



The Secret Art of Dr. Seuss

An Exhibition at Waikato Museum

For this exhibition showcasing the artwork of the legendary Dr. Seuss we wanted to surprise visitors with a wacky palette of vibrant colours. Taking a cue from the artworks, we chose ten bold Resene colours to enhance the collection, and add to a sense of energy and fun.

A white shagpile rug with colourful cushions creates an inviting reading place in the central floor area. Dr. Seuss books are displayed on an oval plinth and a classic white rocking chair is used for group readings. These furnishings coordinate with the wall colours without matching them directly.

We designed interactive graphic elements to appeal to children, young and old. These include: a furry green Star-Belly-Sneetch star, a red-ribboned gift from the Grinch, a velvety Cat-in-the-Hat hat, and some squishy green eggs with ham. Each one was created with colour and placement in mind.

Our combination of colours generates a positive emotional response. Children and adults alike are transported to a happy place where they can openly engage together in the wonderful world of Dr. Seuss.

Visitor Comments

"Absolutely AMAZING. Extremely well done, I was very, very impressed.

Loved the Dr. Seuss exhibit." A. Baxley

"The curation – colour, layout, additions – Superb!! I am left in awe." L. Leish

Comment from the lender

"We were really thrilled with the hanging of Dr. Seuss artwork at your museum. Given that Dr. Seuss himself had a reputation for being very exacting about the colours in his work we thought it was really apt that you seemed to have spent so much consideration to the idea of colour yourselves.

The colouring of the walls really supported and highlighted the artworks and you achieved a beautiful balance between the two. I don't think we will ever be able to go back to white walls! Hanging all the artworks at a child friendly height was also a stroke of genius and something I can imagine the artist doing himself."

Ron Epskamp, Exhibitions Gallery of Fine Art

Cranberry

Del Toro

Hyperactive

Kingfisher Daisy

Limerick

Lucky Break

Primetime

Spotlight

White Pointer

Zomp





Resene Lipstick

Colour Selection and Interior Designer:
Steph Chalmers
Exhibition Team: Lana Marquand,
David McDonald, Waikato Museum
Exhibitions Team
Artworks Lender: Exhibitions Gallery
of Fine Art
Photographer: Aisha Roberts

Colours Used: Resene Cranberry,
Resene Del Toro, Resene Hyperactive,
Resene Kingfisher Daisy,
Resene Limerick, Resene Lucky Break,
Resene Primetime, Resene Spotlight,
Resene White Pointer, Resene Zomp

Products Used: Resene SpaceCote
Low Sheen

