



**Madison Children's Museum**  
100 State Street . (608) 256-6445  
www.madisonchildrensmuseum.org

**For Immediate Release**

Contact: Amy Mertz, 608.268.1231, ext. 13  
media@madisonchildrensmuseum.org

## **'Nuestra Cartonera' exhibit to open at Children's Museum on Gallery Night**

MADISON, Wis. (September 28, 2009) — Although Madison's Gallery Night traditionally has been geared toward adults, Madison Children's Museum is providing kids with a unique opportunity to view and create art at a **free open house** for the exhibit "Nuestra Cartonera" from **6 p.m. to 8 p.m. Friday, Oct. 2.**

As a partner of the Cartonera Publishers Conference on Oct. 8-9 that coincides with the Wisconsin Book Festival, the museum will host the exhibit of recycled cardboard books in the experimental gallery at 100 State St. through Oct. 23.

"Cartonera" is the name given to the small, independent publishers of the cardboard books. When Argentina's economy collapsed in 2002, high unemployment rates, an enormous rise in the price of paper and extreme poverty resulted. People resorted to sifting through the city's garbage in search of cardboard and other recyclables to sell. The practice of collecting and selling cardboard led to the establishment of the cartonera publishing house. The books are handmade, with hand-painted covers made from the recycled cardboard collected by the cartoneras who sometimes also work on the production process of the books. Not only do these publishers provide a better return on recycled cardboard by turning them into books, but they also support the "democratization of the book" by offering everyone access to literature at lower prices than those of large publishers.

Sarah Noreen Hurtt, who is working toward her master of fine arts in printmaking and a master's in art education at the University of Wisconsin-Madison, has been interning at the museum for more than a year to create an exciting and interactive recycled exhibit as her master's thesis project.

First, children will learn a little about the cartonera community and its place in South American culture. Then, they will have an opportunity to make their own book with reclaimed cardboard as the cover at workstations in the gallery, set up on tables that Hurtt constructed in a UW woodworking class. A magnetic wall panel with characters and accessories that kids created in previous drop-in programs also will be part of the exhibit, plus original cartonera books from South America. Although most of these will be behind plexiglass and for viewing only, a few original books can be handled by children.

Another event fast approaching is the **Kids' Book Bonanza**, the museum's annual free mini-festival for families, from **6 to 8 p.m. Friday, Oct. 9.** Author presenters include Lexi Gee, Stephanie Lowden, Patricia Curtis Pfitsch and Sheri Sinykin. Guests may enjoy all of the museum's hands-on exhibits in addition to the "Nuestra Cartonera" exhibit.

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For more information about the "Cartonera Publishers: Recycling Latin American Bookscape" conference and for a video on cartoneras, go to

[http://wisconsinbookfestival.org/schedule/index.php?category\\_id=4581](http://wisconsinbookfestival.org/schedule/index.php?category_id=4581).

The Wisconsin Book Festival, which runs Wednesday, Oct. 7, through Sunday, Oct. 11, is an annual event that has taken place every fall since 2002. It is the state's largest literary festival and one of the largest in the nation. For more information about festival, go to [www.wisconsinbookfestival.org](http://www.wisconsinbookfestival.org).

For more information about Gallery Night, including a complete list of participating venues, visit <http://www.mmoca.org/events/gallerynight/index.php>.

For more information, please visit [www.MadisonChildrensMuseum.org](http://www.MadisonChildrensMuseum.org).

**Madison Children's Museum:** Madison Children's Museum (MCM) is an award-winning organization which fosters family and community connections, and provides a place where every child can learn through play in an interactive environment. MCM's hands-on exhibits and programs celebrate and encourage children's imaginations and the power of play as the cornerstone of learning.

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