setting the stage for much of the artwork that would appear throughout his books and other illustration projects.

The most unique works of art displayed are his "unorthodox taxidermy", based on his original, inventive and multi-dimensional wall sculptures, which used real animal antlers and horns from the zoo in Springfield where his father was superintendent.

Geisel drew hundreds of cartoons to convey his messages on the economy, tolerance, empowerment, creativity, and the environment. Several displayed examples show how these works laid the foundation for linking adult issues to imagery with an inherent childlike appeal.

Like Norman Rockwell, Geisel drew all the art used in his publications and other projects. His ability to move a storyline ahead via illustrations filled with tension, movement and color became a hallmark component of his work, and the surreal images that unfolded over six decades became the catalyst for a humorous and inspired learning experience.

Also shown in this exhibition (and available for acquisition) are images that were in the artist's personal collection, never before seen in public. This "secret art" of Dr. Seuss shows surreal images of wild imagination; humor, social and political commentary refined during his early years, the energetic lines of his World War II illustrations, and the now famous characters and landscapes drawn for his children's books.

In addition to the many informational panels that will outline Dr. Seuss's contributions as an artist, the display of many limited edition prints of his "secret art" and popular illustration art, Saper Galleries will proudly unveil recent castings of Dr. Seuss images as bronze sculptures.

This exhibition of **The Art of Dr. Seuss** will allow you a better understanding of the artist who forged a new genre of art and the career experiences that contributed to the Dr. Seuss who is so admired by people everywhere.

You may have seen a television adaptation or musical based on Dr. Seuss books, visited the Dr. Seuss Memorial in Springfield, Massachusetts where he was born or *Seuss Landing* at a theme park in Orlando or the Seuss Library in San Diego or Seuss Room at Dartmouth College. And here in East Lansing, Michigan you now have an opportunity to learn about and see the "secret art", illustration art, his unorthodox taxidermy, sculptures, and more in **The Art of Dr. Seuss!**

I look forward to welcoming your visit!

~ Roy C. Saper



SAPER GALLERIES

In celebration of 30 years of excellence, invites you to

The Art of Dr. Seuss

Graphics and Sculpture

Opening Reception

Sunday, November 2, 2008

1:00 to 5:00 pm

At 2:00 p.m. *The Art of Dr. Seuss* curator
Bill Dreyer will present a lively and entertaining
talk on the art and life of Theodor Seuss Geisel

Exhibition continues through January 4, 2009

*"The more you read, the more things you will know.
The more that you learn, the more places you'll go."*

Learn more about the exhibition at www.sapergalleries.com

Monday-Saturday 10am-6pm Thursday 10am-9pm 1st Sundays 1-4pm

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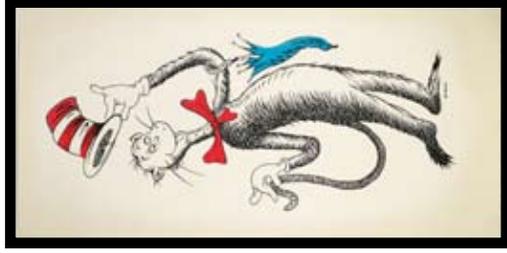
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Celebrating 30 years of excellence!

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November 2, 2008 to January 4, 2009