

Chicago **History** Museum



MAY - OCTOBER 2016

EVENT, MARKETING, MEMBERSHIP
& PR MERCHANDISING REPORT

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CHICAGO HOT DOG FEST 16

AUGUST 5-7, 2016

MARKETING

CTA - INTERIOR RAIL CARDS

Presented by Chicago History Museum

Chicago HOT DOG FEST '16

FREE ADMISSION

August 5 11AM-9PM | August 6 11AM-9PM | August 7 11AM-8PM

Exclusively Serving Vienna Beef Hot Dogs

STOCKTON & LASALLE DRIVE

Meet the Vendors

BYRON'S HOT DOGS • COOKERS RED HOTS
DOG HOUSE GRILL • ERZOS • FATSO'S LAST STAND
FLASHY'S HOT DOGS • FRANNIE'S BEEF & CATERING
WIENER TAKE ALL • and many more!

Purchase dog dollars at:
CHICAGOHOTDOGFEST.COM | #HOTDOGFEST

ChicagoHistoryMuseum

Presented by Chicago History Museum

Chicago HOT DOG FEST '16

FREE ADMISSION

Exclusively Serving Vienna Beef Hot Dogs

Meet the Headliners

Friday AMERICAN ENGLISH	Saturday JC BROOKS & THE UPTOWN SOUND	Sunday CATFIGHT
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Buy your dog dollars now at: **CHICAGOHOTDOGFEST.COM | #HOTDOGFEST**

ChicagoHistoryMuseum
Clark Street at North Avenue | chicagohistory.org

PRINT - RED EYE

Presented by Chicago History Museum

Chicago HOT DOG FEST '16

FREE ADMISSION

August 5-7
STOCKTON & LASALLE DRIVE

Exclusively Serving Vienna Beef Hot Dogs

Meet the Headliners

Friday AMERICAN ENGLISH	Saturday JC BROOKS AND THE UPTOWN SOUND	Saturday CATFIGHT
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BUY YOUR DOG DOLLARS NOW AT
CHICAGOHOTDOGFEST.COM | #HOTDOGFEST

ChicagoHistoryMuseum
Clark Street at North Avenue | chicagohistory.org

PRINT - TIMEOUT

Presented by Chicago History Museum

Chicago HOT DOG FEST '16

JOIN US AUGUST 5-7 FOR THE ULTIMATE CHICAGO PICNIC

Clark Street & LaSalle Drive

Meet the Headliners

Friday AMERICAN ENGLISH	Saturday JC BROOKS & THE UPTOWN SOUND	Sunday CATFIGHT
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Meet the Vendors

BYRON'S HOT DOGS
CHUBBY WIENERS
FATSO'S LAST STAND
FRANNIE'S BEEF AND CATERING
FLASHY HOT DOGS
and many more!

Buy your dog dollars now at: **CHICAGOHOTDOGFEST.COM | #HOTDOGFEST**

ChicagoHistoryMuseum
Clark Street at North Avenue | chicagohistory.org

MARKETING



STREET BANNERS -
CHM PARKING LOT

INTERNAL SIGNAGE -
ELEVATORS



MARKETING

DIGITAL - CHICAGO TRIBUNE

Chicago History Museum presents

Chicago
HOT DOG FEST

Exclusively Serving Vienna Beef

AUGUST 5-7

STOCKTON & LASALLE DRIVE

CHICAGOHOTDOGFEST.COM

FREE ADMISSION

Presented by Chicago History Museum

Chicago
HOT DOG FEST

Exclusively Serving Vienna Beef Hot Dogs

AUGUST 5-7
STOCKTON & LASALLE DRIVE

BUY YOUR DOG DOLLARS NOW AT
CHICAGOHOTDOGFEST.COM | #HOTDOGFEST

Presented by Chicago History Museum

Chicago
HOT DOG FEST

JOIN US AUGUST 5-7 | **STOCKTON & LASALLE DRIVE**
FOR THE ULTIMATE CHICAGO PICNIC

Meet the Headliners

Friday
AMERICAN ENGLISH

Saturday
JC BROOKS AND THE UPTOWN SOUND

Saturday
CATFIGHT

Meet the Vendors

BYRON'S HOT DOGS • COOKERS RED HOTS
DOG HOUSE GRILL • EDZOS
FATSO'S LAST STAND • FLASHY HOTDOGS
FRANNIE'S BEEF AND CATERING
WIENER TAKE ALL • and many more!

Buy your dog dollars now at: **CHICAGOHOTDOGFEST.COM | #HOTDOGFEST**

ChicagoHistoryMuseum
Clark Street at North Avenue | chicagohistory.org

MARKETING

MICROSITE

Presented by
Chicago History Museum

2016

FREE ADMISSION
Exclusively serving Vienna Beef Hot Dogs

Chicago HOT DOG FEST

AUGUST 5-7, STOCKTON & LASALLE

Let's Be Frank

Chicago Hot Dog Fest hits the core of our food-loving city's love affair with the ubiquitous, multi-faceted, encased meat—the hot dog. Held just steps from, and benefitting, the **Chicago History Museum**, it has all the ingredients of an exceptional summer event.

Join us to visit many of the city's great hot dog vendors who offer both traditional and new, exciting takes on the standard. And of course, grab a cold craft or domestic beer to wash it all down as you head over to the stage to hear our red hot lineup!

[Purchase Discounted Dog Dollars](#)

Meet the Vendors

- Byrons Hot Dogs
- Fatso's Last Stand
- Flashy Hot Dogs
- Cooker's Red Hots
- Frannies Beef and Catering
- Wiener Take All
- Edzo's
- Dog House Grill
- YoBerri
- Select Cut Steakhouse
- Chubby Wieners

And many more!

Meet the Bands

Friday

Foolhouse	11:00 am - 1:00 pm
Polkaholics	1:00 - 2:15 pm
R Gang	2:45 - 4:00 pm
Run Forrest Run	4:30 - 6:00 pm
American English	6:30 - 8:30 pm

Saturday

Three Beards	11:00 am - 12:00 pm
Gussied	12:30 - 2:00 pm
Roots Rock Society	2:30 - 4:00 pm
Funkadesi	4:30 - 6:00 pm

MARKETING

MICROSITE

How Does It Work?

The festival features FREE admission, live music and games. Food and drink are available for purchase using Dog Dollars. Purchase [Hot Dog Dollars](#) in advance and save up to 20%!


What is a dog dollar?
Treat Dog Dollars as you would normal currency, \$20USD = \$20 Dog Dollars. Hot dogs range in price from \$4 - \$8 dog dollars.

Can I purchase dog dollars at the festival?
Of course, but the discount is only available before the fest begins. Relish these savings and stock up today!

[Purchase Discounted Dog Dollars](#)

Discount Packages

\$30	<i>Dog Pup Deal</i>
\$60	<i>Dog Team Deal</i>
\$120	<i>Dog Pack Deal</i>



Made for Mini-Dogs

This ultimate picnic is great for hot dog fans of all ages! Visit the family fun tent, filled with great activities, games, rides and entertainment to keep your little ones wagging their tails. Head on over for great family fun including:

Face painting	Rides
Games	Prizes

Meet the Speakers

Friday

12:00pm **Laura Doherty**
Acoustically rockin' your kids world! The Hot Dog Song and more!

1:00pm **Jennifer 'Mustard Girl' Connor**
Starting a Mustard Movement

2:00pm **Peter Alter**
Dogs, Diamonds, Wieners and Losers: Baseball in Chicago

3:00pm **Russell Lewis**
The Stockyard Saga: When Chicago Ruled the Meatpacking Industry

4:00pm **Peter Alter VS. Janet 'Queen of Wien' Riley**
The Great Meat Debate: Is a Hot Dog a Sandwich?

5:00pm **Laura Ustick**
How Superdawg Made the Hot Dog Emoji Happen

Saturday

12:00pm **Laura Doherty**
Acoustically rockin' your kids world! The Hot Dog Song and more!

2:00pm **Mark Reitman of Hot Dog University**
Nation's College of Encased Meat Knowledge

Share your red hot time!
#ChicagoHotDogFest

[Twitter](#) [Facebook](#)

Twitter





MARKETING

MICROSITE

Location & Parking

The festival is held at Stockton and LaSalle Drive. Limited public parking is located one block north of the Museum at Stockton and LaSalle Street.

The festival is easily accessed via CTA bus routes 22, 36, 73, 72, 151 and 156. Visit the CTA website for public transportation information and directions.

Driving to Chicago Hot Dog Fest?
Reserve your parking spot today, visit the [Chicago Hot Dog Fest SpotHero Parking Page](#) and book a spot with rates up to 50% off drive-up.

Download the SpotHero app and enter promo code **HOTDOG** for savings 25% off.

Our Sponsors

Lead Sponsor

Vienna Beef

Presented by

Chicago History Museum

Produced by

SPECIAL EVENTS management

Special Thanks

The Chicago History Museum gratefully acknowledges the support of the Chicago Park District on behalf of the people of Chicago.

Press

Chicago Sun Times
Chicago Reader
Red Eye Chicago

Press Kit
For media inquiries, please contact Emily Osborne, PR Coordinator, Chicago History Museum.
osborne@chicagohistory.org
312-799-2161

Wanna feel like a top dog?

Become a Chicago History Museum member today!

Contact

Questions?
Give us a ring at 312-642-4600 or email us at hotdogfest@chicagohistory.org

MARKETING

EMAIL

ChicagoHistoryMuseum



Join us for Chicago's Ultimate Picnic!

When: Friday–Sunday, August 5–7
Where: Clark Street & LaSalle Drive
Cost: **FREE** admission

Chicago Hot Dog Fest hits the core of our food-loving city's love affair with the ubiquitous, multi-faceted, encased meat—the hot dog.

Join us as many of the city's great hot dog vendors who offer both traditional and new, exciting takes on the standard. And of course, grab a cold craft or domestic beer to wash it all down as you head over to the stage to hear our red-hot lineup!

<i>Meet the Vendors</i>	<i>Meet the Bands</i>
BYRONS HOT DOGS FATSO'S LAST STAND/FRANK MEATS PATTY FLASHY HOTDOGS • FRANNIE'S BEEF AND CATERING <i>and many more</i>	AMERICAN ENGLISH JC BROOKS AND THE UPTOWN SOUND CATFIGHT <i>and many more</i>

MARKETING

SOCIAL MEDIA

 **Chicago History Museum** ✓
August 1 · 🌐

We couldn't agree more with the [Thrillist's](#) love letter to the Chicago-style hot dog. [Chicago Hot Dog Fest 2016](#) [#HotDogFest](#)



A History of the Esteemed Chicago-Style Hot Dog
Go home ketchup!
THRILLIST.COM | BY MATTHEW SPINA

👍❤️👤 578 26 Comments 237 Shares

👍 Like 💬 Comment ➦ Share

 **Chicago History Museum** ✓
Published by Laura Cusick [?] · July 14 · 🌐

Today we salute The Chicago-Style Dog! In the midst of our bustling foodie scene, your neon green relish, yellow mustard and Vienna Beef frank endure and remind us that we are home, sweet home. Happy National [#HotDogDay](#), Chicago! <http://chicagohotdogfest.com/>



2,715 people reached

👍 Like 💬 Comment ➦ Share

👍❤️ Mark Divizio, Chicago Metro History Fair and 118 others Chronological

15 shares 4 Comments

 **Chicago History Museum** ✓
July 29 · 🌐

For [#FoodFriday](#), let's hear from the experts at [Vienna Beef](#) for another classic Chicago recipe—the Maxwell Street Polish Sausage! [#HotDogFest](#)



How to Make: Maxwell Street Polish Sausage

YOUTUBE.COM

👍 Akane Henriquez DeSola and 5 others

👍 Like 💬 Comment ➦ Share

MARKETING

SOCIAL MEDIA

Chicago History Museum ✓
Published by Esther Wang [?] · July 25 · 🌐

Mr. Bogart, we couldn't agree more, but we prefer to eat ours at [Chicago Hot Dog Fest 2016](#). Get your Dog Dollars in advance and save up to 20 percent!
<http://www.eventbrite.com/e/chicago-history-museum-hot-dog-...>



8,990 people reached [View Results](#)

Like Comment Share

Tom Bailey, Ernest Hutchinson and 347 others Chronological

Chicago History Museum ✓ updated their cover photo.
Published by Laura Cusick [?] · July 6 · 🌐

We're gearing up for the city's ultimate picnic - Chicago Hot Dog Fest! Get all the details about this year's dogs, music and family fun at chicagohotdogfest.com



16,399 people reached [Boost Unavailable](#)

Like Comment Share

Bobby McLaurin, Gussied and 430 others Chronological

97 shares 20 Comments

Chicago History Museum ✓
July 22 · 🌐

Only two weeks left until [Chicago Hot Dog Fest 2016](#)! "Meat" one of our Vienna Beef vendors, Byron's Hot Dogs—they're Obama-approved!
[#hotdogfest](#)



YOUTUBE.COM

You and 229 others 13 Comments 38 Shares

PRESS



TAKE A BITE OUT OF CHICAGO HISTORY AT THE 2016 CHICAGO HOT DOG FEST The Chicago History Museum Celebrates Hot Dog History August 5 – 7, 2016

CHICAGO (June 21, 2016) – Take a bite out of Chicago history at the fourth annual Chicago Hot Dog Fest, presented by the Chicago History Museum. The Fest returns to Lincoln Park this August to include a full lineup of bands, hot dog history speakers and hot dog vendors serving up their spin on the Chicago-style hot dog.

PRESS

READER

The Reader's Made in Chicago Market, Hot Dog Fest, and more things to do in Chicago this weekend

The Chicago Hot Dog Fest at the Chicago History Museum (1601 N. Clark) is a celebration of encased meat featuring bites from local vendors along with live music from JC Brooks and the Uptown Sound. Fri-Sat 11 AM-9 PM, Sun 11 AM-8 PM



5 things to eat, drink, do this weekend

Presented and hosted by the Chicago History Museum, the Chicago Hot Dog Festival celebrates the city's favorite encased meat with an outdoor celebration offering traditional and inspired versions of the hot dog — all made with Vienna Beef franks.

PRESS

CHICAGO MAGAZINE



Chicago Hot Dog Fest - Chicago Magazine

The Chicago History Museum welcomed record-breaking attendance at the fourth annual Chicago Hot Dog Fest. More than 35,000 visitors made it to the three-day family-friendly celebration. The classic Chicago-style hot dog was the star of the festival. Visitors enjoyed hot dogs from Byron's Hot Dogs, Fran-nie's Beef and Catering, Wiener Take All, Flashy Hot Dogs, Fatso's Last Stand, and many more.

PRESS



PRESS



Anthony Fourkas of the Chicago Hot Dog Fest joins You & Me to tell us what to expect at the fourth annual Hot Dog Fest held steps from the Chicago History Museum! Melissa previews some specialty dogs you'll find this weekend.

PRESS



Dropping the mustard on Chicago Hot Dog Fest

Chicago Hot Dog Fest is returning this weekend to Lincoln Park and there's a little bit of something for everybody.



PRESS



Drag It Through The Garden: The Chicago Hot Dog's Immigrant History

You might think of hot dogs as an American staple — as American as baseball. But like most things in the states, hot dogs came from somewhere else and so did the ideas that led to the Chicago-style hot dog.



PRESS

CHICAGO



Where the Hot Dogs Are: Celebrate Summer and the Chicago-Style Hot Dog at the Chicago History Museum's Hot Dog Fest

Chicago Hot Dog Fest August 5-7, Chicago's most famous encased meat will be celebrated with a free (!!!) 3-day event featuring full lineup of bands, hot dog history speakers, and hot dog vendors serving up their spin on the Chicago-style hot dog.



Weekend Alert August 5-7: Booze Cruises, Family-Friendly Fests (from football to hot dogs), Tasty Treats on The 606 + Skydiving Discount

Celebrate the fourth annual Chicago Hot Dog Festival featuring a music stage and kids' activities including face painting, games, inflatables, crafts, rides, prizes and more!

PRESS

Mashable



14 food festivals that show how serious America is about food

Every year, the Chicago History Museum hosts an event around the food and its thousand iterations. The museum hosts lectures by “the city’s top hot dog historians and restaurateurs,” with plenty of additional activities for dogs and kids.

PRESS



Chicago Hot Dog Fest Returns To History Museum For Fourth Year

Chicago Hot Dog Fest, now in its fourth year, is set for Aug. 5 - 7 at the corner of Clark Street and LaSalle Drive near the Chicago History Museum, an official partner in the fest.



Music, movies, food & more await at Chicago-area summer festivals

Chicago Hot Dog Fest, Aug. 5-7, Chicago History Museum, Clark Street and La Salle; visitchicagohotdogfest.com



The 12 best things to do with kids in August

Chicago Hot Dog Fest. Do your kids love hot dogs? What about having their faces painted and riding rides or winning prizes? Be sure to check out the Family Fun Tent at the Hot Dog Fest for all this and more. (Chicago History Museum, 1601 N Clark St, Aug 5-7. Free)

42 exciting openings in Chicago in August

Aug 5-7: You won't go hungry at Chicago Hot Dog Fest. The annual food festival at Chicago History Museum has more than enough to go around, with three days of eats from vendors all across the city.

PRESS



Chicagoist's Guide To August: 20 Fun Things To Do This Month

Celebrate at the 4th Annual Chicago Hot Dog Fest at the Chicago History Museum

12 Of Our Favorite Events In Chicago This Week

HOT DOG FEST: Chicago loves food, but we may love hot dogs more than anything else. After all, we do have our own dog and our own rules involving what toppings can and cannot touch our franks. Celebrate at the 4th Annual Chicago Hot Dog Fest at the Chicago History Museum.

16 Of Our Favorite Events In Chicago This Weekend

HOT DOG FEST: Chicago loves food, but we may love hot dogs more than anything else. After all, we do have our own dog and our own rules involving what toppings can and cannot touch our franks.



Your Chicago Curated Weekend: 8/4 - 8/7

The Chicago Hot Dog Fest celebrates all the possibilities that a hot dog can experience. Chicago's great hot dog vendors will offer both traditional and new takes on the standard encased meat.



5 Things to Do in Chicago This Weekend

Chicago Hot Dog Fest: Next to deep dish pizza, Chicago is known for its hot dogs.



DEBATE WATCH

OCTOBER 2016

MARKETING

DEBATE WATCH LOGO



FACEBOOK EVENTS



PRESS



Step away from Netflix: Your get-out guide

The slow-slog anxiety the presidential race induces spikes during the debates, but the comforting presence of fellow humans can soothe that huge knot, or at least tamp down the urge to throw something at the screen. The Chicago History Museum hosts Debate Watch, a huddling together in civic-minded solidarity, for each debate this season.



Wednesday: Eat. Drink. Do.

Farmers market dinner at Travelle, a debate watch party at Chicago History Museum and more things to do in Chicago on Wednesday, Oct. 19.



Laura Washington: GOP operative Brady shows no love for Trump

Fast forward to another green room, where we met up Wednesday for a debate watch panel at the Chicago History Museum.

PRESS



Presidential Debate: Hillary Clinton, Donald Trump Meet in First Face Off Monday

A watch party at the Chicago History Museum drew viewers from both sides of the political aisle, as well as undecided voters.



PRESS

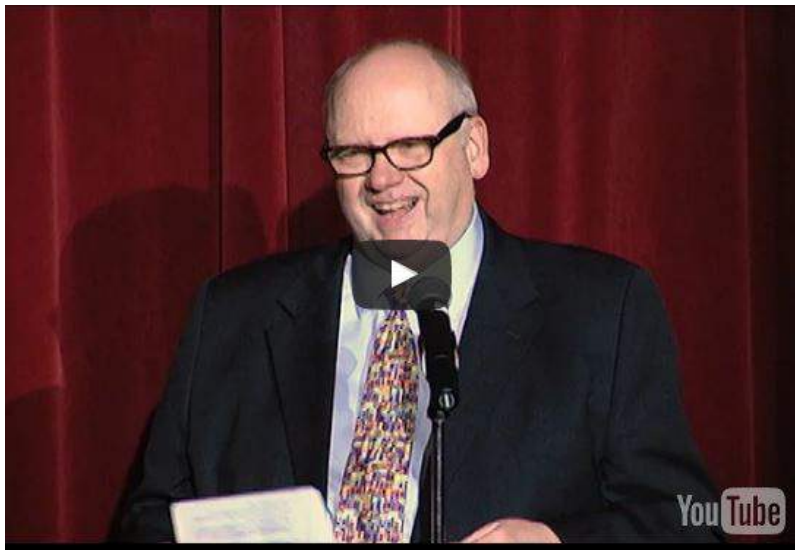


PRESS

CBS Chicago



PRESS



Battle Stations: How to Prep for a Debate



Published on Sep 27, 2016

Political campaign experts discuss the preparation process, strategy, and the all-important opening statements prior to the first presidential debate between Hilary Clinton and Donald Trump. This program was recorded by Chicago Access Network Television (CAN TV).

