

CHARLES M.

**SCHULZ**

MUSEUM

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***"What is the use of a book," thought Alice, "without pictures and conversations?"***

Lewis Carroll, *Alice's Adventures in Wonderland*



**Celebrating the 150<sup>th</sup> Anniversary of *Alice's Adventures in Wonderland***

**– *Peanuts* in Wonderland –**

**New Exhibition at the Schulz Museum**

**November 8, 2014 – April 26, 2015**

(Santa Rosa, CA) Charles M. Schulz kept more than one copy of *Alice's Adventures in Wonderland* by Lewis Carroll in his library. Beginning in January 1958, and for many years thereafter, he featured the story in *Peanuts*. Charlie Brown, Lucy, and Sally all

read the book aloud, and Snoopy liked to show off his disappearing “Cheshire Beagle trick.”

The Charles M. Schulz Museum celebrates the 150th anniversary of the publication of *Alice’s Adventures in Wonderland* in the upcoming ***Peanuts in Wonderland*** exhibition. **Running November 8, 2014 through April 26, 2015**, this exhibition features 11 original *Peanuts* strips, *Archie* and *Pogo* artwork; and explores Alice in illustration; comic books, and animation.

**“All right,’ said the Cat; and this time it vanished quite slowly, beginning with the end of the tail, and ending with the grin, which remained some time after the rest of it had gone.”** Charles Schulz marked this passage with pencil in his copy of the 1960 Signet Classics edition of *Alice’s Adventures in Wonderland* and quoted it in several comic strips.



(January 8, 1992) © 1992 Peanuts Worldwide LLC

Schulz even drew Alice herself into the comic strip, with Snoopy as her personal attorney for injuries caused by a fall down the rabbit hole.



(September 17, 1997) © 1997 Peanuts Worldwide LLC

He also parodied several of Sir John Tenniel’s original illustrations for *Alice’s Adventures in Wonderland*, including the following scene with the Queen of Hearts. The original drawing shows the Queen angrily pointing at Alice. Schulz shows Lucy in

her place, taking on a similarly cross-armed stance. Carroll pictured the Queen of Hearts “as a sort of embodiments of ungovernable passion--a blind and aimless Fury.” With her repeated orders for beheadings, the Queen of Hearts instilled fright among other characters, and perhaps some youthful readers as well.



Detail © 1977 Peanuts Worldwide LLC

*Alice's Adventures in Wonderland* has inspired hundreds of creative retellings, and an untold number of cartoon derivatives. From Walt Disney to Charles M. Schulz, cartoonists have explored imaginative realms informed by Carroll's masterwork. With Alice appearing in such popular comics as *Archie*, *Superman*, and *Raggedy Ann*, Schulz joined a long line of cartoonists allured by the whimsy of *Wonderland*. Artists continue to see Dodgson as their muse, creating cartoons that contribute to the longstanding graphic history of his classic manuscript. As *Wonderland* turns 150, the story still rouses curious minds, recalling images of a fantasy realm where animals talk and hidden worlds are to be found down rabbit holes.

## PROGRAMMING

**Wednesday, November 19, 10:00am-Noon**

### Home School Day

Take a trip through the looking glass for a celebration of the 150th anniversary of *Alice's Adventures in Wonderland*. Explore optical illusions by designing spinning tops and thaumatropes. Have fun making your own books and just so you're not too late, make clocks with sand and water. Also ice skate at Snoopy's Home Ice after your Museum visit. Cost: \$6 per child before November 12; chaperones are free. Ice skating is an additional \$5 per person. **Advance reservations required by [registering online](#) or calling (707) 284-1272.**

**Saturday and Sunday, November 22 and 23, 1:00 – 4:00 pm**

Join Alice, the Mad Hatter, and Snoopy at **Copperfield's Books in Montgomery Village**. Make Snoopy puppets and thaumatrope spinners with the Schulz Museum.

Twenty percent of any Copperfield's Book purchases will go to supporting the non-profit work of the Schulz Museum.

**Saturday, February 28, 11:00 am – 3:00 pm**

**Day Through the Looking Glass**

Take a trip through the looking glass to the world of invention and innovation. Use a 3D printer and laser cutter. Make, create, and explore a variety of hands-on projects with local designers, educators, and artists including Chimera Arts and Maker Space, Folding Bones Press, and fused glass artists Nancy and Brian Roberts, among others.

**Saturday, March 7**

**FREE DAY**

Celebrate the 150th anniversary of *Alice's Adventures in Wonderland*. At 1:00 pm, join cartoon historian Craig Yoe; Mark Burstein, president emeritus of the Lewis Carroll Society of North America; and Malcolm Whyte and Andrew Farago of the Cartoon Art Museum for a panel discussion of Lewis Carroll as a precursor to the comics and the numerous appearances of his characters in comic books and strips.

**Saturday, March 14, 1:00 – 3:00 pm**

**Second Saturday Cartoonist**

Meet, watch, and talk to cartoonist Lela Downing, whose work appears in our current exhibition *Peanuts in Wonderland*. Downing has worked in comics for *Eclipse* and *Marvel*, done book illustration, cartooning for *Bee Culture* magazine and award winning editorial cartoons for *The Novato Advance* newspaper. She has also done 2D animation for LucasArts' Maniac Mansion, Day of the Tentacle and Sam and Max Hit the Road games, character design for Big Ape Entertainment's Celebrity Death Match game, and avatar design for Yahoo!'s instant messaging service, among other things.

