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Please Touch Museum to Open New Exhibit of Original Art by Author and Illustrator Dan Yaccarino on Saturday, March 11

The exhibit will also feature new interactive exhibit elements inspired by Yaccarino’s work and designed by Please Touch Museum.

PHILADELPHIA, PA – On Saturday, March 11 Please Touch Museum will open a creatively reimagined traveling exhibit based on the original artwork of award-winning children’s author and illustrator Dan Yaccarino. The Fantastic World of Dan Yaccarino will feature more than 70 works of original artwork featured in some of Yaccarino’s most well-known work, including Unlovable, Cooking with Henry and Elliebelly, Yaccarino’s newest book I Am A Story, and a painting of Bot from Boy and Bot created for and gifted to Please Touch Museum. The exhibit will run through May 14.

Alongside the original works of art, the exhibit will also feature new interactive exhibit elements inspired by Yaccarino’s work and created by Please Touch Museum. Designed to bring the art and stories to life, these areas within the exhibit give children and families the chance to step inside the stories themselves, exploring their themes and building critical skills along the way. They include a doghouse and play yard based on the story of Alfred the pug in Unlovable, an interactive green screen kitchen where children can star in their own cooking show like Henry and Elliebelly, a campfire complete with “toasting” marshmallows from I Am A Story, and more.

“We’re bringing these illustrations off the page for visitors to experience and interact with them,” says Please Touch Museum Director of Exhibits Ray Radigan. “The interactive environments have been purposefully designed as learning spaces. Whether it’s gross motor development in Alfred’s Yard, cognitive development in Mother Goose’s Story Booth, collaborative play in Henry and Elliebelly’s Kitchen, or literacy in Mr. Night’s Book Nook, each exhibit element is firmly rooted in play-based learning.”

The opening of the enhanced exhibit is the latest in a growing list of new experiences at the Museum.

“The creative work we’ve done to enrich The Fantastic World of Dan Yaccarino is an excellent example of our ongoing efforts to elevate the entire Museum experience,” notes Please Touch Museum
President & CEO Patricia D. Wellenbach. “With each new project and programming initiative, we are continuously growing the ways we foster and empower the skill-building in early childhood that builds the essential foundation for lifelong learning and future success.”

The exhibit is also part of a broader arc in thematic exhibits and programming at Please Touch Museum over the next several months focusing on literacy, language and how the visual arts bring stories to life. Programming throughout the run of the exhibit will include weekly story times and artist programs featuring Yaccarino’s work, Tot Spot toddler programs for the youngest visitors designed to strengthen early literacy skills, and interactive improvisational performances all about storytelling.

Upcoming programs include:

**Tot Spot: ABCs and Me**  
Join in activities, songs, and play especially designed for young children to socialize with others and strengthen early learning.  
**Daily | Monday – Saturday, 10:30 – 11:00 am; Sunday, 11:30 am – 12:00 pm**

**Storytime: Books and Illustrations by Dan Yaccarino**  
Get cozy and listen to stories, sing songs, and build literacy skills with stories from author and illustrator Dan Yaccarino.  
**Monday – Thursday, Saturday and Sunday, 1:30 – 2:00 pm**

**Artist Program: Every Friday**  
No day is better than Friday! Read Dan Yaccarino’s story about family traditions titled Every Friday, and tell your own story through art with the help of an artist.  
**Fridays, 1:30 – 2:00 pm**

**Saturday, March 25: StoryUp!**  
Join StoryUP!, a team of fun and creative improv performers who use comedy and storytelling to create shows just for kids. At 11:00 am join a storytelling workshop to craft your own stories, and then enjoy a performance in our theater to hear your stories come to life.  
**Workshop: 11:00 – 11:30 am in The Fantastic World of Dan Yaccarino  
Performances: 1:00 – 1:30 and 2:00 – 2:30 pm in the Please Touch Playhouse**

Please Touch Museum is also offering guided tours of The Fantastic World of Dan Yaccarino for private and school groups grades Pre-K through 3 led by museum educators that will include an open-ended discussion introducing children to the importance of original works of art, and a hands-on art workshop where kids are inspired to create their own stories with unique characters and settings. Visit www.pleasetouchmuseum.org to learn more.

**About Please Touch Museum**  
Please Touch Museum’s mission is to change a child’s life as they discover the power of learning through play. Recognized locally and nationally as one of the best children’s museums, Please Touch Museum is open Monday through Saturday from 9 a.m. until 5 p.m. and Sundays 11 a.m. to 5 p.m. Admission is $19 for adults and children age one and over. Children under one are free. For more information, please call 215-581-3181 or visit our website at www.pleasetouchmuseum.org.

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