Local Issues, Business, and Government

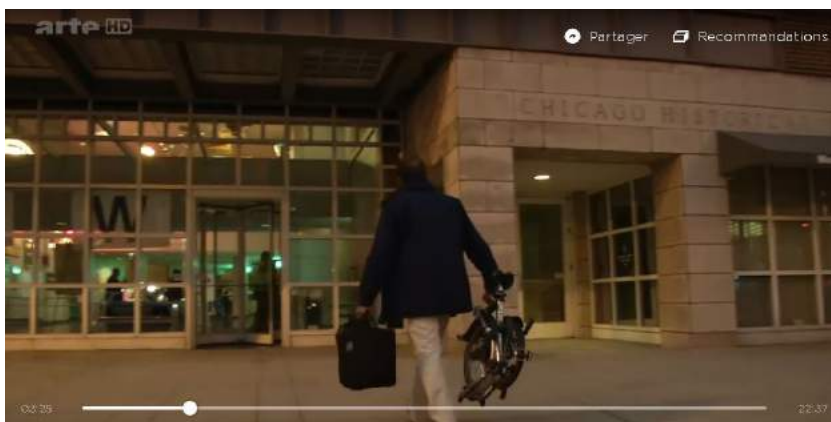
Battle Stations: How to Prep for a Debate

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PRESS

arte

A quelques jours du scrutin tant attendu dans le monde entier, ARTE Reportage est allé enquêter dans une ville symbolique des Etats-Unis, Chicago.



PRESS



24 of Our Favorite Events in Chicago This Week

DEBATE WATCH: This has already been one hell of an election, and we're still 6 weeks away from the big day. Somehow we ended up with two of the most controversial candidates in memory, and they're set to take the stage in the first Presidential Debate this Monday night. Watch it with some pros



Where to watch the first Presidential Debate in Chicago

Chicago History Museum: Teaming up with WBEZ Chicago, the Chicago History Museum is hosting the most formal and informative debate event, inviting Chicago columnist and political analyst Laura Washington to moderate a panel discussion called "Battle Stations: How to Prep for a Debate"

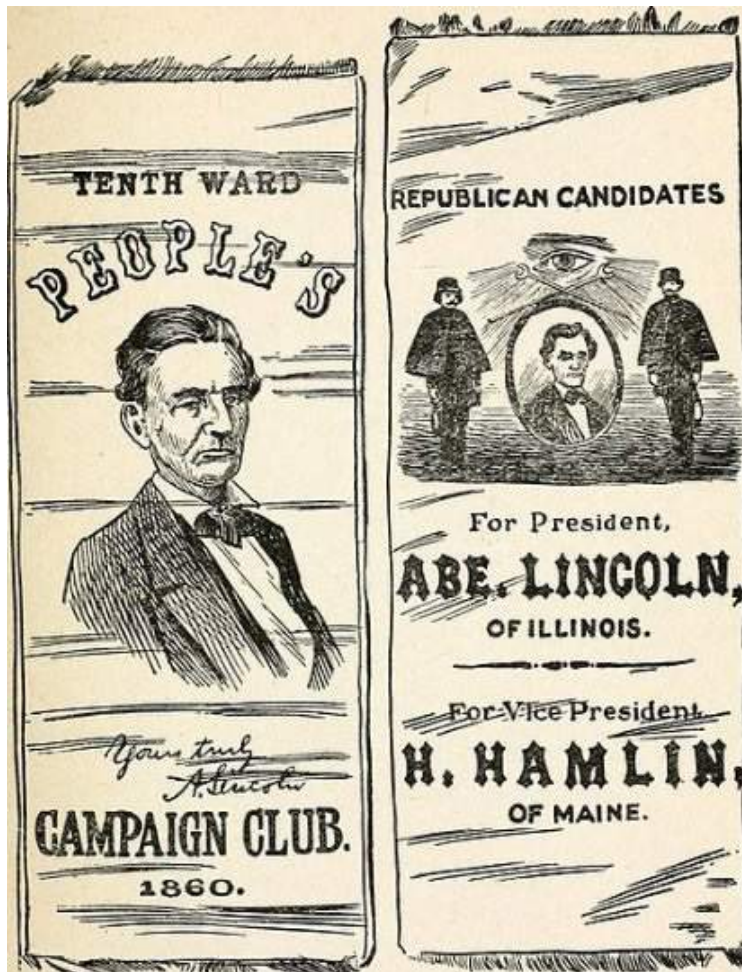


Chicago History Museum

PRESS

CHICAGO

Where to watch the first
Presidential Debate in Chicago



Without a doubt, the 2016 presidential campaign is unlike any other in our nation's history. The Chicago History Museum, in collaboration with Chicago public radio station, WBEZ Chicago, are hosting a series of panel discussions and televised viewings of the 2016 presidential debates, giving visitors a chance to discuss, interpret the facts, watch history unfold live at the museum. Before or after the debate and panel discussion, check out the museum's newest exhibition, Lincoln's Undying Words, which takes a look at our nation's 16th president through the words of his most significant speeches, including his speeches during the Lincoln-Douglas Debates of 1858, all of which defined him as one of our most extraordinary leaders.

PRESS

POLITICO

Where to watch the first Presidential Debate in Chicago

- VP Debate Watch - Chicago History Museum - Join the panel discussion moderated by journalist Laura Washington featuring leading political journalists, WBEZ talent, scholars, and public officials. Then watch the televised debates live. This evening features Joel Goldstein, Vincent C. Immel Professor of Law at Saint Louis University, a highly respected scholar of the vice presidency, presidency, and constitutional law.

Feds probe Willie Cochran -- Dems mount \$3M Rauner ad assault -- New day for Chicago voting

Third Presidential Debate- Chicago History Museum -The election is twenty days away—where do you stand on the major issues? What will Trump and Clinton need to do at their final debate? Panelists share commentary and make their final predictions at who will ultimately prevail in this year's election. This evening's power panelists include:Pat Brady, Delmarie Cobb, Amanda Vinicky, and Laura Washington.

MUSEUM WEEK

20
16



OCTOBER 13-23 * CHICAGOMUSEUMWEEK.COM

CHICAGO PARK DISTRICT

Museum Week gratefully acknowledges the support of the Chicago Park District.

MUSEUM WEEK

OCTOBER 13-23, 2016

MARKETING

ADVERTISING - PRINT



MARKETING

SOCIAL MEDIA




 **Chicago History Museum** added a new photo to the album: Sprout Social Photos.
October 22 at 10:00am · 🌐

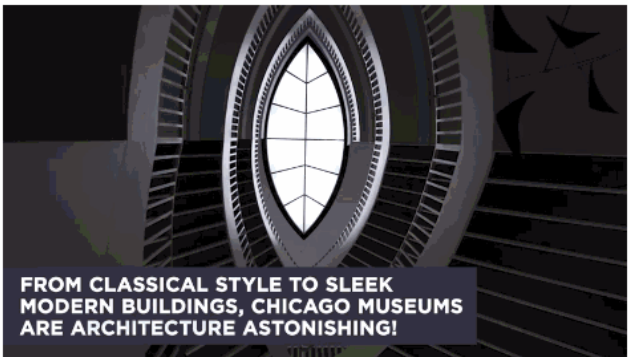
Making Mainbocher: The First American Couturier opens today! Isn't it #CoolCMW that the first exhibition dedicated to the designer's life and legacy opens during #ChicagoMuseumWeek? Learn more at makingmainbocher.com



  Petra Slinkard and 78 others 3 Comments 19 Shares


 Like  Comment  Share

 **Jean Feit** shared Chicago Museum Week's video.
October 19 · 🌐





**FROM CLASSICAL STYLE TO SLEEK
MODERN BUILDINGS, CHICAGO MUSEUMS
ARE ARCHITECTURE ASTONISHING!**




56 Views

Chicago Museum Week
October 19 · 🌐 

It's no secret that Chicago museums offer some of the best architecture in the city. Share your favorite pictures of Chicago museums with #ArchitectureCMW!

There's only a few days left of #ChicagoMuseumWeek; plan your trip today:
<http://bit.ly/2ci2ngl>

  2

 Like  Comment  Share

MARKETING

SOCIAL MEDIA



Chicago Museum Week

October 22 at 10:00am · 🌐

It's the final weekend of #ChicagoMuseumWeek! Before the week is over, share your favorite "Wow!" moments at Chicago museums with #CoolCMW.

Tomorrow is the last day for Chicago Museum Week 2016; make arrangements now to take advantage of special offers: <http://bit.ly/2ci2ngl>



92 Views

👍 Like 💬 Comment ➦ Share



chicagomuseum

108 likes

gallery that can be viewed anywhere. For a FREE tour with CHM VP John Russick, download the app from Chicago00.org and meet him at the NE corner of LaSalle and Wacker on Friday, 10/21, at 12:15 p.m. #TBTBMW #chicagomuseumweek enakaleah What about the Great Chicago Fire? That'd I'd be interested in chicagomuseum #musetech #mtogo #instamuseum #museogeek asadourianchi @masadourian Lunch break?

📄 Add a comment...

Chicago Cultural Mile liked



Chicago ParkDistrict @ChicagoParks · Oct 21

#ChicagoMuseumWeek is underway running through Sun., Oct. 23! Find out what's new this year & plan your visit today! chicagomuseumweek.com



👍 4 ❤️ 5 ⋮

MARKETING

LATE NIGHT

MUSEUMWEEK

FLASH TOURS MEET HERE!

5:30 P.M.
SPORTS SPRINT (30 MINS)
ON YOUR MARKS.....GET SET...GO!
Check out a selection of the Museum's sports artifacts in the Research Center with archivists **Julie Wroblewski** and **Dana Lamparello**.

CHOOSE YOUR OWN ADVENTURE
LED BY MARNE BARISO, INTERN AND VOLUNTEER MANAGER
Improv and audience participation make this a one-of-a-kind experience. Vote on which artifacts to include as your guide takes you on an interactive journey through Chicago: Crossroads of America.

SECRET LIVES OF CROSSROADS
LED BY HEIDI MOISAN, SCHOOL PROGRAMS MANAGER
Inspired by Secret Lives of Object, hear the stories behind four objects in Chicago: Crossroads of America.

FORTY BLOCKS OF HISTORY
LED BY PETER ALTER, HISTORIAN
Spin through Facing Freedom and Chicago: Crossroads of America, focusing on the recent collaborative community initiative, Forty Blocks: The East Garfield Park Oral History Project.

6:00 P.M.
ART OF LINCOLN
LED BY MEGAN CLARK, SCHOOL PROGRAMS COORDINATOR
Explore the art work in Lincoln's Undying Words, which paint a picture of Lincoln's presidency.

"YOU THINK YOU'RE HAVING A BAD DAY?"
LED BY MARNE BARISO, INTERN AND VOLUNTEER MANAGER
They say a picture is worth a thousand words, but what if those words are too profane to print? We'll look at paintings and prints which show tough times on this art-focused tour of Chicago: Crossroads of America.

SECRET LIVES OF CROSSROADS
LED BY HEIDI MOISAN, SCHOOL PROGRAMS MANAGER
Inspired by Secret Lives of Object, hear the stories behind four objects in Chicago: Crossroads of America.

6:30 P.M.
I GIVE IT FOUR STARS
LED BY MEGAN CLARK, SCHOOL PROGRAMS COORDINATOR
The four stars of the Chicago Flag are everywhere today, but what do they mean? Get an overview of this city icon and impress your friends with fun flag facts in Chicago: Crossroads of America.

SPORTS SPRINT (30 MINS)
ON YOUR MARKS.....GET SET...GO!
Check out a selection of the Museum's sports artifacts in the Research Center with archivists **Julie Wroblewski** and **Dana Lamparello**.

FORTY BLOCKS OF HISTORY
LED BY PETER ALTER, HISTORIAN
Spin through Facing Freedom and Chicago: Crossroads of America, focusing on the recent collaborative community initiative, Forty Blocks: The East Garfield Park Oral History Project.

7:00 P.M.
CHOOSE YOUR OWN ADVENTURE
LED BY MARNE BARISO, INTERN AND VOLUNTEER MANAGER
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ON YOUR MARKS.....GET SET...GO!
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#CHICAGOMUSEUMWEEK
@CHICAGOMUSEUM

ChicagoHistoryMuseum

PRESS



FOX 32 CHICAGO MUSEUM WEEK UNDERWAY WITH DISCOUNTED ADMISSIONS, SPECIAL EXHIBITS
71° 8:17



FOX 32 CHICAGO MUSEUM WEEK UNDERWAY WITH DISCOUNTED ADMISSIONS, SPECIAL EXHIBITS
71° 8:17



FOX 32 CHICAGO MUSEUM WEEK UNDERWAY WITH DISCOUNTED ADMISSIONS, SPECIAL EXHIBITS
71° 8:19



FOX 32 CHICAGO MUSEUM WEEK UNDERWAY WITH DISCOUNTED ADMISSIONS, SPECIAL EXHIBITS
71° 8:20

PRESS



Chicago Museum Week is returning for its second year, offering discounted admission, exclusive offers and special programming.

Chicago Tribune

SEE IT NOW

A late-night glimpse into Chicago history for Museum Week

Now that the leaves are beginning to turn, Chicago museums are inviting you to come indoors and experience the new fall exhibits and programs they have planned for Chicago Museum Week, which starts Thursday and runs through Oct. 23.

It's also an opportunity to attend special events and catch prominent exhibits before they leave town for good, something you can do at two Chicago museums this week.

The Chicago History Museum is staying open late Tuesday for "After Hours at CHM," an opportunity to explore exhibits with museum curators and staff or engage with history on a special 15-minute "Back" tour. Enjoy retro Chicago tunes while you relax at the North & Clark Cafe, a drink in hand, and then go exploring on your own. Experience the courage and eloquence of our 16th president in "Lincoln's Unifying Words," an exhibit that shows how Abraham Lincoln's changing views toward slavery transformed America, through the words of his stirring speeches. Discover the city's vast history in "Chicago: Crossroads of America," a permanent exhibit that offers a trip back in time. Climb aboard vintage "L" car No. 1, visit a jazz club or stroll past the retro fashions in the Marshall Field's department store window.

Attendees are invited to dress as their favorite historical characters for a game of "Enojo Mystery!" in the museum's galleries, a mystery scavenger hunt where all the clues are enojos. 5 to 8 p.m. Tuesday, Chicago History Museum, 1601 N. Clark St.; \$10 adults, free for children 12 and younger; 312-642-4600 or www.chicagohistory.org

Notebaert to hold Citizen Science Fair

Discover how ordinary citizens can contribute to real scientific research during the inaugural Citizen Science Fair at the Peggy Notebaert Nature Museum on Saturday.

Attendees will discover a wide range of projects, from local hands-on fieldwork to online platforms with a global reach.

No advanced degree is required, just an interest in furthering science.

Find a project that matches your interest at this free Museum Week event and start contributing data to meaningful research, 10 a.m. to 2 p.m. Saturday, Peggy Notebaert Nature Museum, 2430 N. Cannon Drive; free; 773-735-5100 or www.naturemuseum.org

While you're at the Nature Museum, check out the exhibit "Weather to Climate: Our Changing World" before it closes Oct. 23.

This interactive exhibit examines how climate change is affecting human and animal communities around the world. Visitors are invited to use the simulator to manipulate global forces and whip up a giant storm, become a meteorologist in a climate lab or use computer simulations to create a new animal designed for a changing climate. All visitors will learn about steps they can take to reduce their carbon footprint. Adult admission is discounted during Museum Week Through Oct. 23, Notebaert Nature Museum, 2430 N. Cannon Drive; admission fees apply; www.naturemuseum.org

— Louise Barton

CHICAGO HISTORY MUSEUM

This early "L" car and platform is part of the "Chicago: Crossroads of America" exhibition at the Chicago History Museum.

MICHAEL TERGHA/CHICAGO TRIBUNE

Balls represent carbon dioxide created by one person in one day at the Peggy Notebaert Nature Museum's weather and climate exhibit.

PRESS



10 Things to Do this Weekend: Oct. 13-16

A dozen museums across the city, including the Chicago History Museum, Art Institute of Chicago and DuSable Museum of African American History, offer discounted admission, special exhibits, giveaways and more during Chicago Museum Week.



Take advantage of Chicago Museum Week

Other participating institutions include Chicago History Museum, The Field Museum, Shedd Aquarium, Museum of Contemporary Art, Peggy Notebaert Nature Museum, Museum of Science and Industry and the DuSable Museum.



Suburban Chicago's Information Source

Midwest Travel: Free time at Lincoln Park Zoo's Fall fest

Illinois residents will receive up to 25 percent off admission at the Adler Planetarium, the Chicago History Museum, the Field Museum, the Peggy Notebaert Nature Museum, the Museum of Science and Industry, the Museum of Contemporary Art and more.



MAKING MAINBOCHER

OCTOBER 22, 2016

MARKETING

MICROSITE

ChicagoHistoryMuseum MEMBERSHIP PRESS EVENTS

MAKING
MAINBOCHER
THE FIRST AMERICAN COUTURIER

Opens October 22, 2016
CHICAGO HISTORY MUSEUM

[Buy Tickets](#)

The banner features a dark purple background with a subtle floral pattern. On the left is a black and white photograph of a woman's back wearing a corset. On the right is a photograph of a man in a suit and tie, looking to the side. Below the man's photo is a close-up of a multi-strand diamond necklace.

THE FIRST SOLO EXHIBITION OF ITS KIND.

Chicago-born Mainbocher established a fashion house serving royalty, Hollywood, and the social elite. Featuring thirty garments, fashion illustrations, and photography, this exhibition explores the life and legacy of a remarkable man and his journey to become the first American couturier.

[View the Collection](#)

The section features a photograph of a mannequin wearing a light-colored, long-sleeved dress with a large, draped, ruffled bodice and a matching necklace.

THE MAN BEHIND THE NAME.

By all accounts, Chicago-born Mainbocher should not have prospered as a high-end fashion designer. He had little formal training, opened his salon following the economic crash of 1929, and was an American working in the tightly regulated business of French dressmaking. His journey was long and complex. It saw him take on the roles of artist, musician, fashion illustrator, magazine editor, and dressmaker—each supporting his mastery of the next—each a step toward becoming the first American couturier.

[MAKING MAINBOCHER THE FIRST AMERICAN COUTURIER](#)

The section features a background image of a man in a suit, possibly Mainbocher, working at a table. A teal semi-transparent box contains the text and a video player thumbnail.

MARKETING

MICROSITE



CHICAGO

Born in 1890 in Chicago's East Garfield Park neighborhood, Mainbocher was drawn to the arts from an early age. He attended John Marshall High School, the Lewis Institute, and the Chicago Academy of Fine Arts. His early employment at Sears, Roebuck and Company—where he worked in the complaint department—taught him the value of quality, efficiency, and customer service.

PARIS

Following a few visits to Europe as a young man, Mainbocher landed in Paris after enlisting in the US Army. Later, he gained employment as a fashion illustrator for *Harper's Bazaar*. From *Harper's Bazaar*, he joined French *Vogue*, first as an editor and then editor-in-chief.

Armed with the confidence of having selected women's fashions for French *Vogue*, Mainbocher opened his couture salon at 12 avenue George V, in November of 1930.



NEW YORK

Anticipating the Nazi invasion of Paris, Mainbocher sought refuge in New York, reopening in the fall of 1940 at 6 East 57th Street, designing his American salon in the image of his Parisian atelier. He was the first haute couturier to relocate an internationally famous House to New York.

I have never known a really chic woman whose appearance was not, in large part, an outward reflection of her inner self.