**Saturday, April 4**

**Kids FREE day**

Celebrate spring and white rabbits with hands-on crafts and free admission for kids!

**Sunday, April 12, 10:00am-2:30pm**

**Girl Scout Day**

Celebrate the 150th Anniversary of *Alice's Adventures in Wonderland* with the *Peanuts* Gang and explore the magical world of flower friends, bugs, and trees. Build a bug house, meet live bugs, make a treat to eat, and create crafts using flowers and trees, plus much more. Brownies, Juniors, and Cadettes will work toward their Naturalist badge requirements and Daisies will get started on a flower friends journey. Also ice skate at Snoopy's Home Ice and earn a Schulz Museum fun patch. **Advance**

reservations required. For fees and reservations visit the [Girls Scouts of Northern California website](#) or call (707) 544-5472.

This exhibition is generously sponsored by:

## Webley Family Foundation



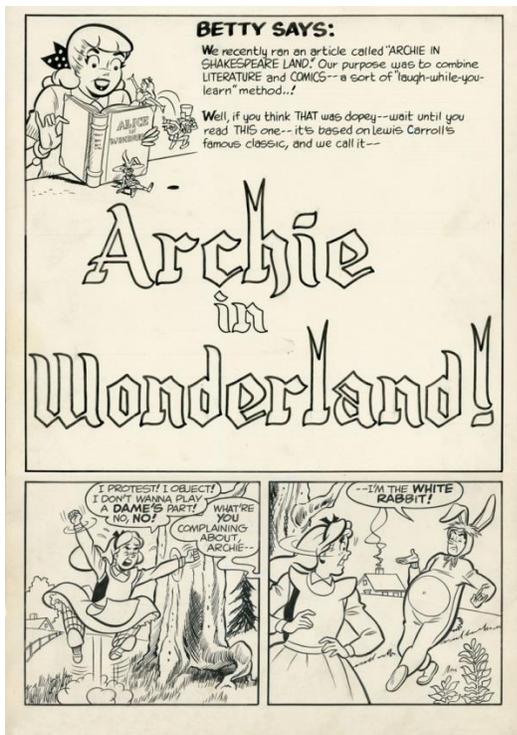
Portobello  
Hats

### IMAGES

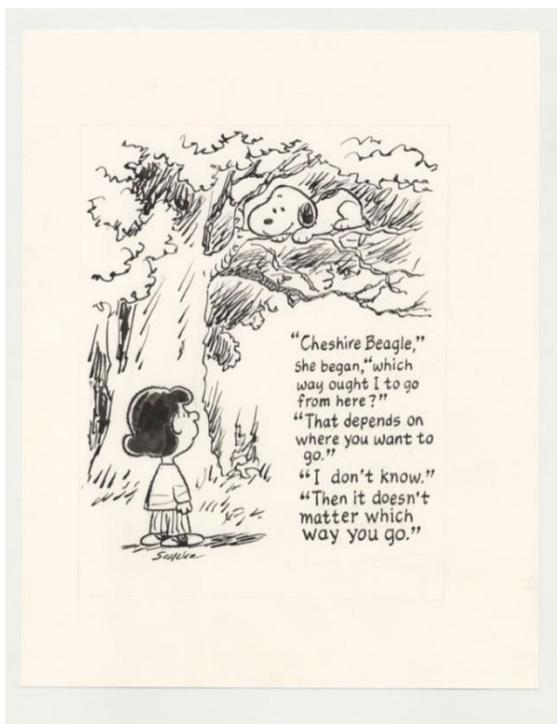
If you would like any of the images from this press release to print in a publication, contact Gina Huntsinger at [gina@schulzmuseum.org](mailto:gina@schulzmuseum.org) or (707) 284-1268.



Detail © 1977 Peanuts Worldwide LLC



**Dan DeCarlo** (1919-2001) Archie in Wonderland, 1960 Courtesy of Craig Yoe and Clizia Gussoni  
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Original India Ink and pen drawing on paper by Charles M. Schulz for the Sweetheart Ball, Santa Rosa, California, 1997. Schulz paid homage to Sir John Tenniel, who illustrated the first publication of the destined classic—only instead of Alice peering up at the Cheshire Cat, we see Sally and Lucy gazing at the Cheshire Beagle perched in a tree.



(April 18, 1967) © 1967 Peanuts Worldwide LLC



(April 19, 1967) © 1967 Peanuts Worldwide LLC



(August 31, 1993) © 1993 Peanuts Worldwide LLC

Schulz humorously played with scale and proportion in this playful twist on Alice's contorting size. Readers of the story may remember the bottled potions and cakes that Alice consumed, resulting in her shrinking and growing states. When she sampled the first of these from a bottle marked, "DRINK ME," Alice perceived "a sort of mixed flavour of cherry-tart, custard, pine-apple, roast turkey, toffy, and hot buttered toast."



(July 11, 1993) © 1993 Peanuts Worldwide LLC

## 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](http://www.SchulzMuseum.org).

Charles M. Schulz Museum & Research Center

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