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FOR IMMEDIATE RELEASE: February 19, 2014

“Cartoonists have to be very much aware of their medium.” – Charles M. Schulz



Photograph by Tom Vano, 1969

From the Pen to the Comic Pages
Evolution of the Comic Strip
New Exhibition at the Schulz Museum
March 5 – July 6, 2014

(Santa Rosa, CA) For Charles Schulz, the process of creating a *Peanuts* strip began with an idea. Following his thoughtful construction of original ink panels, the comic strip then passed through numerous stages before finally landing on the pages of daily newspapers across the globe.

Evolution of the Comic Strip, an upcoming exhibition at the Charles M. Schulz Museum and Research Center which is on view **March 5 through July 6, 2014**, will feature original printing plates, contact sheets, and documentary photographs illustrating the process of publishing syndicated comics before the digital era.

At its height, *Peanuts* was distributed to approximately 2,600 newspapers, circulated in 75 countries, and translated into 21 languages. Publishing on such a grand scale required a considerable technical undertaking to bring the comic strip into the hands of weekly readers.

IMAGES

If you would like any of the images from this press release to print in a publication, contact Gina Huntsinger at gina@schulzmuseum.org or (707) 284-1268.



Detail © 1955 *Peanuts* Worldwide LLC
 Hand-Colored Photocopy, February 13, 1955. Photocopies of original *Peanuts* Sunday strips were hand-colored in Schulz's studio, and numbered with hue selections that corresponded to a color chart. Together with the original ink drawings, these photocopies were mailed to the syndicate. Printers then matched their own color charts with the cartoonist's numbered choices to create desired tones. In 1999 the colorization process for *Peanuts* went digital, and electronic files were sent in lieu of photocopies.



Peanuts Printing Plate from February 25, 1976



(February 25, 1976) © 1976 *Peanuts* Worldwide LLC



Detail © 1976 Peanuts Worldwide LLC



Detail of Peanuts Printing Plate from February 25, 1976

ABOUT THE CHARLES M. SCHULZ MUSEUM & RESEARCH CENTER

The Charles M. Schulz Museum opened in August 2002 to fulfill its mission of preserving, displaying, and interpreting the art of Charles M. Schulz. The museum carries out this mission through changing exhibitions and programming that: build an understanding of cartoonists and cartoon art; illustrate the scope of Schulz's multi-faceted career; communicate the stories, inspirations and influences of Charles Schulz; and celebrate the life of Charles Schulz and the Peanuts characters.

LOCATION

The Charles M. Schulz Museum is located 50 minutes north of San Francisco by car on Highway 101. The Museum is located at 2301 Hardies Lane, Santa Rosa, California, 95403.

HOURS

Weekdays Monday thru Friday (except Tuesdays*) 11am – 5pm

Saturday & Sunday 10am – 5pm

Closed Tuesdays*

*Open every day throughout the summer (Memorial Day through Labor Day)

ADMISSION FEES

Free – Museum Members, Children 3 and under

\$5.00 – Children 4-18, college students with valid I.D. card, and Seniors 62+

\$10.00 – Adults

For more information consult the Museum web site: www.SchulzMuseum.org.

Charles M. Schulz Museum & Research Center

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