MAINBOCHER

TWEET THIS

EXHIBIT INFORMATION

ADMISSION

Included with Museum admission:
\$16 adults
\$14 seniors/students
Free to children 12 and under

HOURS

Monday to Saturday:
9:30 AM to 4:30 PM
Sunday:
Noon to 5:00 PM

LOCATION

Chicago History Museum
1601 North Clark Street
Chicago, IL 60614
Museum Directions

PARKING

\$9 with Museum validation.
Visa, MasterCard, and Discover accepted.
Parking Directions

Buy Tickets

MARKETING

MICROSITE



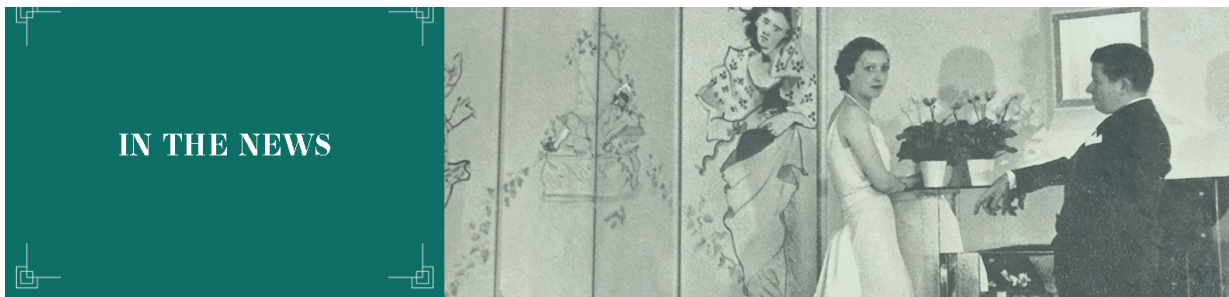
Competition, Design

FashioNEXT | Teen Design Competition

This spring, teams of aspiring designers from across the Chicago area will challenge themselves and each other in this three-month design competition. Using materials, tools, dress forms, and embellishments provided by the Chicago History Museum, as well as the guidance of a mentor from the local...

Recent Posts

- Remaking Mainbocher: A Talk by Arnaud de Lummen
- Veterans Day
- FashioNEXT | Teen Design Competition
- Member Mornings
- Mainbocher's Birthday Party



Chicago Museum to Mount Mainbocher Exhibit



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10 works of theater, dance & art to fulfill your culture fix this



What 16 Chicagoans are doing this fall
Michigan Avenue Magazine

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CAFE SIGN & ELEVATOR POSTER

MAKING
MAINBOCHER
THE FIRST AMERICAN COUTURIER
EXHIBITION OPENS OCTOBER 22

EVENTS & PROGRAMS

MEMBER MORNINGS October 22 & 23 9:00-9:30 a.m.	MAINBOCHER'S BIRTHDAY PARTY October 24 6:00-9:00 p.m.	VETERANS DAY Friday, November 11 10:00 a.m.-1:00 p.m.
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Ikram Goldman Rules the World

Taq along to Paris and watch the seas part

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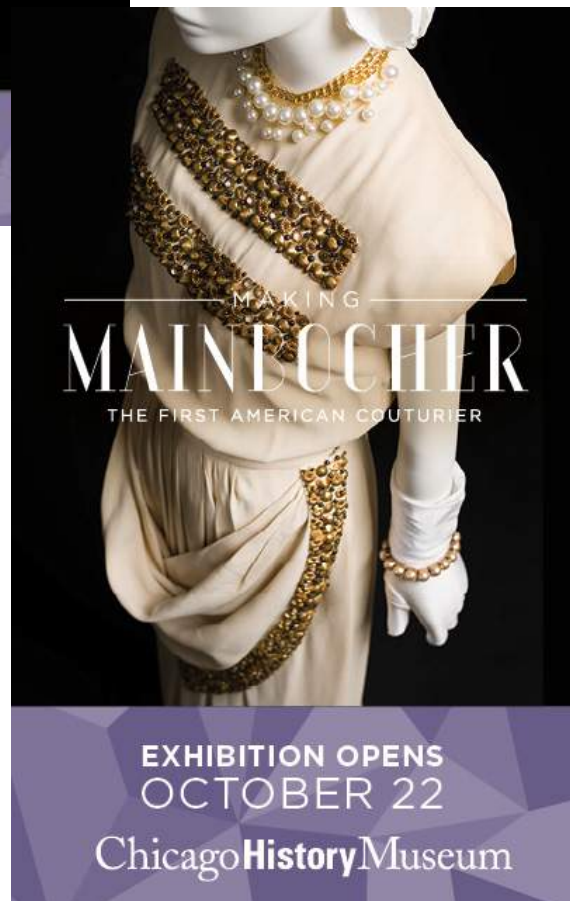
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MARKETING

INFLUENCER ENGAGEMENT



INFLUENCER MEET UP

Chicago**History**Museum

GET AN EXCLUSIVE LOOK

at the Chicago History Museum's newest fashion exhibition ***Making Mainbocher: The First American Couturier*** with curator of costume Petra Slinkard. Mix and mingle with Chicago's fashion bloggers and style influencers at this FREE exclusive experience.

Afterward, be our guest at a birthday party for Mainbocher. This 1940s-style USO dance includes tours of *Making Mainbocher*, refreshments, birthday cake, and music by the Lakeside Pride big band ensemble.

MONDAY, OCTOBER 24

Chicago History Museum
1601 N. Clark St.
Chicago, IL 60614

5 p.m.

Blogger and Influencer Meet Up

5:30 p.m.

Tour of *Making Mainbocher* with Petra Slinkard

6 p.m.

Mainbocher's Birthday Party

RSVP HERE



PRESS

SKOOK
PRODUCTION

The screenshot shows a WWD article with the following content:

WWD SECTIONS FASHION, BEAUTY, BUSINESS. SUBSCRIBE LOG IN Search WWD'S 2M+ Stories

HOME NEWS PEOPLE LIFESTYLE FOOD DESIGN FASHION

1:49 PM, 2018

Chicago Museum to Mount Mainbocher Exhibit

By Melissa Curran

CHICAGO — The Chicago History Museum will explore the life and legacy of Main Rousseau Bocher in an upcoming exhibit titled "Making Mainbocher: The First American Couturier," which opens on Oct. 22.

The exhibition, which will mark the first of its kind dedicated solely to the work of the Chicago-born designer, will feature about 30 garments from the museum's permanent collection as well as fashion illustrations, early drawings, photography, audio presentations and video.

"All of the mannequins will be fully styled — pearls, gloves, the whole nine yards. He was very particular about the way his women dressed. He had strong views on what it meant to be dressed like a lady. People would seek him out as a voice of guidance and what was happening in fashion," said Petra Slinkard, curator of costumes at the Chicago History Museum, adding that it is making paper wigs for each mannequin to complete each ensemble.

From aspiring artist to magazine editor to designer, the exhibit will look at the many roles Bocher held before achieving acclaim under his fashion label. "He was an extremely interesting man. He wore a lot of different hats. When he started off in Chicago, he had no intention to go into fashion; he wanted to study music. He wanted to sing professionally, that was his first love. He lived a lot of lives before he decided to open his couture salon when was 40 years old," Slinkard said. "He had a pretty multifaceted and varied journey to get there. That's the crux of the exhibit, hence the title 'Making Mainbocher,' looking at all these steps he took to go on to achieve international success and be regarded as a well-respected couturier in the mid 20th century."

The article is accompanied by four fashion images, each with a caption:

- Image 1:** A woman in a long, flowing, light-colored gown. Caption: "Petra's creation, her design studio had gone bankrupt by Mainbocher in 1911. Dress of pale pink, blue, and grey silk tulle with high-waisted, fitted bodice trimmed with pearl and rhinestone beads."
- Image 2:** A woman in a green, patterned dress. Caption: "Woman's dress and copy of silk printed with vibrant floral pattern designed by Mainbocher, circa 1905."
- Image 3:** A woman in a red, floor-length gown. Caption: "Double-breasted gown of red velvet designed by Mainbocher, circa 1927. Worn by Mrs. A. Wood (nee Schaeffer) in 1928."
- Image 4:** A woman in a brown, high-collared dress. Caption: "A woman's suit set in light grey designed for spring/summer 1924. The #1 of Miss Fanny Stearns."

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This Week's Best Local Sales and Shopping Events

A Mainbocher exhibit, Madewell sale, Czech design pop-up, and more
BY JENNY BERG



From *Making Mainbocher: The First American Couturier* PHOTO COURTESY OF THE CHICAGO HISTORY MUSEUM

This Week's Top Story


The Chicago History Museum (1601 N. Clark St., chicagohistory.org) will host the first exhibit devoted entirely to American couturier Main Rousseau Bocher, *WWD* reports. The founder of the Mainbocher label grew up in Chicago and gained prominence after designing a wedding dress for the Duchess of Windsor in 1937; he's also thought to have invented the strapless evening gown. Dubbed *Making Mainbocher: The First American Couturier*, the exhibit will open on October 22. It will showcase some 30 Mainbocher garments, along with photographs, drawings, illustrations, and videos that tell the designer's fascinating story.

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Here's What 16 Chicagoans Are Doing This Fall

There's no reason to dread the end of summer—fall in the Windy City has a lot going for it, too. Take a cue from these 16 Chicagoans for proof.

Petra Slinkard, [Chicago History Museum](#): Exploring Rome



"I'm kicking off fall with a trip to Amsterdam to see my family and then a quick visit to Rome. Each year, I try to explore a new city. Then, it's back to work as I'll be putting the final touches on my latest project for the Chicago History Museum, "Making Mainbocher: The First American Couturier." We have been working on the show all summer, and I'm excited for the launch on October 22." —Petra Slinkard, curator of costumes for the Chicago History Museum

FALL ARTS GUIDE

By [Thomas Connors](#) / [Culture](#) / [Featured](#) / August 25, 2016

10 works of theater, dance & art to fulfill your culture fix this season



'Making Mainbocher: The First American Couturier' at the Chicago History Museum

A West Side boy who wowed the sartorially savvy with a subtle style that could be severe in its simplicity, designer Main Rousseau Bocher was a master of art and business. In the early 20th century, he held his own in Paris and New York, counting among his clients the Duchess of Windsor. He embraced the exacting craft of haute couture, yet kept a sharp eye on the shifting times to produce garments that came to define the modern woman of taste. Oct. 22-Aug. 20, 2017, 1601 N. Clark


Tickets: \$16, children under 12 free. Call (312) 642-4600 or visit Chicagohistory.org.

PRESS

TOWN&COUNTRY 170TH ANNIVERSARY ROYALS TRAVEL STYLE ELECTION 2016 SUBSCRIBE FOLLOW

See Vintage Fashion from American Couture Legend Mainbocher

He was a favorite of C.Z. Guest and Gloria Vanderbilt and is the subject of a beautiful new show.



Opening October 22 at the Chicago History Museum, *Making Mainbocher: The First American Couturier* features nearly 30 garments by Chicago native Main Rousseau Bocher. Best known as a favorite of C.Z. Guest and Gloria Vanderbilt—and for designing Wallis Simpson's wedding dress in 1937—Bocher was also the editor-in-chief of *French Vogue* and designed uniforms for the the Navy W.A.V.E.S. during World War II.

FASHIONISTA

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NEWS

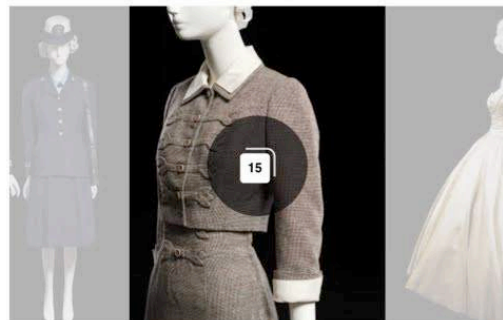
MUST READ: ZAYN WEARS HIS GIUSEPPE ZANOTTI DESIGNS, SHOES OF PREY PULLS OUT OF BRICK AND MORTAR

Plus, Hermès is teaming up with Nordstrom.

KARINA HOSHIKAWA · A DAY AGO

[Chicago History Museum](#) to stage Mainbocher exhibit

The work of Main Rousseau Bocher is being spotlighted in an upcoming Chicago History Museum exhibit, opening Oct. 22, 2016 through Aug. 20, 2017. "[Making Mainbocher: The First American Couturier](#)" will feature nearly 30 of the designer's garments and will offer insight into his multifaceted career, including designing under his own label, working as a Paris-based *Vogue* editor and making uniforms for the Girl Scouts of America and the Navy during World War II. Click through the gallery below for a sneak peek at the exhibit. {Fashionista inbox}



GALLERY

15 Images

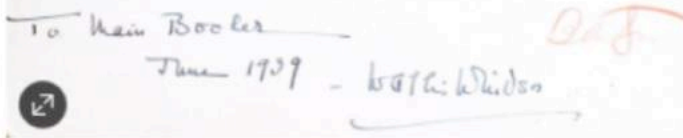
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Celebrating the First American Couturier

Early last century, Chicago native Mainbocher managed to open a Parisian haute couture house and dress society's elite, including the Duchess of Windsor and Babe Paley. A new exhibition at the Chicago History Museum explores his work.







COMMONER PROJECT A thank-you note from the Duchess of Windsor to Mainbocher, who designed this gown and her wedding dress. PHOTO: THE METROPOLITAN MUSEUM OF ART, NEW YORK, IRENE LEWISOHN COSTUME REFERENCE LIBRARY

By KIMBERLY CHRISMAN-CAMPBELL

0 COMMENTS

Oct. 19, 2016 2:25 p.m. ET


PRESS

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Making Mainbocher: The First American Couturier

One of fashion's more unlikely stories, Chicago-born Main Rousseau Bocher ultimately rose through the ranks of French fashion to reach its pinnacle; the world of haute couture. This month, the [Chicago History Museum](#) opens an exhibit, [Making Mainbocher: The First American Couturier](#), to introduce visitors to the extraordinary man who dressed some of the 20th century's most stylish women, including Gloria Vanderbilt, CZ Guest and Wallis Simpson, Duchess of Windsor.

Beginning his journey, Mainbocher moved to Paris after serving in the US Army and became a fashion illustrator for *Harper's Bazaar*. He then made a move to French *Vogue*, ultimately becoming its editor-in-chief. Once he felt his fashion education in the editorial world was complete, Mainbocher opened a couture salon in Paris in 1930. In 1937, he designed the dress for which he is most well known, the wedding dress for the Duchess of Windsor. During World War II, Mainbocher relocated to New York City, becoming the first major couturier to move to make the transatlantic move. The exhibit traces his fascinating life and showcases 30 garments from the museum's permanent collection, as well as illustrations, photography, video and interactive design experiences.



Gift of Mrs. Watson Armour, III, fall ballgown from 1951


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History

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Making Mainbocher

When: 10/22-12/31
Price: \$16

An exhibit celebrating the work of Chicago couturier Main Rousseau Bocher (otherwise known as Mainbocher), who designed outfits for everyone from the Duchess of Windsor to the Girl Scouts.

Chicago History Museum
1601 N. Clark St. LINCOLN PARK
312-642-4600
chicagohistory.org...
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New Chicago History Museum Exhibit Celebrates a Chicago Couturier

Plus, Razny opens a new boutique, Kristin Cavallari appears in Old Town, and Zara reveals a new look at Block 37
BY JENNY BERG



PUBLISHED TODAY AT 7:51 PM

Main Rousseau Bocher and one of his designs PHOTO: COURTESY OF CHICAGO HISTORY MUSEUM

[f](#) [t](#) [e](#) [v](#) [p](#)

This Week's Top Story

Chicago History Museum's highly anticipated exhibit **"Making Mainbocher: The First American Couturier"** opens Saturday. A Chicago native, Mainbocher (full name Main Rousseau Bocher) was the first American to work as a couturier in Paris. He was known for short evening dresses and bejeweled sweaters; he also designed the Duchess of Windsor's wedding dress in 1937, and had a hand in reviving the corset.

The exhibit tells the couturier's story with 30 garments displayed alongside photography and fashion illustrations; it also offers videos and oral histories. Here's the really fun part: an interactive component lets visitors design a virtual garment using Mainbocher's go-to colors and fabrics. The design is then projected onto a 3-D dress form. For more info, head to makingmainbocher.com.

PRESS

The First Iconic American Couturier Wasn't From New York

By Priya Rao




Photo: The Metropolitan Museum of Art, New York; Irene Lewisohn Costume Reference Library (Purchase; Richard King Mellon Foundation; 1971)

Imagine a couturier and most likely, you think *French* — Chanel, Christian Dior, or Yves Saint Laurent. But there was a time in the early 20th century when American designers from Chicago (yes, Chicago) dominated that exclusive scene, like Charles James and Main Rousseau Bocher, who created the label Mainbocher. After the Met's Costume Institute honored James two years ago, Bocher is now getting his due in the exhibit "Making Mainbocher: The First American Couturier," opening tomorrow at the Chicago History Museum.

PRESS

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Mainbocher—The Most Important American Designer You’ve Never Heard Of—Is Getting His Due in Chicago



“Making Mainbocher,” a new exhibition opening in Chicago tomorrow, is a long-overdue hometown homage to an autodidactic designer, Main Rousseau Bocher, who created exquisite designs for the crème de la crème. If his outlook wasn’t particularly democratic, Bocher’s life was a rather splendid example of the American dream, which we are hearing so much about this election season, and bears a brief retelling.

Main Rousseau Bocher (Main was his mother’s maiden name) was born in 1890 in the Windy City. His father’s early death required the young man to give up full-time art studies and work. (His job in Sears’s customer-complaint department might go some way toward explaining his later exactitude.) In 1909 he moved to New York, where he lived at the YWCA in Brooklyn, took art classes, and designed cigar bands; within two years he was pursuing his studies in Munich.

After volunteering with an American ambulance unit in France, Bocher moved to Paris to study opera and made his living by selling his fashion illustrations. On the day of his long-awaited debut, in 1921, the expatriate Chicagoan lost his voice. His stage dreams dashed, Bocher soon joined French *Vogue*, writing, editing, and illustrating for the magazine. He was also a contributor to the American edition, to which, we can reveal for the first time, he contributed the famous drawing of Chanel’s fashion “Ford” (a trim LBD). Bocher’s assistant in Paris was a future Mrs. Ernest Hemingway, Pauline Pfeiffer.

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An American designer who made waves



You probably did not know that the designer behind strapless dresses, beaded sweaters and other fashion staples was once a plainclothes spy for the United States government. Neither did the curator Petra Slinkard before her research for *Making Mainbocher: the First American Couturier*, the first comprehensive exhibition on the career of Main Rousseau Bocher, which opens at the Chicago History Museum in Chicago, Illinois on 22 October (until 20 August 2017). “The greatest discovery [while organising the show] is how complicated and multifaceted his life was,” Slinkard says of the Chicago-born designer, who had no garment training before he launched his career as a couturier in Paris in 1930, aged 40—after serving in the United States Army, training as an opera singer and careers as an illustrator for *Harpers Bazaar* and the editor in chief of *Vogue Paris*.



The exhibition brings together 30 outfits by Bocher, from highbrow couture gowns under his Mainbocher label to the uniforms he made for Girl Scouts and the Waves, the women’s reserves in the United States Navy during the Second World War. In addition to learning about Bocher’s impact on fashion, Slinkard says she hopes visitors are “inspired and pleasantly surprised by how much he accomplished and how he was able to do it—and that was by not giving up and continuing to push himself and try new things”.

Waves uniforms designed by Bocher around 1942 (Photo: Courtesy of The Chicago History Museum)

PRESS

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ARTS / STYLE

Chicago History Museum features the first American couturier—and he was born here!



A Chicago-born army vet and illustrator with modest beginnings ventures into the exclusive world of French haute couture and becomes the very first American couturier to achieve success in Paris. That's the story told by "[Making Mainbocher: The First American Couturier](#)," which opens tomorrow at the Chicago History Museum. The exhibit features 30 of his garments, plus fashion illustrations, photographs, and interactive displays.

PRESS

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NEWS

STYLE

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DESIGN



Making Mainbocher at the Chicago History Museum


The legacy of a fashion icon revealed through garments, fashion illustrations, and photography

PRESS

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TUESDAY OCT. 25, 2016 HALLOWEEN #PLYTHEW TRENDING GUIDES NEWS EAT & DRINK ENTERTAINMENT APP £ 46°

Tuesday: Eat. Drink. Do.



OCTOBER 24, 2016, 5:00 PM


Cheese and cocktail pairings, beer poured from a pumpkin and more things to do in Chicago on Tuesday, Oct. 25.

DO

Making Mainbocher: The First American Couturier

[Chicago History Museum](#)

1601 N. Clark St. 312-642-4600



Making Mainbocher.

The new exhibit, which runs through August 2017, displays nearly 30 garments from Chicago-native Main Rousseau Bocher along with fashion illustrations, photography, video and interactive areas that let you design your own garments. 9:30 a.m.-4:30 p.m. \$14-\$16. Tickets: makingmainbocher.com

Chicago Tribune

WEDNESDAY OCT 25, 2018

BREAKING SPORTS TRENDING OPINION SUBURBS ENTERTAINMENT BUSINESS ADVERTISING

46°

Chicago History Museum focuses on Chicago-born fashion designer Mainbocher



"Mainbocher" is usually given a Frenchified spin ("man-bo-shay"), appropriate for a venerated fashion house that dressed generations of A-listers, women such as the Duchess of Windsor, whose 1937 wedding gown in "Wallis blue" is one of the most recognizable garments of the 20th century; Gloria Vanderbilt, the jeans designer and Anderson Cooper's mom; socialite C.Z. Guest; legendary Vogue editor Diana Vreeland; and Mary Martin, the Broadway star. But the name of the man himself was pronounced "Maine Bocker," for he was American — born and raised in Chicago.

