



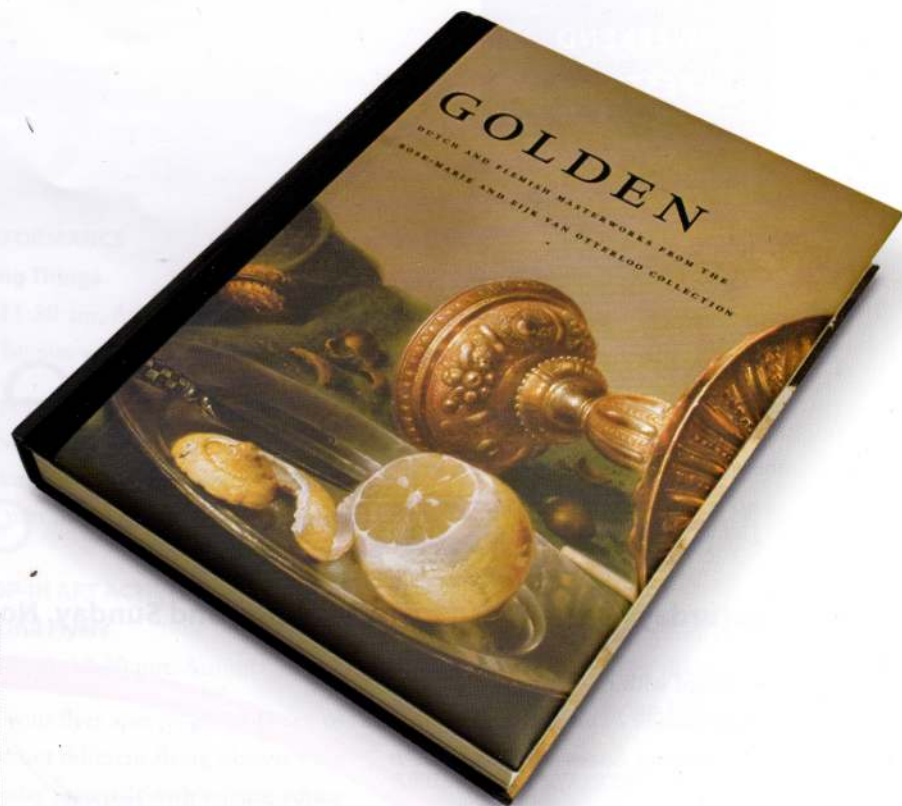
Tweet, tweet

We recently welcomed Twitter user @EvolvingCritic to PEM and were delighted to see him blaze a trail of tweets through the galleries. @EvolvingCritic posted every five minutes during his visit — interacting with fellow Twitter users, sharing photos of his favorite objects on view, encouraging friends to visit Salem — and by doing so, connected with nearly 3,500 Twitter users over the course of a few hours. All on his phone. All while exploring the museum.

Through jaunty 140-character missives, visitors are actively sharing what they enjoy about the museum (“more evening dance parties!”), alerting us to potential problems (“you’re running low on magnifying glasses”) and letting us know what role we play in visitors’ lives (“I love that I get to walk by a 200-year-old Chinese house every day”).

Real-time conversation, time-sensitive news, exhibition reviews and insight into the museum world at large happens at twitter.com/peabodyessex. But consider yourself forewarned: Twitter can be catching!

—Whitney Riepe, PEM senior public relations associate



Golden wins Gold

The exhibition catalog that accompanied *Golden: Dutch and Flemish Masterworks from the Rose-Marie and Eijk van Otterloo Collection* won *Print* magazine’s annual design award competition.

This most comprehensive survey of graphic design in the United States attracts submissions from small design studios to large universities. The catalog will be featured in the November/December 2011 issue of *Print* and will be included in the special online gallery for the Regional Design Annual for one year.

“This award is just so gratifying for the designers as well as for the authors, researchers, editors and printers,” says Lynda Roscoe Hartigan, The James B. and Mary Lou Hawkes Chief Curator at PEM. “An ambitious book like *Golden* marries these talents so that content and design sing in unison. We wanted to create a book that was compelling and luxurious — like those objects lovingly considered by the Dutch and Flemish master painters themselves.”

The epic 6-pound, 404-page catalog was published by Yale University Press and designed by studio blue, Chicago. The design firm has also worked with PEM on the exhibition catalogs for *Joseph Cornell: Navigating the Imagination*; *Fiery Pool: The Maya and the Mythic Sea*; and *The Emperor’s Private Paradise: Treasures from the Forbidden City*, and is currently designing the catalog for the upcoming exhibition *Shapeshifting: Transformations in Native American Art*, which opens on January 14, 2012.