



Greenville County **Museum of Art**

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gcma.org

# News Release

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FOR IMMEDIATE RELEASE

Greenville, SC-- Celebrated children's book creators Robert Sabuda and Matthew Reinhart combined their talents to create beloved and remarkable pop-up books as seen in the exhibition *Wizards of Pop: Sabuda and Reinhart*, now on view at the Greenville County Museum of Art. Organized by the National Center for Children's Illustrated Literature in Abilene, Texas, the exhibition features 80 original works from more than 16 of the duo's dynamic picture and pop-up books. Using a variety of media, including batik, mosaic, and delicate paper cutting, these artists have won numerous awards and garnered an international following for their magical pop-up creations.

See imaginative two-dimensional artworks from such books as *Saint Valentine*, *The Blizzard's Robe*, and *The Paper Dragon*, as well as inventive three-dimensional pages from *The Wonderful Wizard of Oz*, the *Encyclopedia Prehistorica* series, *Young Naturalist's Pop-Up Handbook: Beetles and Butterflies*, *Cinderella*, and *STAR WARS: A Pop-Up Guide to the Galaxies*.

As a child Robert Sabuda (born 1965) discovered his passion for pop-up books and began creating his own by examining other books. While studying at the Pratt Institute in New York, he furthered his love of children's books by interning at Dial Books for Young Readers. Sabuda initially supported himself as a package designer before becoming a full-time author and paper engineer.

After graduating from Clemson University, Matthew Reinhart (born 1971) moved to New York where he met Sabuda. With Sabuda's encouragement Reinhart enrolled at Pratt Institute to study industrial design with a concentration in toy design. Reinhart began collaborating with Sabuda on pop-up books and transitioned from toy designer to book creator.

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On Saturday, November 16, Matthew Reinhart will present two hands-on workshops in the Museum theater. Students will learn basic pop-up techniques to create clever cards and other projects. Designed for children ages 4 and older, these workshops are free, and all materials are provided. Register online at [gcma.org](http://gcma.org) for the 11 am or the 2 pm workshop. Space is limited, and children must be accompanied by an adult.

On Sunday, November 17, the GCMA museum shop, The Salon, will host a book signing with Matthew Reinhart, beginning at 1 pm. Featured books include *The Jungle Book*, *Cinderella*, and *Star Wars*, among others.

Following the book signing, Reinhart will present an artist's gallery talk in exhibition *Wizards of Pop: Sabuda and Reinhart*. This event is free and is presented by Duke Energy.

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