How a man from East Garfield Park (a 1940 New Yorker profile described him growing up on "the unfashionable West Side of Chicago") found himself dressing some of the world's most notable women, first in 1930s Paris and then for decades in New York, is the theme of the new exhibit at the Chicago History Museum: "Making Mainbocher: The First American Couturier."

"There are many things that they say about him," said Petra Slinkard, the museum's curator of costumes, of Bocher's clothes. "I think in a way he was very controlling and very demanding and very exacting in his vision. He knew exactly what he wanted, how he wanted his models to be presented."


PRESS

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NEWS POLITICS ENTERTAINMENT WELLNESS WHAT'S WORKING VOICES VIDEO ALL SECTIONS

Haute Couture at the Chicago History Museum

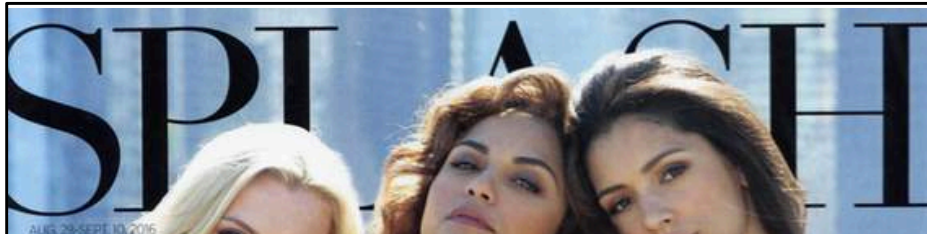


CHICAGO, IL — On display through August, 2017, the Chicago History Museum's newest exhibit, [Making Mainbocher](#), is a peek at the life and work of Main Rousseau Bocher, an American fashion designer with significant ties to the Windy City.

Main Bocher grew up on the city's West Side, attending John Marshall High School and the Lewis Institute (now Illinois Institute of Technology). The majority of his career, however, was spent in New York or Paris, where in 1929 Main Bocher would become "the first American courturier" under the label – and conveniently French looking name – Mainbocher.

The exhibit seems one of quality over quantity; curator Petra Slinkard, the museum's Curator of Costume since 2013, selected 30 key garments marking significant points in Mainbocher's career and/or turning points in women's fashion, with a specific lens on his Chicago roots. Supplemented by illustrations, paintings, and photographs, visitors are able to see the wide range of Mainbocher's interests and talents and witness the subtle changes in his garments over the course of more than four decades.

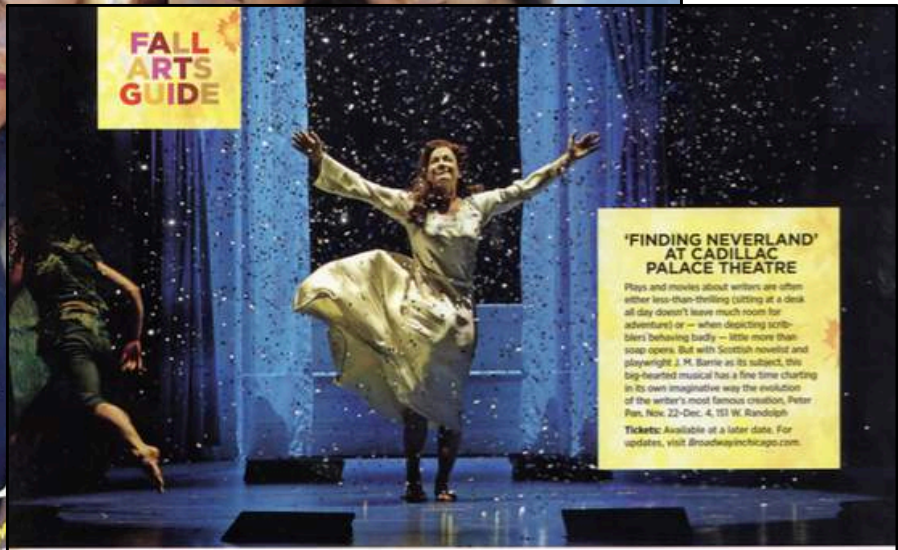
PRESS



FALL ARTS GUIDE

THE SEASON'S BEST ART, THEATER, MUSIC & FASHION

ALL
KARA KILLM
SUN



FALL ARTS GUIDE

'FINDING NEVERLAND' AT CADILLAC PALACE THEATRE

Plays and movies about writers are often either less-than-thrilling (sitting at a desk all day doesn't leave much room for adventure) or — when depicting scribblers behaving badly — little more than soap operas. But with Scottish novelist and playwright J. M. Barrie as its subject, this big-hearted musical has a fine time charting in its own imaginative way the evolution of the writer's most famous creation, Peter Pan. Nov. 23-Dec. 4, 153 W. Randolph
Tickets: Available at a later date. For updates, visit [BroadwayChicago.com](#).



'THE MAGIC PLAY' AT GOODMAN THEATRE

Playwright Andrew Hinderaker likes to dig deep. He has let plays in a suicide cell center and on a football field (complete with suited-up action and a halftime show). An ensemble member of The Gift Theatre and resident playwright at Chicago Dramatists, Hinderaker is no stranger to the Goodman, where he's developed his latest show about a magician (played by real-life magic man Brett Schneider, pictured) whose powers of prestidigitation and illusion are tested when he hits the stage hours after his partner has drawn the curtain on their relationship. Oct. 21-Nov. 20, 170 N. Dearborn
Tickets: \$30-\$40. Call (312) 443-3800 or visit [GoodmanTheatre.org/magic](#).



'MAKING MAINBOCHER: THE FIRST AMERICAN COUTURIER' AT THE CHICAGO HISTORY MUSEUM

A West Side boy who wowed the sartorially savvy with a subtle style that could be seen in its simplicity, designer Main Rousseau Becher was a master of art and business. In the early 20th century, he held his own in Paris and New York, counting among his clients the Duchess of Windsor. He embraced the exacting craft of haute couture, yet kept a sharp eye on the shifting tides to produce garments that came to define the modern woman of taste. Oct. 22-Aug. 20, 2017, 1601 N. Clark
Tickets: \$36, children under 12 free. Call (312) 642-4600 or visit [ChicagoHistory.org](#).



'DON QUIXOTTE' AT LYRIC OPERA OF CHICAGO

In real life, dreamers are more often dismissed than admired. But when it comes to novels, plays and movies, we love to root for anyone who follows the beat of a different drum — this Cervantes' impractical, idealistic man of La Mancha remains a fellow we can all get behind. Jules Massenet's version of the inspiring tale comes to Lyric with renowned bass Ferruccio Furlanetto in the title role. Nov. 19-Dec. 7, 20 N. Wacker
Tickets: \$34-\$298. Call (312) 827-5600 or visit [LyricOpera.org/donquixote](#).



'ALAN CUMMING SINGS SAPPY SONGS' AT ORIENTAL THEATRE

For a fellow who has given some pretty fearless performances (think "Cabaret"), it wasn't easy for Cumming to step in front of a mic without the comfort of a character to inhabit. But once he did, he never looked back. With his current show, which debuted at New York's storied Caffe Carlyle and stops in Chicago for one night only, he dips into contemporary pop, offers acerbic renditions of Coward and Sondheim and barbers — often outrageously — as he gives the audience his all. Dec. 2-24 W. Randolph
Tickets: \$45.50-\$76.50. Visit [Ticketsandmore.com](#).

PRESS

CELEBRATING OUR 10TH ANNIVERSARY!

SHERIDAN ROAD

NORTH SHORE STYLE
of SUBSTANCE
SEPTEMBER 2016

“Quality is the Best Business Plan.”
—JOHN LASSETER, PIXAR

JDRF'S ONE WALK

The Allen family walks to support research

The Arts Club of Chicago celebrates 100 years

Lake Forest into the North

NEWS

Chalk Boutique Comes to Glencoe



Award-winning **CHALK** is thrilled to be joining Glencoe's thriving community as a fashion destination. Chalk's new location in Glencoe (opening late September) boasts a modern, minimalist décor—its interior composed of clean lines and neutral colors, allowing its merchandise and clients always to remain its focal points. Chalk's designer roster balances long-established design houses with the next generation of truly talented designers. The merchandise mix is beautifully curated, capturing the trends as well as the most interesting fashion pieces of the season. Chalk offers its clients clothing and accessories for every occasion, whether a casual weekend away, a business luncheon, or a black-tie event. Specializing in wearable art, Chalk's key criteria in selecting its offerings are that each and every piece be thoughtful, well-made, and special in its own right. *Chalk's newest location is at 337 Park Avenue in Glencoe, 847-424-0011, chalkboutique.com.*



New luxury living ON THE NORTH SHORE

ELYSIAN WAY is a new seven-home subdivision on a private cul de sac in Deerfield, featuring three alternate floor plans. Elysian Way will be a maintenance friendly community. Each model has a stunning open-concept floor plan featuring a formal living room, office, family room, and den all on the first level. With the larger-than-life amenities, these new homes are a must see. *To learn more, contact Bob Weiler or Joey Gault at @properties, 312-446-6666.*

SHERIDAN ROAD 36



JUST IN TIME FOR A FASHION WEEK FIX

Chicagoan **MAIN ROUSSEAU BOCHER** (1890-1976) established a fashion empire serving royalty, Hollywood icons, and the social elite. Raised in a modest home on the city's West Side, he leveraged his passion for the arts to become a tastemaker of 20th century style. His acclaimed designs include the wedding dress for the Duchess of Windsor in 1937 and a corseted style that anticipated Christian Dior's new look. Highly regarded for his impeccable construction and understated elegance, Bocher balanced his elite brand by designing uniforms for the United States Navy, the Girl Scouts of America, and Chicago's Passavant Hospital. In an exhibit curated by Petra Slinkard, this show features nearly 30 garments from the Chicago History Museum's collection, as well as fashion illustrations and photography. This exhibition—“Making Mainbocher, the First American Couturier”—explores the life and legacy of a remarkable man and his journey. *“Making Mainbocher, the First American Couturier” will open Saturdays, October 22 at the Chicago History Museum, 1601 N. Clark Street in Chicago, 312-642-4600, chicagohistory.org.*

PRESS

MODERN LUXURY
CS

WARM WELCOME
FASHION'S HIGH-STYLE SHEARLING STATEMENTS

ON THE HOOK
This silk refines gown, designed in 1928 and later gifted to Mrs. Donald A. Drusch, is fastened by only a single hook and eye.

STYLE & DESIGN
style

DRESS SUCCESS

Making Mainbocher: The First American Couturier, the latest exhibition from the Chicago History Museum's esteemed Costume Collection, pays homage to an international fashion icon with Windy City roots.

By Sarah Ryan

Before his fashion house became one of the most sought-after names in couture, Main Rousseau Bocher was just a student of modest means on Chicago's West Side with a talent for sketching. His unlikely path to fashion prominence—which took him from a stalled music career to editor-in-chief of *Vogue Paris* to starting his own influential eponymous house at age 40 (he combined his first and last names as a nod to his favorite couturiers of the day)—is documented in the Chicago History Museum's *Making Mainbocher: The First American Couturier*, which opens Oct. 22. The exhibit features 30 garments as well as illustrations, video, interactive elements and oral histories that define his storied career, which saw him dress some of the most notable women, including Chicago's Mrs. A. Watson Armour III and Wallis Simpson, the Duchess of Windsor, whose iconic wedding dress he designed. "The elements he introduced to fashion continue to influence the way we dress," says Petra Slinkard, curator of costumes at the museum. "He has this dichotomous nature: On one hand, he evolved into this very cosmopolitan, sophisticated entity, but he maintained his Midwestern sensibility. His work ethic is all Chicago. He never stopped striving for more." Opening night gala Oct. 21, 6-9pm, tickets \$375, 1601 N. Clark St., 312.642.4600, chicagohistory.org

64
CS OCTOBER 2016

PRESS

MICHIGAN AVENUE

MEN'S ISSUE

SOUL MAN

BJ THE CHICAGO
KID BREAKS
THROUGH

*Mixologist
Julian Cox's
Ultimate Fall
Cocktail*

9 MUST-DO AUTUMN EVENTS!

FROM IDEAS
WEEK TO OPEN
HOUSE CHICAGO

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CHICAGO HISTORY MUSEUM

Fashion is at the forefront of the Chicago History Museum's new exhibit, *Making Mainbocher: The First American Couturier*, which honors the work of groundbreaking fashion figure Main Rousseau Bocher, who was born on the West Side in 1890 and found fame as a designer in Paris. The interactive exhibit features nearly 30 pieces from the museum's collection and allows visitors to design their own Mainbocher-inspired garment. Exhibit runs October 22-August 20, 2017. 1601 N. Clark St., 312-642-4600; chicagohistory.org

MASTRO'S

Glitzy River North destination for steaks and sushi. 520 N. Dearborn St., 312-521-5100; mastrorestaurants.com

MORTON'S THE STEAKHOUSE

The Chicago original. 1050 N. State St., 312-266-4820; mortons.com

OCEAN CUT CHICAGO

Sophisticated-yet-approachable seafood destination from Chicago Cut partners David Flom and Matt Moore. 20 W. Kinzie St., 312-280-8882; oceancutchicago.com

ORIOLE

Relish Noah Sandoval's menu at this 28-seat hidden gem in the Fulton River District. 661 W. Walnut St., 312-877-5339; oriolechicago.com

PELAGO

Michelin-audited chef Mauro Mafucci crafts pasta and seafood dishes in a lovely Raffaello setting. 201 E. Delaware Pl., 312-280-0700; pelagorestaurant.com

RPM STEAK

See-and-be-seen spot from power couple Bill and Juliana Rancic. 66 W. Kinzie St., 312-284-4990; rpmrestaurants.com

SMACK SHACK

Feast on lobster rolls at the Windy City's Google headquarters. 326 N. Morgan St., 312-973-1336; smack-shack.com

OUT & ABOUT

THE ART INSTITUTE OF CHICAGO

Considered one of the world's finest museums, this prized institution houses more than 300,000 works of art—including such treasures as Grant Wood's *American Gothic* and Georges Seurat's *La Grande Jatte*—and welcomes 1.5 million visitors each year. 111 S. Michigan Ave., 312-443-3600; artic.edu

DUSABLE MUSEUM OF AFRICAN AMERICAN HISTORY

Explore the culture of the black community, including works by Henry Ossawa Tanner and Archibald Motley Jr. 740 E. 56th Pl., 773-947-0600; dusablemuseum.org

FIELD MUSEUM

This natural-history hub is as beloved for its world-famous resident T. rex fossil, SUE, as it is for special exhibits like "China's First Emperor and His Terracotta Warriors." 1400 S. Lake Shore Dr., 312-922-9400; fieldmuseum.org

GOODMAN THEATRE

One of the city's great stages, and the city's oldest and largest nonprofit theater. On tap this season: *Wonderful Town* (through October 16), *The Magic Play* (October 21-November 20), and *A Christmas Carol* (November 19-December 3). 170 N. Dearborn St., 312-443-3800; goodmantheater.org

HARRIS THEATER

This Millennium Park oasis hosts acts like Hubbard Street Dance and Chicago Opera Theater. 203 E. Randolph St., 312-334-7777; harristheaterchicago.org

MILLENNIUM PARK

The interactive Crown Fountain, Lurie Garden, and Anish Kapoor's iconic *Cloud Gate* ("The Bean") set on 25 acres. 201 E. Randolph St., 312-742-1168; millenniumpark.org

MUSEUM OF SCIENCE AND INDUSTRY

The largest science museum in the Western Hemisphere, this institution celebrates innovation. 5700 S. Lake Shore Dr., 773-684-1414; mschicago.org

RIVERS CASINO

Over 1,000 slots and 50 table games plus dining venues make this a major destination for Chicagoans who feel lucky. 3000 S. River Road, Des Plaines, 847-795-0777; riverscasino.com

THALIA HALL

A Pilsen landmark, this concert hall embraces the bohemian spirit of the neighborhood with an array of entertainment. 1807 S. Allport St., 312-526-3851; thaliahallchicago.com

ZANIES COMEDY CLUB

A standup comedy institution in Old Town. 1548 N. Wells St., 312-337-4027; chicago.zanies.com



BEEFED UP

Located in Chicago's West Loop neighborhood, the Corned Beef Factory boasts stacked sandwiches with freshly-sliced meat and premium toppings that recall the detail-oriented butchers of old. The restaurant goes back to basics with classic corned beef, reuben, and pastrami sandwiches; the menu also boasts more complex maneuvers like the Tom and Jerry Combo, a corned beef and pastrami-on-rye creation accented with spicy mustard. And while you might come for the sandwiches, you'll want to stay for the crisp, homemade chips and Honey Puffs.

1009 W. Lake St.
312-666-2535.

PRESS



THE GUIDE

Museums+Attractions

Chicago History Museum
Chicago native Main Rousseau Bocher (1890-1976) established Mainbocher Couture in Paris in 1929 and the rest is, well, fashion history. Mainbocher dressed society women, fashion icons and the most famous actresses of the day. His design for the Duchess of Windsor's 1937 wedding dress inspired a new generation of designers, including Dior. Now, the Chicago History Museum celebrates the designer with "Making Mainbocher: The First American Couturier," opening Oct. 22. The exhibit features 30 garments from the permanent collection (including the 1960 silk dress and stole shown here) as well as drawings, photos, videos and more. 1601 N. Clark St., 312.642.4600, chicagohistory.org

The Field Museum
The phenomenon of tattooing is a practice that spans millennia and continents. In "Tattoo," opening Oct. 21 at the Field Museum, the cultural practice and art form is explored through 170 objects including ancient artifacts and tools as well as contemporary designs. 1400 S. Lake Shore Dr., 312.922.9410, feldmuseum.org

Attractions

360 CHICAGO—More than 1,000 feet above Chicago, this 99th-floor observatory features Tilt, an enclosed glass platform allowing visitors to extend out and over the Magnificent Mile and the famous Chicago skyline; a self-guided multimedia tour, cafe/bar and gift shop. Open daily 9 am-11 pm. General admission \$18; ages 3-11 \$12, under 3 free. Fast pass express entry \$35. Sun & Stars pass (re-entry within 48 hours) \$25; Kids \$19. Tilt admission varies and is in addition to the cost of regular admission. www.360chicago.com. 875 N. Michigan Ave., 888.875.VIEW(5439). Et: Red to Chicago

ASTOR STREET—Named after John Jacob Astor, this street along Chicago's Gold Coast is one of the city's most opulent and one of the most interesting to tour. The first mansion constructed on Astor (in 1880) was built for the Catholic archbishop of Chicago. At 1365 Astor St. is the strip's most famous mansion, the James Chanley-Persky house. Built in 1891, it was commissioned from the firm of Dankmar Adler and Louis Sullivan and designed by the master Frank Lloyd Wright; then a young draftsman. www.cityofchicago.org/landmarks/astorstreet.html. N. Astor Street. Et: Red to Clark/Division

BUCKINGHAM FOUNTAIN—Set amid Grant Park along Lakeshore Drive, this majestic Versailles-inspired fountain was funded in 1922 by Kate Buckingham in memory of her late brother. One of the largest fountains in the world, its four sea horses represent the four states that border Lake Michigan: Wisconsin, Illinois, Indiana and Michigan. www.chicagoparkdistrict.com. Columbus Drive and Congress Parkway. Bus: 146, 147 to Congress and Michigan

CHICAGO BOTANIC GARDEN—Located in the northern suburb of Glencoe about 20 miles outside Chicago, this sprawling park boasts 385 acres of landscaped hills, lakes, indoor and specialty gardens, and nature trails. See scientists at work in the Plant Conservation Science Center and get in-depth info at eight interactive kiosks. The Garden Cafe offers light meals and snacks. Park open daily 8 am-sunset. Free; parking \$25 weekdays, \$30 weekends and holidays; railroad admission \$6; children 3-12 \$4. www.chicagobotanic.org. 1000 Lake Cook Rd., Glencoe, 847.835.5440.

