

—Slug:.....COMM-0862.bratt.estey_museum
—Contributor.....
—Contributor email.....
—For section..... Town and Village
—Format..... News - no byline
—Dateline..... Brattleboro
—Article Number:..... 43489



Notes from editor (not for publication):



HEADLINE ELEMENTS:

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1 Estey Organ Museum reopens May 2 with new
2 exhibition focused on 'marketing genius' of Jacob Estey

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4 TEXT BODY:

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5 The Estey Organ Museum will open for its 24th season
6 Saturday, May 2. Historic instruments manufactured in
7 Brattleboro are ready to be seen, heard, and played by visitors to
8 the museum. This year's special exhibition, "From the Parlor to
9 the Salon: Marketing Reed Organs to Changing Victorian Tastes,"
10 was developed by board member Craig Cowing.

11 The featured organs and images illustrate how the Estey
12 Organ Company's marketing adapted to the development of their
13 top-of-the line instruments from 1850 to 1890. "As the 19th
14 century progressed and Victorian tastes changed," say organizers,
15 "such imagery increasingly evoked a sense of culture and
16 sophistication associated with Estey reed organs," several of
17 which will be part of the exhibition.

18 The exhibit includes Cowing's cutaway reed organ where
19 working parts are visible. Visitors can even walk through a pipe
20 organ to view the inner workings.

21 Organizers say an essential aspect of the museum's
22 mission is to collect, preserve, and interpret the physical and
23 cultural heritage of the Estey Organ Company (1846–1960), "one
24 of the world's largest organ manufacturers." The museum, housed
25 in the Company's main Engine House, displays 20 instruments
26 dating as far back as the mid-1800s.

27 Museum volunteers periodically offer organs and organ
28 parts to "re-home." The museum continues its "Organs in the
29 Community Project," which installs Estey organs around town.

30 While most museums are silent and forbid touching, the
31 Estey Museum hosts like to say, "Please touch: sit down and play!
32 Make the reed and pipe organs come alive again."

33 The museum also homes a significant collection of music
34 sheets, instructional books for amateur organists, catalogs, trade
35 cards, and advertising materials published by the company. In the
36 media room, visitors can watch a video about the company,
37 produced by EOM trustees Sally Seymour and Dennis Waring,
38 Ph.D.

39 The museum, located at 110 Birge St. in the rear (off
40 Canal Street), will be open Saturday and Sunday afternoons from
41 2 to 4 p.m. through Nov. 1. Allow at least half an hour for the
42 visit, advise organizers.

43 Admission is free with a suggested \$10 donation for
44 nonmember adults greatly appreciated, but no one is turned

45 away. Admission for members is always free. The museum is ADA
46 accessible, and parking is free.

47 Special off-hour visits will be considered for those
48 unable to visit during regular open hours. Contact the museum at
49 info@esteyorganmuseum.org (preferably at least two weeks in
50 advance). For further information about the museum and the
51 Estey Organ Company, check out esteyorganmuseum.org.

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