CHICAGO CULTURAL CENTER—This national historic landmark is a showplace for the performing, literary and visual arts, featuring a huge variety of programs presented by the Chicago Department of Cultural Affairs. **Through October:** "Artists in Residence: Diaz Lewis: 34,000 Pillows." **Through Jan. 2, 2017:** "Persons & Charlesworth: Spectacular Vernacular." **Through Jan. 8, 2017:** "Kizata Franklin: Quest for The Marvelous." "Laura Davis: Jewelry for My Mother(s) and Other Microaggressions." "Procession: The Art of Norman Lewis" and "Stand Up for Landmark! Protests, Posters & Pictures." **Free** guided tours offered M, F, Sa at 1:15 pm. Open M-Th 8 am-7 pm; F, Sa 9 am-6 pm; Su

CITYPASS—With just one ticket, gain admission to five popular Chicago attractions: Skydeck Chicago (Fast Pass), the Shedd Aquarium (MP entry), The Field Museum (MP entry) OR the Art Institute of Chicago (Fast Pass), and your choice of 360 Chicago (Express Entry) OR the Museum of Science and Industry (MP entry). \$99; children 3-11 \$92. www.citypass.com/chicago. 888.330.5008

DALEY PLAZA—Centrally located in the Loop, this outdoor gathering place is the site of Chicago's famous Picasso sculpture. Throughout the year, Daley Plaza plays host to ethnic and seasonal festivals. www.underthepicasso.us. Washington Street and Dearborn, 312.344.3315. Et: Blue to Washington

FRANK LLOYD WRIGHT HOME AND STUDIO—The Wright Home and Studio in Oak Park is where the famed architect created some of his most important works. Regular tours are offered daily 9:30 am-4 pm. Walking tours of the surrounding Historic District, which has several residences designed in Wright's studio, are offered daily. Admission: \$17; seniors/military/students \$14; children 3 and under free. Shop/Wright at the Frank Lloyd Wright Home and Studio is open daily 9 am-5 pm. A variety of combination tours incorporating the Frank Lloyd

ZOOM! Kids can live out fanciful fantasies while learning about physical science in "Zoom Room," through Dec. 31 at the Chicago Children's Museum. chicagochildrensmuseum.org

FROM LEFT: COURTESY OF CHICAGO HISTORY MUSEUM; COURTESY FIELD MUSEUM

40 WHERE CHICAGO | OCTOBER 2016

PRESS



SAVE *the* DATE

The area's comprehensive social calendar to see what's doing and who's doing it.

EDITED BY SIOCY FLANNERY

JWC | COUNTRY 62

PRESS

RICHARD BRANSON

SURFACE

ISSUE
100

ITINERARY

OCT. 20-23
OUTSIDER ART FAIR PARIS 2016

Paris
Its fourth year in Paris, the Outsider Art Fair will be held at Hôtel du Duc, with 38 exhibitors. As with the first edition 25 years ago in New York, the fair highlights work by outsider artists—that is, artists separated from the academic, market, and institutional frameworks of the art world, whether by circumstance or by choice. This year's theme is art brut, the mid-20th century European movement that is considered the precursor to contemporary outsider art. outsiderartfair.com

OCT. 22-AUG. 20, 2017
"MAKING MAINBOCHER: THE FIRST AMERICAN COUTURIER" AT THE CHICAGO HISTORY MUSEUM

Chicago
With royalty of all kinds—social, Hollywood, and actual—as his patrons, Chicago native Main Rousseau Bother, known as Mainbocher, the name of the label that he founded in 1925, is considered the first American couturier. Society women may be most indebted to him for inventing the strapless evening dress, but during World War II, he also lent his talents to Girl Scout and Navy uniforms. Around 30 garments will be on display, alongside illustrations and photographs from throughout his life. chicagohistory.org

OCT. 22-JAN. 8, 2017
"NOT AFRAID OF LOVE" AT MONNAIE PARIS

Paris
Meurizio Cattelan, the internationally acclaimed artist known for his dark humor and trickster persona, will spearhead a solo exhibition at the Monnaie de Paris, an institution dating back to the ninth century that originally minted coins. On display will be pieces from throughout his career that he handpicked to represent what he considers to be the most important moments in his work and life. The show will be his largest ever in Europe, and his first major endeavor since his 2011 Guggenheim retrospective. monnaieparis.fr

Carlos Couturier,
Cofounder, Grupo Habita

This month, I'm headed to Chicago for two excellent reasons: The Robey and The Hollander, the two new hotels my company, Grupo Habita, is opening in November. The Robey is located in the landmark Northwest Tower, an art deco building that, in 1929, was the first skyscraper built in the city outside of downtown. Next door is the sister hotel, The Hollander; it includes our first-ever Social Stay program, which integrates shared rooms with social media. Either one makes the perfect home base for exploring Chicago. I enjoy taking visitors to The 606, an elevated green walkway near the hotels. If I were to design our perfect day, it would start with breakfast at Café Robey or a coffee at La Colombe under the Damen "L" Station, continue with lunch at Small Cheval (best burgers in town), and later we'd go to The Violet Hour

in Wicker Park for cocktails. And I wouldn't let anyone leave the city without having tried the fried Amish chicken at Parson's Chicken & Fish. Down the block from our hotels, Myopic Books is a used bookstore with some great evening events. Across the street, check out the Double Door rock club under the bright red "Liquors" sign. It might be closing soon, so go while you can. I'm looking forward to the Chicago Architecture Foundation's Open House Chicago, which opens up spaces that the public normally doesn't have access to, and it's definitely worth a look. If there is enough time, I would recommend taking a day trip to Plano, Illinois, to see Mies van der Rohe's Farnsworth House. Designed in 1945, it is seen as the culmination of modernist ideals in architecture that had been developing for decades prior.



OUTSIDER ART FAIR PARIS



IN CONVERSATION WITH DAVID ADJAYE



"NOT AFRAID OF LOVE"



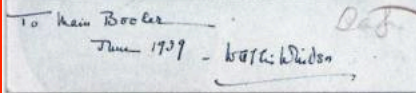
"THOMAS STRUTH: NATURE & POLITICS"

PHOTOS: COURTESY FROM THE LEFT; COUTURIER: SHANE ALAN KAMICHEN; THOMAS STRUTH: COURTESY MAURIZIO CATTELAN; ADJAYE:

PRESS

THE MAINBOCHER ATTRACTION

Early last century, a Chicagoan managed to open a Parisian haute couture house and dress society's elite. A new exhibition celebrates his work



COMMONER PROJECT A thank-you note from the Duchess of Windsor to Mainbocher, who designed this gown and her wedding dress.

BY KIMBERLY
CHRISMAN-CAMPBELL

WHEN THE DUCHESS of Windsor said “You can never be too rich or too thin,” the former commoner might have been describing the clients of her go-to designer, Mainbocher. As famous for his high prices as for his wasp-waisted gowns, he designed her 1937 wedding dress and trousseau, and made clothes for other high-profile ladies of the day. He is the subject of the exhibition “Making Mainbocher: The First American Couturier,” opening this weekend, at the Chicago History Museum and running

through Aug. 20, 2017.

These days it seems as if all things fashion have been exhaustively chewed over by legions of bloggers. This show, however, is a long-overdue homage to a homegrown haute couturier who doesn't get the recognition he should considering his achievements.

The college dropout, born Main Rousseau Bocher, moved from his native Chicago to Paris in 1917 and worked as a fashion illustrator and editor before opening his own couture house in 1930; he was the first American to do so. Overnight, Midwesterner Main Bocher became Mainbocher (rhymes with “rain” and “rocker”

for Americans, though the French pronounced it Mahn-bo-SHAY). His discreetly glamorous dresses and gowns soon gained some very stylish fans, such as decorator Elsie de Wolfe, American uber-socialite Babe Paley and, of course, the very elegant Duchess of Windsor.

Mainbocher produced some of the most expensive clothes in the world—more costly than Christian Dior's. However, after decamping to New York in 1939 to escape the war—and setting up a replica of his Paris atelier on 57th Street—he patriotically offered to design uniforms for the Navy WAVES, Girl Scouts and nurses of Chicago's Passavant Memorial hospital. Many of these will be on display.

“Upon first glance, they don't have the razzle-dazzle appeal that the high-end pieces do,” said the show's curator, Petra Slinkard, of these more utilitarian designs. “But when you really start to look at them, you can see the beauty and the balance of the design.”

Those looking to soak in the glamorous side of his work, however, won't be disappointed. Pieces like a full-skirted chocolate-brown satin gown with a single asymmetrical strap from his fall 1949 collection show off the designer's skill—and refined sense of modernity. You could easily imagine wearing such a dress today.

Notoriously controlling, Mainbocher never licensed his name or appointed a successor before his death, in 1976, which explains why his work is not better known today. But French businessman Arnaud de Lummen recently purchased the trademark, suggesting that Mainbocher may get its household-name status after all.

MANUFACTURE DE HAUTE HORLOGERIE



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PRESS



MATERIAL GIRLS
LOOKS FROM DESIGNERS IN FITS "BLACK FASHION DESIGNERS" SHOW. LEFT: MADONNA AT HOME IN A DRESS BY FREDERICK KELLY, VOGUE, 1989. ABOVE: STEPHEN BURROWS AND HIS MODEL SUPPORTERS, VOGUE, 1972.

The Chicago History Museum honors its city's great native couturier **Mainbocher**, a former French *Vogue* editor whose Paris and Manhattan establishments dressed the Duchess of Windsor and fellow immaculates for decades, while the Phoenix Art Museum showcases innovative eighties fashion in "Emphatics." Meanwhile, Paris's Les Arts Décoratifs explores what has constituted *scandale* in dress in "Quand le Vêtement Fait Scandale," and London's Barbican investigates the changing notions of what constitutes "The Vulgar." At Manhattan's Museum at E.L.L., meanwhile, you can catch "Proust's Muse" (the fabled Comtesse Greffulhe) and "Black Fashion Designers," which applauds the thrilling diversity (and sometimes unsung contributions) represented in the museum's collections, from the New Yorker Ann Lowe, who made the romantic wedding dress for Jacqueline Kennedy, to today's Daro Olowu and Hood By Air's Shayne Oliver—via disco divas Scott Barrie and Stephen Burrows, the antic eighties' Patrick Kelly and Andre Walker, and Harlem's hip-hop-king couturier Dapper Dan. —HAMISH ROWLES

I'm looking ahead to a slew of fabulous fashion-themed exhibitions in the coming months. At the Anna Wintour Costume Center at the Metropolitan Museum of Art, "Masterworks: Unpacking Fashion" celebrates recent acquisitions and design resonances across the decades—from a wasp-waisted Jean-Philippe Worth gown from the 1890s, decorated with a flock of butterflies, to Sarah Burton's own miraculous 2011 butterfly-swarmed minidress for McQueen.

Television's NEW LOOK

I have been amusing myself no end with BBC Worldwide's *The Collection*, a tale of derring-do set in a Parisian couture house in the years immediately following the Second World War, starring Tom Riley, Richard Coyle, Mamie Gummer, newcomer Jenna Thiam, and Frances de la Tour as the bloodhound matriarch. The production design evokes the dusty glamour of that post-Occupation period, while the costumes by Chattoains + Fab—a.k.a. Françoise Bourrec and Fabien Esnard-Lascombe, who dressed Anna Mouglalis in *Coco Chanel* & Igor Stravinsky and collaborated with Karl Lagerfeld and Jean Paul Gaultier—bring to life the world of Pierre Balmain, Jacques Fath, Robert Piguet, and Marcel Rochas. The show takes me back to my student internship at Lachasse in London, then under the direction of Peter Lewis Crown (who, at Saint Martin's, also taught John Galiano and me how to pad-stitch a jacket's revers). Many of the clients (and perhaps a model or two) had been with the house since the era in which *The Collection* is set. I couldn't have enjoyed myself more. —M.A.

SKIRTING AROUND
DESIGNERS CHATTOAINS + FAB'S DIOR-INSPIRED CREATION FOR JENNA THIAM



MAYORNA PATRICK DEMARCHELLE/LODGE; MARY ARCHIVE; BURBONE; GUYFERRE; TOSCANI/CONSONI; MARY ARCHIVE; SKIRTING AROUND: NICK BRIGGS/LODGE; PINK PINK

PRESS



SAVE *the* DATE

The area's comprehensive social calendar to see what's doing and who's doing it.

EDITED BY STACY FLANNERY

PRESS

CHECK OUT OUR CUBS POSTERS AT CHICAGOTRIBUNE.COM/CUBSWORLDSERIES



Red eye

Tuesday
OCTOBER 25, 2016

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A Chicago Tribune publication

LEWY G. MARSH/REDEYE PHOTOGRAPHY

EAT

Q-BBQ POP-UP
Wills Tower 233 S. Wacker Drive
The restaurant chain tries to break the curse on the Chicago Cubs by smoking a goat every day through Friday and serving it in a sandwich with chimichurri sauce (\$10.08). You can also grab pulled pork, chopped brisket and pulled chicken on a sandwich (\$6.99) or in a plate with two sides (\$8-\$11), 10 a.m.-2 p.m.

BURGER NIGHT
Publican Quality Meats
626 W. Fulton Market St.
312-445-8977
Teams headed by Marina Soperelli of "Chicago HD" and Colin Donnell of "Chicago Med" face off by preparing themed burgers with the police side using Glazed and Infused doughnuts as a bun while the hospital crew serves a double-patty Heart Attack burger with bacon and cheese (\$14 each), 5:30-9 p.m.

DRINK



THE GREAT PUNKY PARTY
Fountainhead 1030 W. Montross Ave. 773-692-8204
The sixth annual bash includes a beer poured from a pumpkin and a kit for you to carve a pumpkin to enter in a contest awarding prizes. The Ravenswood bar plays punk music before and after the Cubs World Series kick-off game, which will air on both floors with sound. 7 p.m.-2 a.m. Tickets: greatpunkyparty.tipt.me. No cover if you don't want to compete.

PAIRING SPIRITS AND CHEESE
Apollonia 5212 N. Clark St. 773-358-7187
Experts from Pastoral and C&D Distillery team up to lead a class on pairing spirits and cocktails with artisan cheeses. 6:30-8 p.m. \$45. Tickets: pastoralartisan.com

3-DAY FORECAST

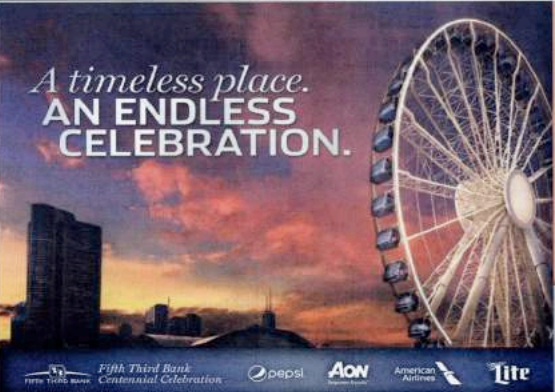
TUESDAY
55 46
GO CUBS

WEDNESDAY
54 46
KEEP GOING

THURSDAY
52 43
BASK TIME

MAKING MAINBOCHER: THE FIRST AMERICAN COUTURIER
Chicago History Museum
1601 N. Clark St. 312-642-4600
The new exhibit, which runs through August 2017, displays nearly 30 garments from Chicago-native Main Rousseau Bochir along with fashion illustrations, photography, video and interactive areas that let you design your own garments. 9:30 a.m.-4:30 p.m. \$14-\$16. Tickets: makingmainbocher.com

HAPPY HOUR OF THE DAY → **Sunda** (110 W. Illinois St. 312-644-0500) offers \$5 Kirin Ichiban drafts, \$4-\$10 dim sum, \$7 glasses of sake, select cocktails and more from 3:00-6:30 p.m.



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Making Mainbocher

Chicagoan made name as couturier on both sides of the Atlantic

By **BILL DALEY** | Chicago Tribune

"Mainbocher" is usually given a Frenchified spin ("man-bo-shay"), appropriate for a venerated fashion house that dressed generations of A-listers, women such as the Duchess of Windsor, whose 1937 wedding gown in "Wallis blue" is one of the most recognizable garments of the 20th century; Gloria Vanderbilt, the jeans designer and Anderson Cooper's mom; socialite C.Z. Guest; legendary Vogue editor Diana Vreeland; and Mary Martin, the Broadway star. But the name of the man himself was pronounced "Maine Bocker," for he was American, born and raised in Chicago.

How a man from East Garfield Park (a 1940 New Yorker profile described him growing up on "the unfashionable West Side of Chicago") found himself dressing some of the world's most notable women, first in 1930s Paris and then for decades in New York, is the theme of the new exhibit at the Chicago History Museum: "Making Mainbocher: The First American Couturier."

"There are many things that they say about him," said Petra Slinkard, the museum's curator of costumes, of Bocher's clothes. "I think in a way he was very controlling and very demanding and very exacting in his vision. He knew exactly what he wanted, how he wanted his models to be presented."

You don't have to be a Chicagoan, or even a fashionista, for that matter, to be interested in how Main Rousseau Bocher morphed into Mainbocher. Success, especially when it seems so improbable, is always alluring.

"We're using clothing as a way to tell a story, but the story extends so much further than just clothing," Slinkard says.

But the clothes, really and truly, are extraordinary. This exhibit has



TERRENCE ANTONIO JAMES/CHICAGO TRIBUNE PHOTOS

Petra Slinkard, curator of costumes at the Chicago History Museum, uses the designer's clothing to tell a story in the "Making Mainbocher" exhibit.



Main Rousseau Bocher was a fashion designer known to the world as Mainbocher.



A tulle evening dress with shell trim from fall 1946. Mainbocher died in 1976 at age 85.

some 30 examples, ranging from the 1930s to the 1960s, from ballgowns to day suits to uniforms he designed for Navy WAVES during World War II.

To get a sense of the Mainbocher mystique, just listen to Jean Harvey Vanderbilt, who was married to Gloria's cousin, Alfred

Gwynne Vanderbilt, as she shares with exhibit visitors taped memories of visiting the designer's Manhattan atelier.

"Wearing Mainbocher, I think you felt — perfect," Vanderbilt says in the recording. "You felt like sylph. There was nothing silly about it. There was no fringe.

'Making Mainbocher'

Open through Aug. 20
Chicago History Museum,
1601 North Clark St.
chicagohistory.org

They were all smooth, you know, unctuous fabrics. They were just so elegantly, beautifully made, probably severely elegant. I felt that if you walked into a room wearing a Mainbocher, you were a vision."

Bocher was something of a visionary himself.

"He started enough trends in his day," wrote Bernadine Morris in a 1970s New York Times article. She credited him with "three-quarter coats, jacket linings to match blouses, rain suits." But he also showed strapless gowns, those mainstays of the 1950s, in his 1934 collection. His move in the late 1930s to reintroduce the corset not only pre-dated Dior's New Look by eight years but

produced one of the most iconic fashion photographs ever: Horst P. Horst's "The Mainbocher Corset" of 1939. Jeweled sweaters, introduced by him in the early 1940s, remained popular for years, as Slinkard noted.

"His philosophy was rooted in simplicity and sophistication. I think, in many cases, less is more when it comes to Mainbocher's designs," she said. "He's the designer that had great impact, but many people don't know who he is."

Mainbocher died in 1976 at age 85. His association with Chicago never faded, Slinkard said.

"Rarely is he mentioned other than as Chicago-born or as a Chicagoan, which struck me as why we had to tell his story," said Slinkard. "His experiences in Chicago, during his formative years, prepared him to achieve the level he achieved."

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PRESS

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SOCIETY & CULTURE

agenda

NOVEMBER/DECEMBER

By Nicole Ross and Salamija Chayka

THROUGH 12/1
11th Chicago Latino Music Festival
Surround yourself with sounds dating back to the huroque era at Chicago's Latino-focused classical music festival, featuring internationally renowned artists like Adam Levin and Ravinia President Wetz Kauffman. Times vary. Tickets up to \$45. *Chicago, latinomusicfest.org*

THROUGH 12/31
Singin' in the Rain
Marriott Theatre brings us a beloved musical set in Hollywood in the Roaring Twenties with memorable songs and stunning choreography. Times vary. Tickets \$50-\$55. *Lombardshire, marriotttheatre.com*

THROUGH 1/22
Women Hold Up Half the Sky
Inspired by the work of Pulitzer Prize-winning journalists Nicholas Kristof and Sheryl WuDunn,



ARTISTIC VISION: The 2015 work by Erik Beehn is made from an archival inkjet photo, acrylic, collage and sketches.

the exhibition's chilling videos, art and photography will challenge you to take action to improve the lives of women worldwide. Times vary. Tickets \$12. *Illinois Holocaust Museum & Education Center, Skokie, il Holocaustmuseum.org*

THROUGH AUG. 2017
Making Mainbocher:

The First American Couturier
A tribute to the life and legacy of enterprising Chicagoan Main Rousseau Bocher, the new costume exhibit reveals the story of the man who became an arbiter of early- to mid-20th century fashion. Times vary. Tickets \$16. *Chicago History Museum, Chicago, makingmainbocher.com*

11/3-5
Chicago International Children's Film Festival
Gorton Community Center welcomes cinephiles of all ages to watch a curated selection of 2016 festival films and chat with the international filmmakers who created them. Times vary. Tickets \$10-\$25. *Lake Forest, gortoncenter.org*

11/4-3/9/17
REEL Science Film Series
The popular film series returns to decipher fact versus fantasy for curious moviegoers, science enthusiasts and families. 5:30-8:30pm. Tickets \$10-\$22. *Adler Planetarium, Chicago, adlerplanetarium.org*

11/9
Style Under the Stars

11/2-13

FUN HOME

The winner of five 2015 Tony Awards, this emotional powerhouse portrays Alison Bechdel's journey to make sense of her childhood, her parents and herself. Times vary. Tickets \$37-\$157. *Oriental Theatre, Chicago, broadwayinchicago.com*



FAMILY TIES: Chicago premieres the national tour of Fun Home, the 2015 Tony Award-winning Best Musical.

PRESS

SOPHISTICATED LIVING

MAIN MAN
The Chicago History Museum fetes forward-thinking fashion with *Making Mainbocher: The First American Couturier*.
By Meg Mathis

When it comes to masters of reinvention, few have blazed a more fabulous trail than Chicago's own Main Rousseau Bocher. An aspiring opera singer and West Side native, Bocher moved to France during World War I as a spy for the Americans and found success in Paris as a fashion illustrator at *Harper's Bazaar*. He later joined the staff of French *Vogue*, climbing its masthead to eventually become editor-in-chief. But in 1929, on the eve of turning 40, Bocher left *Vogue* to pursue his calling as a couturier, debuting his eponymous label, Mainbocher. "He was very much ahead of his time," says Chicago History Museum Curator of Costume Petra Slinkard, who is bringing the designer's story to life with the museum's latest exhibit, *Making Mainbocher: The First American Couturier*. "In the 21st century, people are a number of things throughout their lifetime, but that wasn't something that was typical of Bocher's generation."

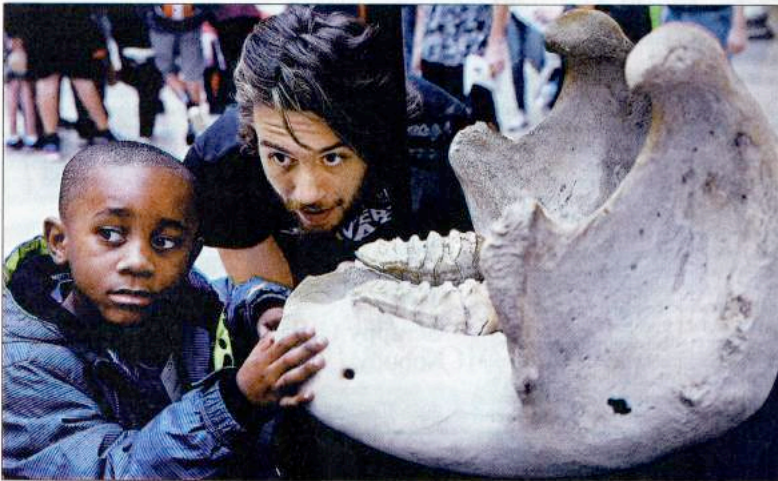
Complete with video, oral histories, photos and fashion illustrations (including an early illustration by Bocher from 1917), the comprehensive exhibit boasts 50 garments from the museum's permanent collection. Among the standouts is an oh-so-feminine strapless ballgown from 1951—a silhouette, says Slinkard, that Mainbocher introduced as early as 1934, well before Dior's New Look. Similar in style is a red velvet gown complete with hand-stitched sequins and seed beads in addition to two matching bracelets and a choker. "He was very exacting in his vision," marvels Slinkard. "He felt very strongly about how his clothes should be worn and how women should be presented, so he frequently included embellishments that dictate how to wear something."

And while the 1937 wedding dress that Mainbocher crafted for notorious American socialite Wallis Simpson (aka the Duchess of Windsor) is still housed in The Metropolitan Museum of Art, *Making Mainbocher* features a gray wool suit with polka dot accessories from the same year that is reminiscent of the blue and white polka dot iteration from Simpson's trousseau. "It signifies the trendsetting moment for Simpson," Slinkard notes. "She was a customer just like anyone else." As for the self-made Bocher, who died in 1976, Slinkard says he never lost sight of his Midwest roots while achieving worldwide success. "In the research that I've done, he never tried to distance himself from Chicago or being a Chicagoan."

Making Mainbocher: The First American Couturier runs through Aug. 20, 2017, at the Chicago History Museum, 1601 N. Clark St., 512-612-6100, chicagohistory.org.

slmag.net

PRESS



NANCY STONE/CHICAGO TRIBUNE

Volunteer Christopher Rohrbeck shows Jamari Nellem, 6, an elephant jaw as part of the new Initiative.

'Fresh science' gets Field space

By STEVE JOHNSON
Chicago Tribune

Science in action is getting a new permanent home at the Field Museum, but the exhibits themselves will be anything but.

The new Grainger Science Hub, on the museum's main floor, is meant to showcase cutting-edge discoveries, oddities from the collection and just plain interesting artifacts and stories that otherwise haven't made it into the museum's displays. And it will change them up every three months, a heartbeat compared with the measured pace at which major museums usually work.

As the exhibit prepares to open Friday, the Field is showcasing a rock containing zircon crystals from 4.4 billion years ago, "the oldest minerals found on Earth," the sign says. Studying it has helped to show that the planet then wasn't a "hot ball of lava," as previously thought, but a place of more moderate climate.

On the opposite wall is a selection of biological samples — in-

cluding a dead crow and a whale shark fin — and a quiz about each one meant to showcase the power of DNA in biological studies. In the case of the crow, it's an example of a 2000 virus that killed most of Chicago's crow population.

Perhaps the most significant feature of the space, however, is highlighted by the blue and red neon sign that points to the new room: "Fresh Science Served Daily," it says.

From 10 a.m. to 3 p.m. daily, museum educators will be there, in the roughly 1,000-square-foot room, working from a countertop space in the room's center and offering a deeper dive into the two exhibits being presented.

The first reason for the science hub is to have a better home for the "flash news" — a new dinosaur discovery, for instance, or a meteorite donation — that in recent years has been squeezed into a small display case on a corner of the central Stanley Field Hall, said Tom Skwerski, project manager in exhibitions.

"The second part of it is this idea of a facilitated experience here at the museum," he said. "We want to bring Field Museum science and scientists to the visitor."

The science hub will take over as host space for Meet a Scientist, the every-Friday program that brings a Field scientist in front of the public from 11 a.m. to 1 p.m. First up, this Friday, is geologist Philipp Heck.

The new room is set up with a video screen and a camera to allow for conversations with Field scholars out doing research in the world, and an overhead cam, like for a cooking show, can showcase what somebody is working on at the counter below.

Affiliated with the science hub are four red information carts that travel the floor with volunteer staffers, currently pushing topics including Creature Features and Hidden in the Collections.

sajohnson@chicagotribune.com
Twitter @stevenjohnson

SEE IT NOW

Polar bears return to Lincoln Park Zoo in new exhibit

The newest Chicago bear is Siku, an almost 7-year-old male polar bear. He won't help the city's struggling NFL franchise, of course. But with such impressive moves as the full dive directly toward the transparent poolside viewing wall, he should be a potent addition to the lineup at Lincoln Park Zoo. Siku's home, the new Walter Family Arctic Tundra at the zoo's north end, opens to the public Thursday, and it marks the return of polar bears to the North Side animal park after a two-year absence.

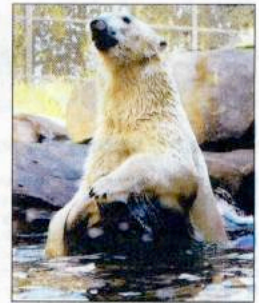
Out is the old-style polar bear habitat, which emphasized a sterile looking swimming pool and placed a moat between visitors and the animal area. In is a bigger, more diverse, 8,400-square-foot realm adorned with faux rocks, turf and gravel areas, and even an industrial-strength shaved ice machine. There is a waterfall and a stream, and then at one of the four viewing areas there is the new pool, which comes right up to the clear wall, and which Siku, no other word for it, frolicked in at a media preview event the zoo held. Having a 9-foot, 1,000-pound, cream-colored top predator rear up and come straight at you through water, ending up separated by only a few inches of acrylic, is a thrill ride that leaves much of what Six Flags offers looking pallid and mechanical by comparison.

Dave Bernier, the zoo's general curator, said the best time to see the bear active is early, up to about 10 a.m., and then beginning about 1 p.m., after a nap.

Walter Family Arctic Tundra at Lincoln Park Zoo, 2001 N. Clark St., 312-742-2000 or www.lpzoo.org
— Steve Johnson

Exhibit documents the rise of Mainbocher, America's first couturier

Before there was Ralph Lauren, Halston or Calvin Klein, there was Mainbocher. Although this couturier is hardly a household name today, he designed



PHIL VELASQUEZ/CHICAGO TRIBUNE

Lincoln Park Zoo's new polar bear exhibit was previewed Nov. 10 and was set to open Thursday.

clothes for some of the 20th century's most glamorous women: heiress Gloria Vanderbilt, actress Rosalind Russell and Wallis Simpson, Duchess of Windsor, to name just a few. The Chicago History Museum is hosting "Making Mainbocher: The First American Couturier," featuring 30 Mainbocher garments from the museum's permanent collection. Through the gowns on display, fashion illustrations, photos, oral histories and video, the exhibit reveals the story of a focused and driven designer and his quest to become the first American working as a couturier in Paris.

Main Rousseau Bocher (1890-1976) grew up in a modest home on Chicago's West Side. Educated at John Marshall High School and the Lewis Institute (a precursor to the Illinois Institute of Technology), he transformed his interest in the arts into a fashion empire.

The exhibit's interactive experiences allow visitors to step into a design studio where they can flip through sketchbooks featuring fashion illustrations of garments on view and use Mainbocher's preferred colors, fabrics and motifs to design a garment that is projected on a 3-D dress form in the gallery.

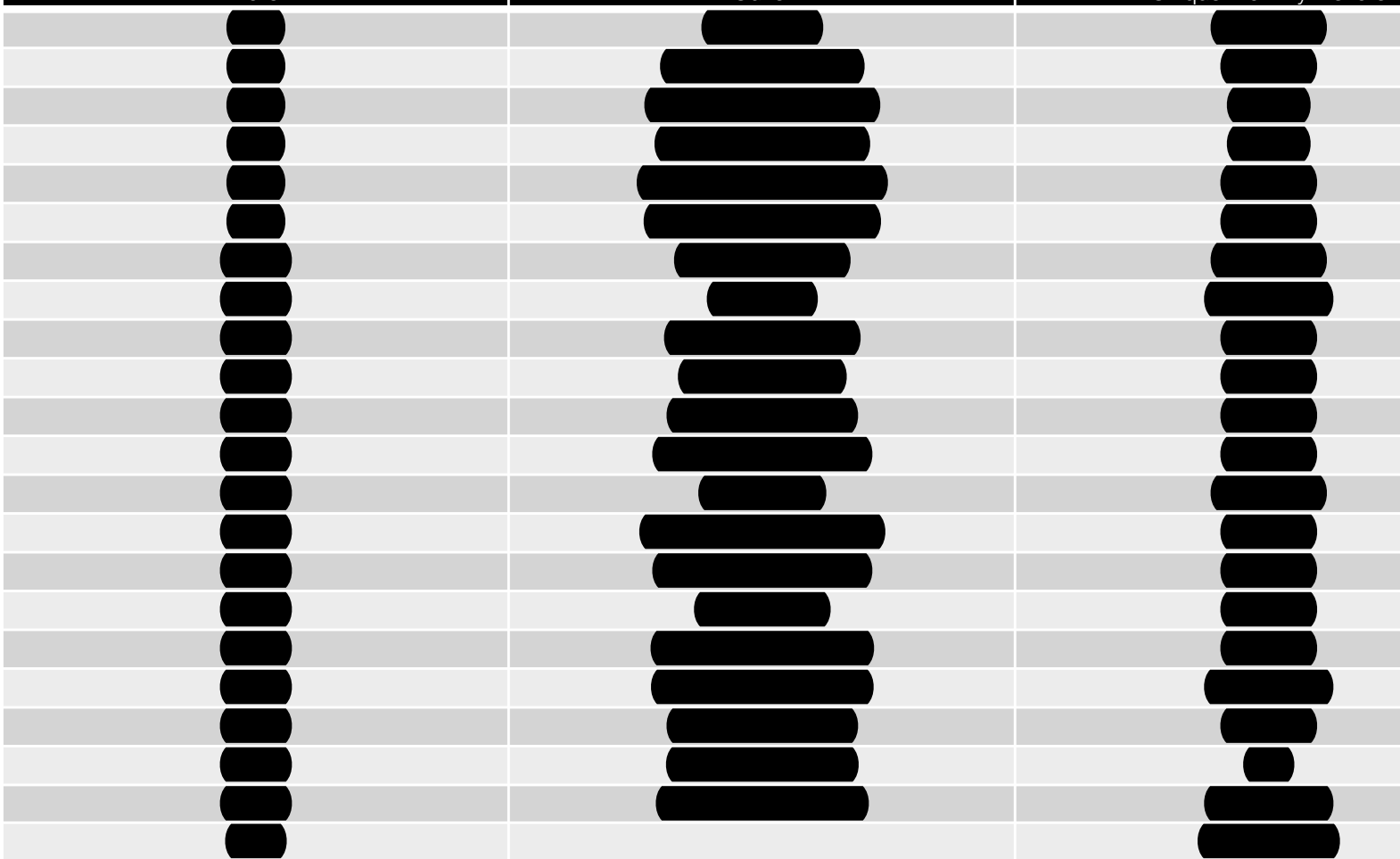
Through Aug. 20, 2017; Chicago History Museum, 1601 N. Clark St., 312-642-4600 or www.makingmainbocher.com
— Louise Burton

PRESS

The screenshot shows the top portion of the WCIU THE U website. At the top right, there are navigation links for Partners, Sweepstakes, About, Contact, and Tune In, along with social media icons for Facebook and Twitter, and a search icon. Below these is a main navigation bar with links for Schedule, Shows, You & Me, Community, Sports, and Videos. The main banner features two women on the left and the text "It's a new day for you & me" in a stylized font, with "Weekdays 6-8am" below it. Below the banner is a video player showing a live broadcast from a museum exhibit. The video shows two women, Ashley Barnes and Petra Slinkard, in a gallery with mannequins. A "LIVE" badge is visible in the top right corner of the video frame. Below the video, the text reads "Museum Week: Making Mainbocher 10/11/16 9:05AM" and "Ashley Barnes is live at the Chicago History Museum with Petra Slinkard to preview the historical fashion exhibit, Making Mainbocher."

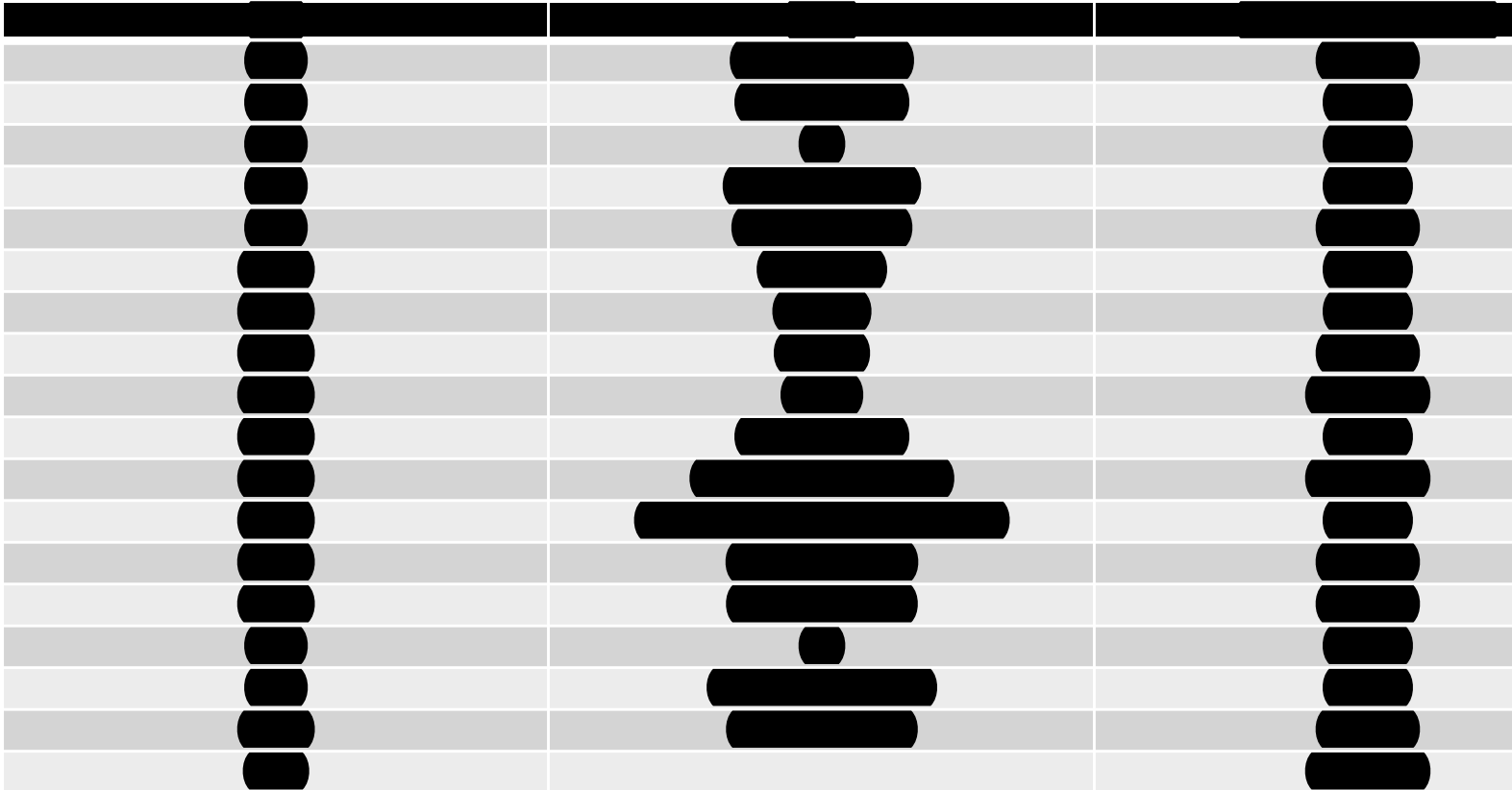
PRESS

DIGITAL REACH



PRESS

PRINT REACH



PRESS

— MAKING —
MAINBOCHER
THE FIRST AMERICAN COUTURIER

MAKING MAINBOCHER'S TOTAL REACH: 

MEMBERSHIP

MEMBERSHIP ACQUISITION



MAKING
MAINBOCHER
THE FIRST AMERICAN COUTURIER

ChicagoHistoryMuseum
1601 N CLARK ST CHICAGO IL 60614

OPENING DAY
OCTOBER 22, 2016



MAKING
MAINBOCHER
THE FIRST AMERICAN COUTURIER

"Mainbocher is really in advance of us all, because he does it in America."
— Christian Dior

[\[Button\]](#)

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MEMBERSHIP ACQUISITION



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OPENING DAY
OCTOBER 22, 2016

MAKING
MAINBOCHER
THE FIRST AMERICAN COUTURIER

MEMBERSHIP

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BY ALL ACCOUNTS, CHICAGO-BORN MAINBOCHER
 (Then-to-come?) should not have prepared as a statistic. He had little formal training upon his return following the economic crash of 1929, matured as American designer in the tightly regulated business of French dressmaking. Yet, he methodically constructed an international fashion house serving royalty, Hollywood stars, and the world elite. Mainbocher's journey was long and complex. It was his take on the roles of artist, model, marketer, editor, and dressmaker—each supporting the mastery of the next—that set the stage for his journey of making Mainbocher, the Best American costume.

"Mainbocher is really in advance of us all, because he does it in America."
 — Christian Dior, 1955

MAINBOCHER'S DESIGNER SPIRIT WAS ALREADY IN EVIDENCE WHEN THE NEW YORK PUBLIC LIBRARY TOOK HIM ON AS A DESIGNER AT THE AGE OF 21. HE WAS THE FIRST AMERICAN TO BE HONORED IN THE 1955 MET GALA. A TRIBUTE TO HIS DESIGNER IS TO BE HELD THIS YEAR.

Modeling: Christian Dior
 Mainbocher, Fall 1955
 Dior's debut collection with
 Mainbocher as designer

Currently on view at the Chicago History Museum

**WANT TO HEAR A STORY?
 WE'VE GOT PLENTY TELL.**

**the
 SECRET
 Lives
 of OBJECTS**

As he often has done, shared that view of it. His due comes of the Museum's collection of his rooms, while they're getting our chairs out to go tight... and wish we could get our hands on the history of it.

**LINCOLN'S
 UNDYING
 WORDS**

Discover how Abraham Lincoln's changing views toward slavery transformed America. The exhibition explores this powerful story through the key speech at the Lincoln Memorial in 1863 and the 1865. The treasure includes the Lincoln family carriage on which he died, with audio view supported by an audio program of selected excerpts from the speeches.

Chicago is vibrant, ever-placing and its writers past and present, help you define and understand its unique character. The neighborhood's digital experience is a new old-style space, Chicago Authors features classic, historic, and contemporary.

**-CHICAGO-
 AUTHORED**

MEMBERSHIP

MEMBERSHIP ACQUISITION

MAINBOCHER
1890-1976

Join the Chicago History Museum as a member today to experience the life and legacy of this incredible designer!

1930
Mainbocher combined his first and last names, Main and Bocher, to found his own fashion house, incorporated as Mainbocher Couture in Paris.

1937
The Duchess of Windsor chose Mainbocher to design her wedding dress. He selected a custom silhouette made in a specific blue, dubbed "Windsor Blue," to match her eyes.

1939
Mainbocher introduced the ruffled-in corseted waist, a style which predated Christian Dior's New Look by eight years.

1942
Mainbocher served in WWI, and at age fifty-two, he registered for the second. He was too old to serve but contributed to the effort by donating his time and the design of a complete new line of uniforms for the United States Navy and Marine Corps women's auxiliary units.

1971
Mainbocher's forty-year career built on international fame: serving royalty, Hollywood icons, and the social elite. The designer also uniformed workingwomen, such as the nurses at Chicago's Passavant Memorial Hospital.

All images are the Chicago History Museum or the author's work.



MEMBERSHIP

MAINBOCHER MEMBER PREVIEW



THE CHICAGO HISTORY MUSEUM
INVITES YOU TO CELEBRATE THE OPENING OF

MAKING
MAINBOCHER
THE FIRST AMERICAN COUTURIER

WITH EXCLUSIVE MEMBER EVENTS

OPENING DAY | **SATURDAY**
OCTOBER 22

ChicagoHistoryMuseum
Clark Street at North Avenue | makingmainbocher.com



MAKING
MAINBOCHER
THE FIRST AMERICAN COUTURIER

ChicagoHistoryMuseum
1601 N. Clark Street
Chicago, IL 60614

Nonprofit
Organization
U.S. Postage
PAID
Chicago, Illinois
Permit No. 1833

MAINBOCHER'S BIRTHDAY PARTY | Monday, October 24 | 6:00 – 9:00 p.m.
\$15 members, \$25 guests, price includes one drink ticket. Cash bar available. Calling all dishes, swabbies, rugcutters and pinups—celebrate the birthday of Main Rousseau Bocher with us, 1940s style! To pay homage to Mainbocher's military service and WWII uniform designs, we're hosting a USO dance. The evening includes tours of *Making Mainbocher: The First American Couturier* with costume curator Petra Slinkard, refreshments, birthday cake, and music by the Lakeside Pride big band ensemble. Vintage uniforms and attire encouraged!

MEMBER MORNINGS
Saturday, October 22 | 9:30 a.m. Sunday, October 23 | 11:00 a.m.
FREE for members. Be the first to view *Making Mainbocher* during opening weekend, before the Museum opens to the public.

VETERAN'S DAY | Friday, November 11 | 10:00 a.m. – 1:00 p.m.
FREE for members, included with Museum admission. Discover Mainbocher's life, legacy and military contributions and pay tribute to veterans through the years. This family-friendly program encourages gratitude through storytelling, hands-on activities, and discussion.

Sponsored By
COSTUME COUNCIL
of the Chicago History Museum

Presenting Sponsor
Liz Stiffel
Lead Corporate Sponsor
LUVANIS

Call 312.642.6600 or visit
chicagohistory.org/memberevents
to make a reservation!

Photo: Mainbocher. Uniforms for the US Navy's Women Accepted for Volunteer Emergency Service, c. 1942.
CHICAGO HISTORY MUSEUM The Chicago History Museum gratefully acknowledges the support of the Chicago Park District on behalf of the people of Chicago.

DEVELOPMENT

COSTUME COUNCIL GALA



DEVELOPMENT

COSTUME COUNCIL GALA - EMAIL

THE COSTUME COUNCIL OF THE
CHICAGO HISTORY MUSEUM REQUESTS
THE PLEASURE OF YOUR COMPANY

MAKING MAINBOCHER
OPENING GALA

FRIDAY, OCTOBER 21, 2016

CO-CHAIRS
Nancy Connelly
Marcy Holzer
Mary Shearson

6:30 PM
Cocktails, silent auction and
exhibition preview of
*Making Mainbocher:
The First American Couturier*

7:30 PM
Dinner and Dancing
Remarks by Petra Slinkard,
Curator of Costume

Chicago History Museum
1601 North Clark Street
Cocktail Attire | Valet Parking

Sponsored by
COSTUME COUNCIL
of the Chicago History Museum

Presenting Sponsor
Liz Stiffel

Lead Corporate Sponsor
LUVANIS

Additional Support

CHICAGO | **OLYMPIAN**
Laurent Perrier
1843

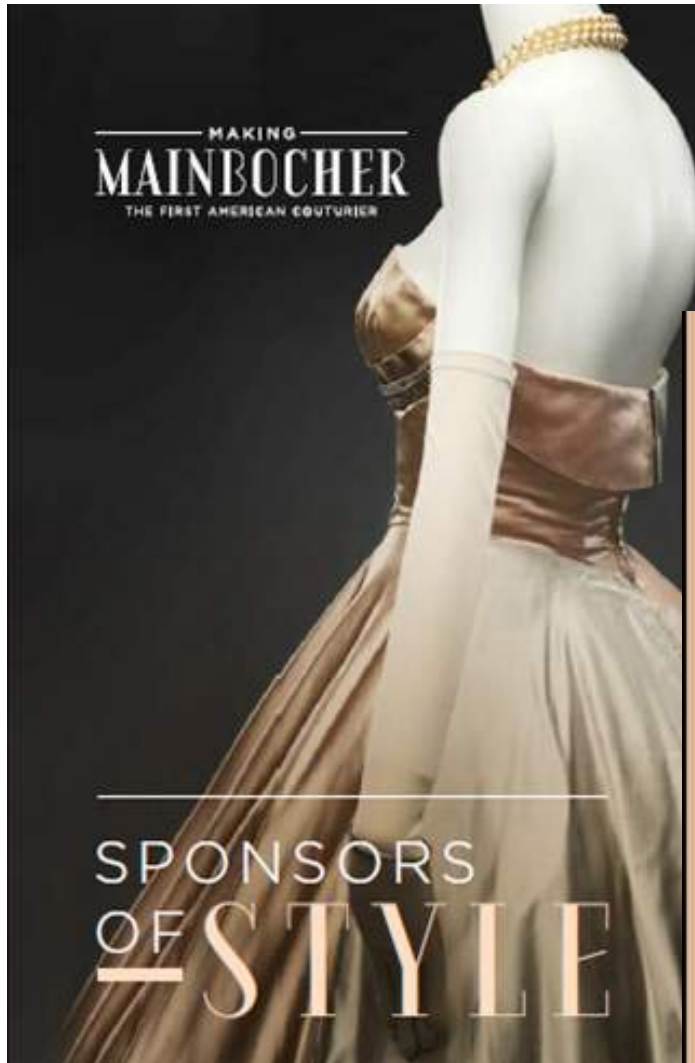
Special Thanks
bbj | **JEWELL** | **perrier**

ChicagoHistoryMuseum.org
1601 North Clark Street | #CHMmainbocher

CHICAGO HISTORY MUSEUM is a 501(c)(3) nonprofit organization. All proceeds from the Chicago History Museum Fund will be used to support the Chicago History Museum's mission.

DEVELOPMENT

COSTUME COUNCIL - SPONSORS OF STYLE



SPONSORS OF STYLE LEVELS

PRESENTING SPONSOR | \$50,000

Ten VIP Reception tickets and a table for ten (premium seating) to The Mainbocher Opening Celebration. Receive benefits of lower levels, plus:

- Exclusive Title Sponsor of *Making Mainbocher: The First American Couturier*
- A private dinner for up to ten people in the Robertson Gallery at the Chicago History Museum and a "Behind-the-Scenes" tour of the collection with Costume Curator Petra Slinkard (Development staff will contact you to arrange a mutually agreed upon date and time)

HOST COMMITTEE | \$15,000

Ten VIP Reception tickets and a table for ten (premium seating) to The Mainbocher Opening Celebration. Receive benefits of lower levels, plus:

- Host committee member recognition and co-presenting event sponsor for The Mainbocher Opening Celebration on October 21, 2016
- Sponsor name mentioned in all related press releases, media advisories, online event page, and event invitation
- Full page ad in event program book with premium placement
- Name or company logo on "stop and repeat" photography background

PRESIDENT'S CIRCLE | \$8,600

*Costume Council members receive benefits at this level for only \$5,000

A table for ten (premium seating) to The Mainbocher Opening Celebration. Receive benefits of lower levels, plus:

- Sole benefactor of garment displayed in the exhibition to be chosen by the curator
- Half-page ad in the event program book
- *Making Mainbocher: The First American Couturier* exhibition catalogues for you and your guests
- A private "Behind-the-Scenes" tour of the exhibition with Costume Curator Petra Slinkard for up to ten people (Development staff will contact you to arrange a mutually agreed upon date and time)

BENEFACTOR | \$5,000

*Costume Council members receive benefits at this level for only \$2,000

Six tickets to The Mainbocher Opening Celebration. Receive benefits of lower levels, plus:

- Six *Making Mainbocher: The First American Couturier* exhibition catalogues
- Quarter-page ad in the event program book
- Sole benefactor of garment displayed in the exhibition to be chosen by the curator

FRIEND | \$2,500

Four tickets to The Mainbocher Opening Celebration. Receive benefits of Patron level, plus:

- Your *Making Mainbocher: The First American Couturier* exhibition catalogue
- Co-sponsor of a garment displayed in the exhibition to be chosen by the curator

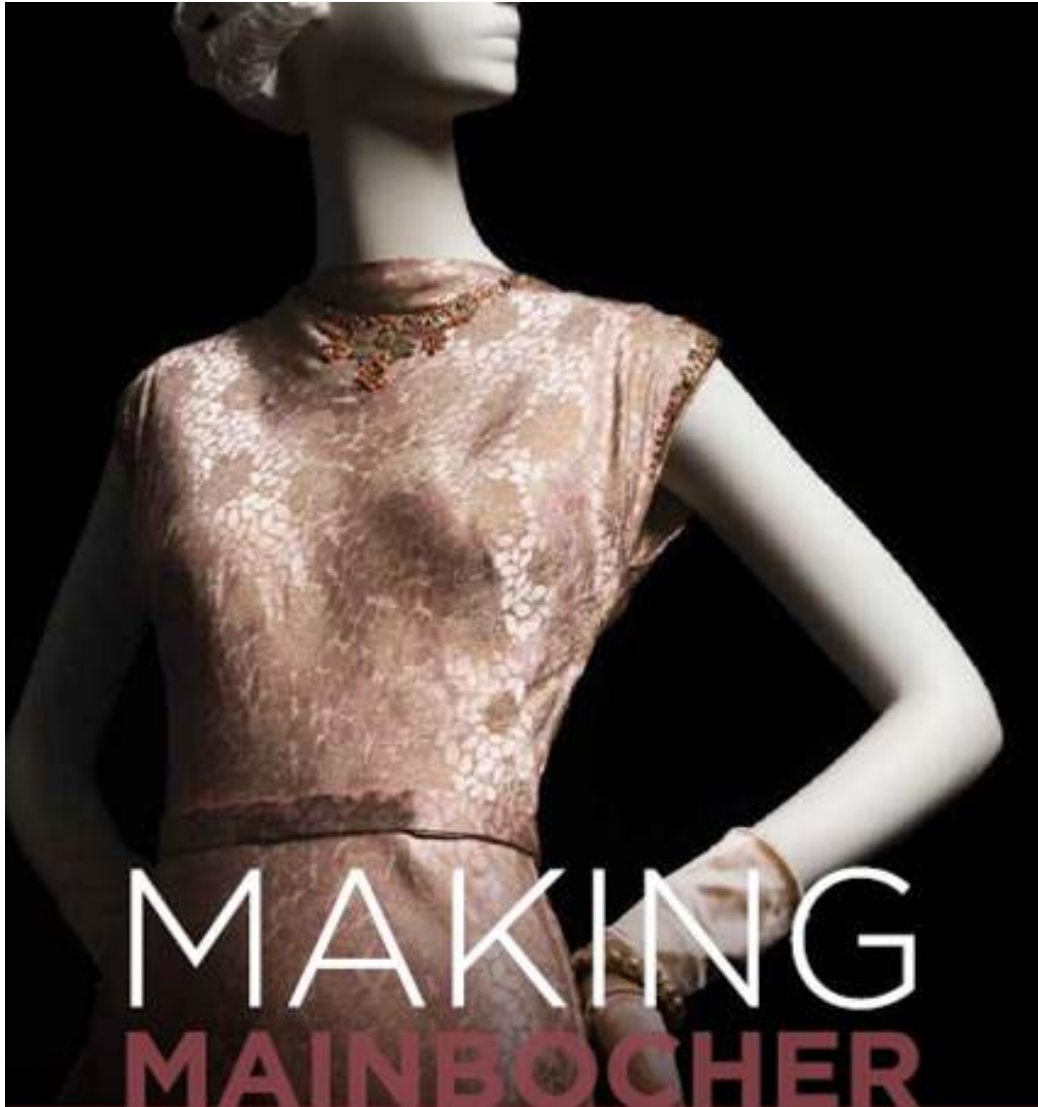
PATRON | \$1,500

Two tickets to The Mainbocher Opening Celebration. Benefits include:

- Two *Making Mainbocher: The First American Couturier* exhibition catalogues
- Recognition on the *Making Mainbocher: The First American Couturier* Sponsors of Style Corner Wall
- Recognition in the exhibition catalogue
- Listing in the 2016-2017 Chicago History Museum Annual Report

DEVELOPMENT

AS IT HAPPENS - FALL 2016

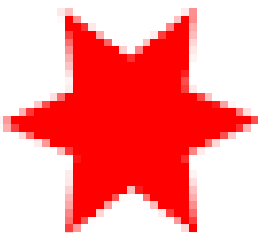
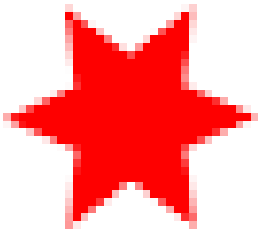
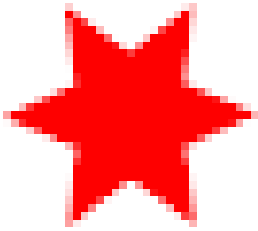
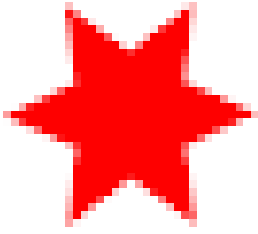


AS IT HAPPENS FALL 2016

ChicagoHistoryMuseum

p. 2 Letter from the President
p. 4 Donor Spotlight
p. 6 Exhibition Preview
p. 8 Costume Council

p. 12 Guild of the Chicago
History Museum
p. 14 Summer at Chicago
History Museum



CHICAGO METRO HISTORY FAIR

PRESS

FOR IMMEDIATE RELEASE

MEDIA CONTACT



THE CHICAGO HISTORY MUSEUM WELCOMES THE HISTORY FAIR TO EXPAND EDUCATIONAL OUT-REACH

The Chicago Metro History Education Center Joins the Museum as a New Department

CHICAGO (August 22, 2016) – The Chicago History Museum is pleased to announce the Chicago Metro History Education Center, a leading educational organization in Illinois that presents the annual Chicago Metro History Fair, will join the Museum as a new department. This relationship honors the closely aligned missions of both organizations to serve as a resource of learning and civic engagement and advances the Museum’s strategic plan, which calls for the development of a school outreach program.

The two organizations will begin an operational integration over the coming year which should be complete by October 1, 2016.

“This relationship is built on nearly forty years of shared history between the Museum and the Chicago Metro History Fair,” said Chicago History Museum President Gary T. Johnson. “We are thrilled for this opportunity to expand the Museum’s educational outreach.”

The Chicago Metro Education Center (CMHEC) is a nonprofit, educational organization in Illinois that offers programs throughout the year for teachers and students to support project-based, inquiry methods of learning. The Chicago Metro History Fair is the signature program of the CMHEC, an annual competition in which Chicago-area students develop and present research projects on topics related to Chicago history.

This relationship will provide new opportunities to advance the Chicago History Metro Fair that annually serves 15,000 thousand students and 500 teachers from 120 local schools. Opportunities include increased Museum access for History Fair students and teachers, new teacher professional development programs, and the utilization of Museum curators and experts to enhance learning.

“We are confident that this will be the best way to not only continue, but to expand our program activities and fulfill the mission of the Center,” said Frank Valadez, executive director of the Chicago Metro History Education Center. “We are eager to join forces with the Chicago History Museum to take History Fair into the future.”


MARKETING

NEW 2016 LOGO



MARKETING

2016 HISTORY FAIR POSTER



CHICAGO HISTORY MUSEUM
PRESENTS

TAKING A STAND IN HISTORY

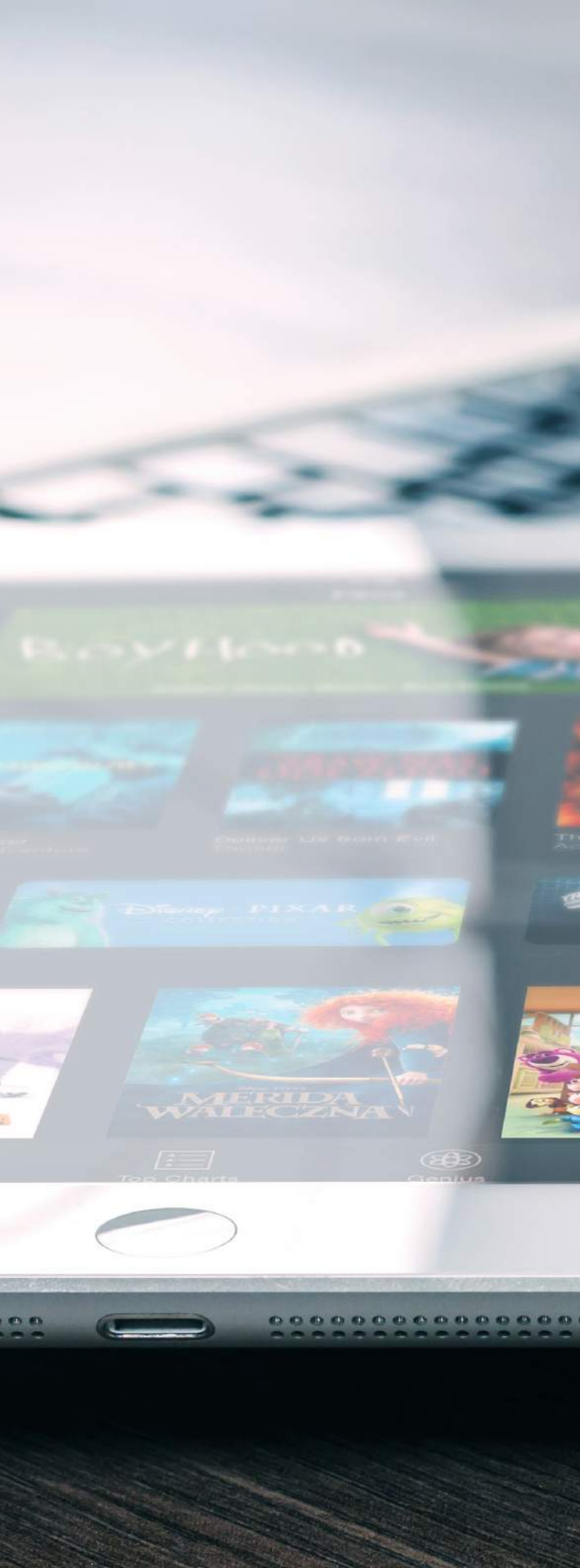
CHICAGO METRO HISTORY FAIR 2017

CHICAGO METRO HISTORY FAIR 2017
chicagohistoryfair.org

The Chicago Metro History Fair is made possible by the generous financial contributions of the Robert R. McCormick Foundation, the Polk Bros. Foundation, HBK Engineering LLC, Peoples Gas, Manaaki Foundation, Quantum Crossings LLC, Allstate, Athletico, ComEd, the Loyola University Chicago Department of History, Mark and Debra Trembacki, the Illinois Historic Preservation Agency, Chicago Public Schools, and the History Fair Partner Schools. It is also supported by in-kind donations from DePaul University, Loyola University Chicago, and the Illinois Institute of Technology, as well as key partners: the Chicago Public Library, the Newberry Library, and the University of Illinois at Chicago.

[@chicagometrohistoryfair](https://www.facebook.com/chicagometrohistoryfair)
[@chihistoryfair](https://twitter.com/chihistoryfair)
[@chicagometrohistoryfair](https://www.instagram.com/chicagometrohistoryfair)

ChicagoHistoryMuseum



CHICAGO 0,0

PRESS



With Chicago 00, your smartphone becomes a Window onto the Eastland Disaster

But a new and groundbreaking smartphone app from the Chicago History Museum can help you see that today's good time, as with almost any Chicago spot, is only one layer of a complex and sometimes tragic history.



PRESS



Augmented Reality App Offers New Look at Eastland Disaster

But a new and groundbreaking smartphone app from the Chicago History Museum can help you see that today's good time, as with almost any Chicago spot, is only one layer of a complex and sometimes tragic history.



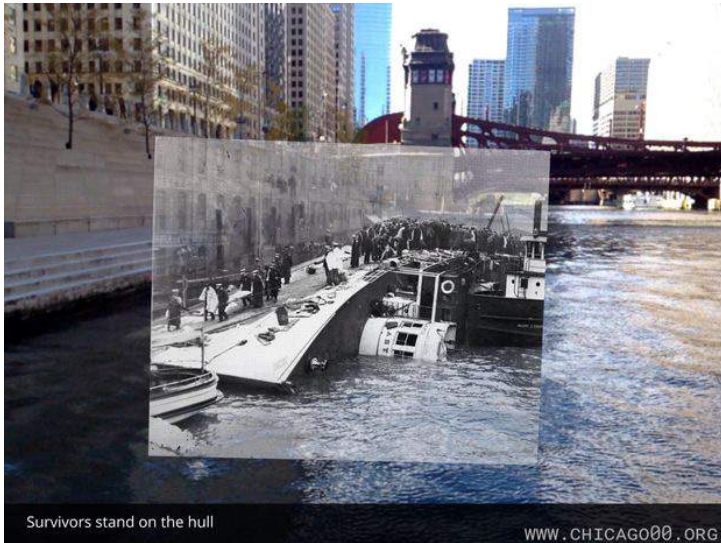
PRESS



See The Eastland Disaster Where It Happened With New Virtual Reality App

A new app lets Chicagoans see the Eastland Disaster unfold right where it happened more than 100 years ago.

Chicago00, a new app from the Chicago History Museum, uses augmented reality to overlay historic photos of the tragedy over the Chicago River



MARKETING



OCT
21

Lunch Break! AR Tour of the Eastland Disaster

Public · Talk · Hosted by Chicago History Museum

Going

Invite

Edit

...

Friday, October 21 at 12:15 PM - 1 PM
about 4 weeks ago

Northeast corner of LaSalle Street and Wacker Drive [Show Map](#)

About

Discussion

[Write Post](#) | [Add Photo / Video](#) | [Create Poll](#)

 Write something...

Details

EVENT TIPS

[Next Tip](#)

Create New Event



Have another event by Chicago History Museum coming up? Create an event to let people know about it.

Create



interested went invited



MEMBERSHIP EVENTS

MEMBERSHIP

Making Mainbocher Members' Preview Program



THE CHICAGO HISTORY MUSEUM
INVITES YOU TO CELEBRATE THE OPENING OF

MAKING
MAINBOCHER
THE FIRST AMERICAN COUTURIER

WITH EXCLUSIVE MEMBER EVENTS

OPENING DAY | **SATURDAY**
OCTOBER 22 | ChicagoHistoryMuseum
Clark Street at North Avenue | makingmainbocher.com



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ChicagoHistoryMuseum
1601 N. Clark Street
Chicago, IL 60614

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COUNCIL**
of the Chicago History Museum

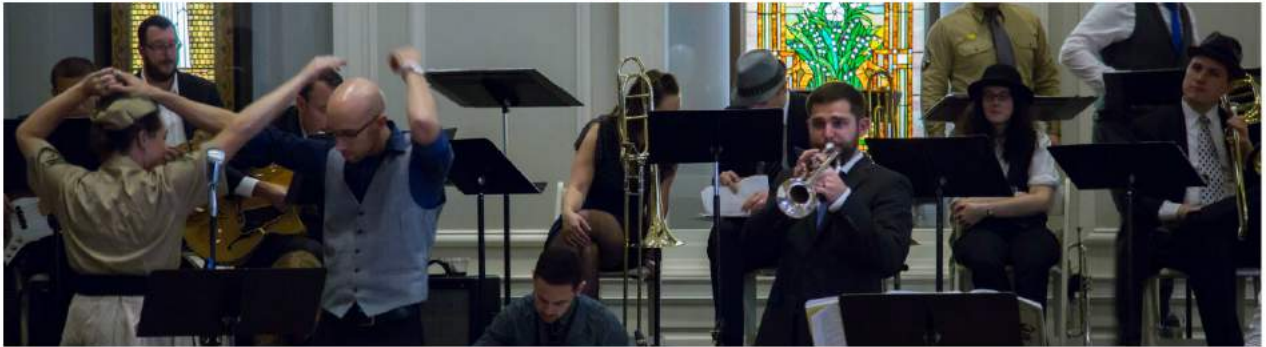
Presenting Sponsor
Liz Stiffel
Lead Corporate Sponsor
LUVANIS

Call 312.642.4600 or visit
chicagohistory.org/memberevents
to make a reservation!

Photos: Mainbocher: Uniforms for the US Navy's Women Accepted for Volunteer Emergency Service, c. 1942.
CHICAGO HISTORY MUSEUM The Chicago History Museum gratefully acknowledges the support of the Chicago Park District on behalf of the people of Chicago.

MEMBERSHIP

Making Mainbocher
Members' Preview



MEMBERSHIP

Members Annual Event



Building Chicago | Book Launch Event



MEMBERSHIP

MEMBERSHIP HOLIDAY PARTY



The Chicago History Museum
invites you to the

Members' Holiday Party

Saturday, December 10, 2016

ChicagoHistoryMuseum



ChicagoHistoryMuseum

1901 N. Clark Street
Chicago, IL 60614

Nonprofit
Organization
U.S. Postage
PAID
Chicago, Illinois
Permit No. 1630

Saturday, December 10, 2016

Chicago History Museum | 11:00 a.m. to 1:00 p.m.

Celebrate the season and share your holiday memories at the Chicago History Museum! Enjoy festive tunes by the David Agee Trio as you mingle with Museum staff, and have your photograph taken in a re-created Marshall Field's window.

View holiday cards and an array of toys from the Museum's collection, as well as a special presentation of vintage Chicago-manufactured aluminum trees and Silvestri Studios holiday decor from a private collection. Smarty Pants the balloon twister and a very special guest in a red suit will keep the children entertained. Refreshments included.

\$20 members | \$5 children | \$25 guests

Call 312.642.4600 or visit chicagohistory.org to make a reservation!

Supported by



**Member Double
Discount Week**

Sunday, December 4 –
Sunday, December 11

Save 20% on gifts from the
Museum Store and holiday
treats from the North &
Clark Café.

Artwork: A 1930s holiday card from the Museum's extensive collection of greeting cards, which document over a century of commercial graphic design. ICHM 05075.

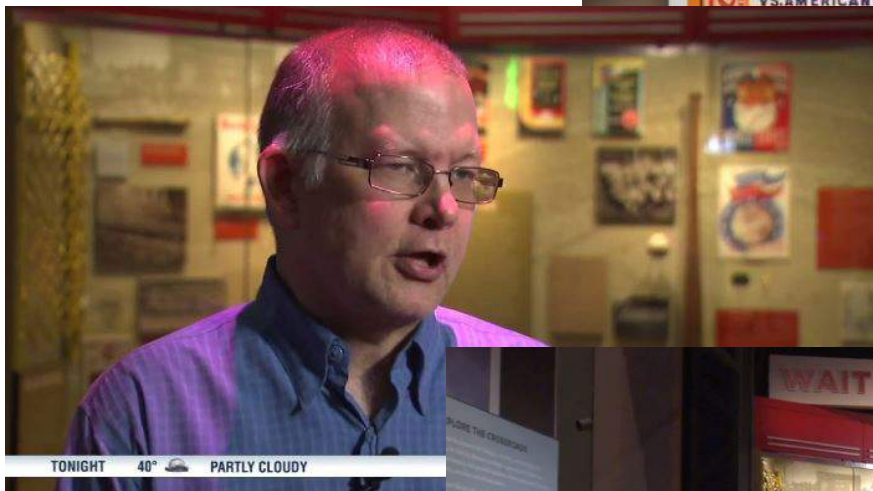
CHICAGO PARK DISTRICT The Chicago History Museum gratefully acknowledges the support of the Chicago Park District on behalf of the people of Chicago.

PRESS



CUBS IN THE WORLD SERIES: THEN AND NOW

“If you translate that to 2016 dollars, it’s about \$40. By our standards, a really good deal. I would go to a World Series game for \$40,” said Peter Alter, Chicago History Museum.



TONIGHT 40° PARTLY CLOUDY



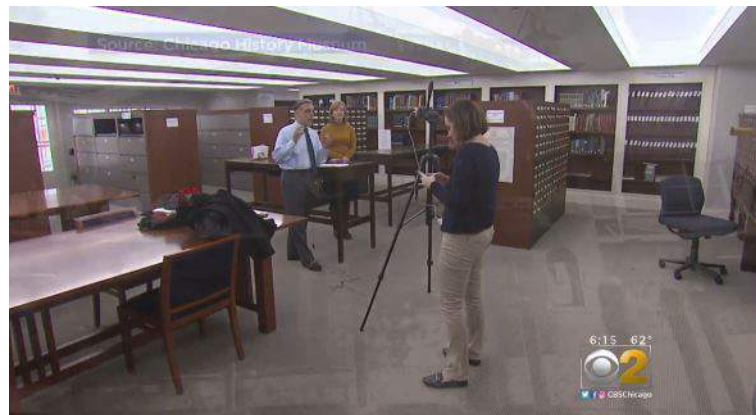
7:35 48° abc 7

PRESS



Chicago History Museum Offers Treasure Trove of Cubs History

In a live Facebook chat Friday, CBS 2's Vince Gerasole learned it was at the corner of Wolcott and Polk. It was among the treasure trove of information at the Chicago History Museum's archives.



PRESS



Destroying the ‘Jungle,’ Chicago Memories, Author Jonathan Safran Foer

The World Series begins tonight between the Chicago Cubs and the Cleveland Indians. The last time the Cubs won the World Series was 1908. How has baseball and The Windy City itself changed in the last 108 years? Russell Lewis, chief historian of the Chicago History Museum, weighs in.



Cubs World Series Appearances Almost Too Historic For History Museum

With heavy hitters like the Field Museum, Shedd Aquarium and Museum of Science and Industry (not to mention the Chicago History Museum, Art Institute and the Museum of Contemporary Art), it’s hard to imagine Cleveland holding a candle to that roster.



Cubs World Series Appearances Almost Too Historic For History Museum

The Cubs’ appearances in the World Series have been so few and far between, they’re almost too historic for the Chicago History Museum. Peter Alter, a historian at the museum, said it has few items such as jerseys, bats and gloves from the Cubs’ World Series appearances, though it does have some items that have been passed down by their fans over the years that found their way to the museum, and a few stunning photographs as well.

PRESS

Chicago Tribune

Up for auction: Al Capone letter to son shows his 'human side'

Russick said the Chicago History Museum fields questions all the time about Capone. "Why did he come to power? Why are we still talking about him? Why is he still such a figure? Why is he the first name people think of when they think of Chicago?" he said. "When people are interested, even in a lawless despicable character like Capone, we find something about ourselves in telling the story."

The CHRISTIAN SCIENCE MONITOR

Cubs World Series Appearances Almost Too Historic For History Museum

Joy Bivins, director of curatorial affairs at the Chicago History Museum, points out the many contributions that Bunch made there, including Teen Chicago – a program that was designed to enhance interest in history among youths – not to mention that he was the institution's first African-American director.

CHICAGO MAGAZINE

90 Years of Chicago Style: A Look Back at the Nation's Oldest Continuous Charity Fashion Show



Ahead of this year's event, which benefits the hospital's Road Home Program for veterans and their families, Chicago History Museum costume curator Petra Slinkard walks us through several decades of the show's high couture.

PRESS



Voting years past in Chicago

Check out some of the photos of Chicagoans voting provided by Chicago History Museum.



Pokemon Go fervor has Chicago-area businesses tapping in to draw customers

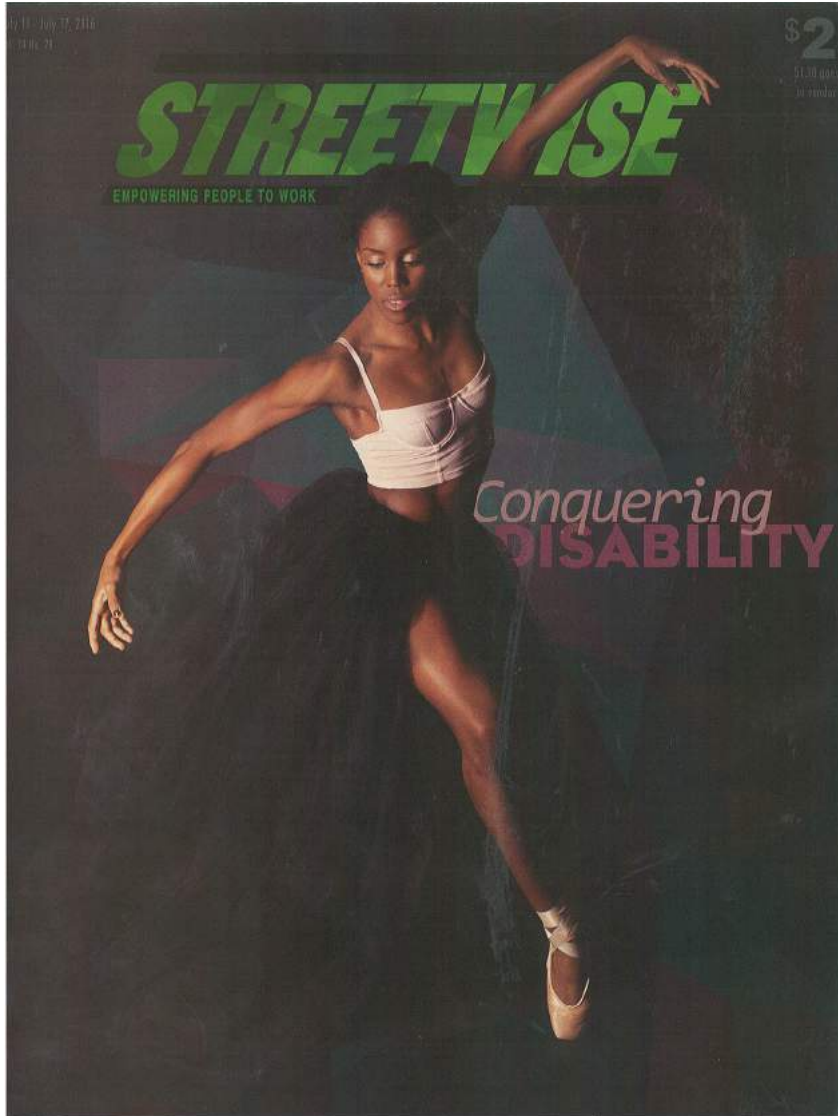
John Russick, the Chicago History Museum's vice president of interpretation and education, said it's too soon to say whether the museum is getting extra visitors.



How Did The Red Line Get Under The Chicago River

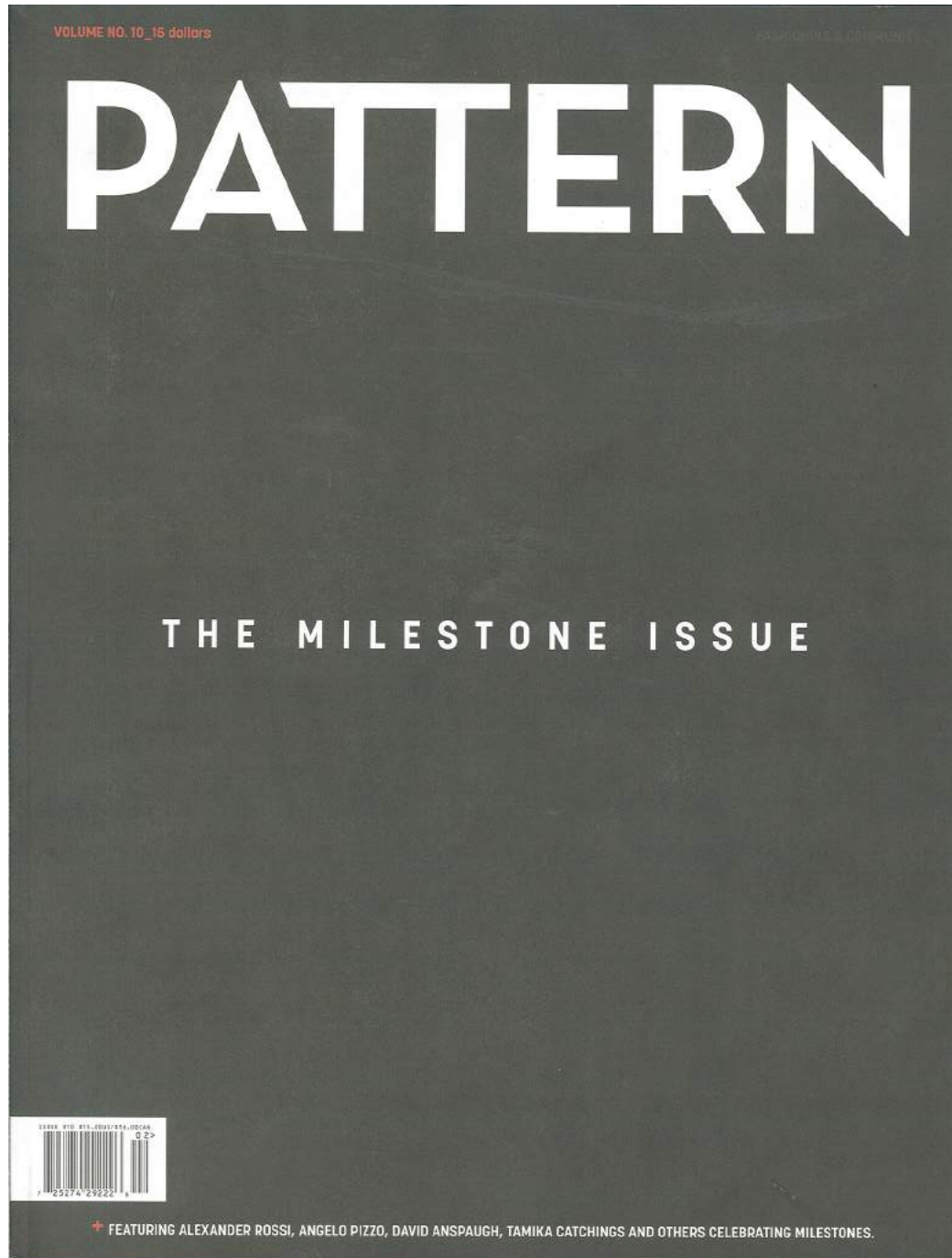
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PRESS



**Continuing ADA 25 Chicago
Access for All**

PRESS



Interview with Petra Slinkard, curator of costume

PRESS

InStyle

6 Chicago Art Exhibits to Visit This Summer

LINCOLN'S UNDYING WORDS AT THE CHICAGO HISTORY MUSEUM Illinois is the "Land of Lincoln" by slogan, but this Lincoln's Undying Words exhibit gives insight into the man who gave some of the most memorable speeches in history. Five of those speeches from 1858 to 1865 will be presented. The Lincoln family carriage and the bed in which the late president died will also be on display alongside other artifacts through February 2017.



THANK YOU.