



*Julia Child*

A RECIPE FOR LIFE

EXHIBITION CONCEPT OVERVIEW



# Exhibition Partners

## About FLYING FISH

FLYING FISH, a world-renowned producer of touring museum and science center exhibitions, works with many of the world's preeminent institutions to effectively facilitate the production and distribution of exhibitions from museum to museum across borders and overseas. FLYING FISH brings ideas, collections, and exhibitions to life through conceptualizing, designing, fabricating, and traveling these exhibitions throughout the world. Their finished products have made an impact on millions of lives world-over – bringing awe, inspiration, and education to people of all ages around the world.

[www.flyingfishexhibits.com](http://www.flyingfishexhibits.com)

## About Napa Valley Museum Yountville

Napa Valley Museum Yountville, is a 501c3 nonprofit organization (23-7140629), offers a three-part cultural experience of art, nature, and history through exhibitions, educational programs, and creative activities. With hands-on participatory exhibits including world premieres like "France is a Feast" and "Lucy Liu," plus explorations of iconic artists from Walt Disney to Picasso to Frida Kahlo, the Museum engages visitors of all ages, languages and interests, 58% of whom are from outside the Bay Area.

Visit [napavalleymuseum.org](http://napavalleymuseum.org)

## About The Julia Child Foundation for Gastronomy and the Culinary Arts

The Julia Child Foundation for Gastronomy and the Culinary Arts was created by Julia in 1995 and became operational in 2004. Its mission is to honor and further Julia's legacy, which centers on the importance of understanding where food comes from, what makes for good food, and the value of cooking.

Visit [juliachildfoundation.org](http://juliachildfoundation.org)

## About the Schlesinger Library

The Schlesinger Library is the leading center for scholarship on the history of women in the United States. As part of Harvard Radcliffe Institute, they are devoted to catalyzing new research and to sharing it broadly with scholars and an engaged public.

Visit [radcliffe.harvard.edu/schlesinger-library](http://radcliffe.harvard.edu/schlesinger-library)



# Exhibition Overview

*Julia Child: A Recipe for Life*, explores Julia's personal as well as America's culinary revolution. Julia's insatiable curiosity and tenacious spirit drove her to endlessly try, test, prove and communicate how to make delicious food. Learning empowered Julia and she in turn empowered others, profoundly transforming American cuisine and food culture.

## Key Experiences:

- *The French Chef* Studio kitchen replica
- Sounds and smells of Julia's Kitchen
- Bring Julia to life through interactive and virtual elements, photographs, video, audio, etc.



**FLYING FISH**

*Julia Child*

# Supplements

- Mini Exhibition Catalog
- Custom Merchandise
- Endless programming opportunities

# Specifications

Space required	3,000 - 5,000 sq ft
Target audience	Adults and families
Freight	2 x 53' trailers (estimated)
Exhibition Tour	Summer 2023 - 2030

*“True cooks love to set one flavor against another in the imagination, to experiment with the great wealth of fresh produce in the supermarkets, to bake what previously was braised, to try new devices. We all have flops, of course, but we learn from them; and, when an invention or variation works out at last, it is an enormous pleasure to propose it to our fellows.*

*Let's all play with our food, I say, and, in so doing, let us advance the state of the art together!”*

————— **Julia Child** —————



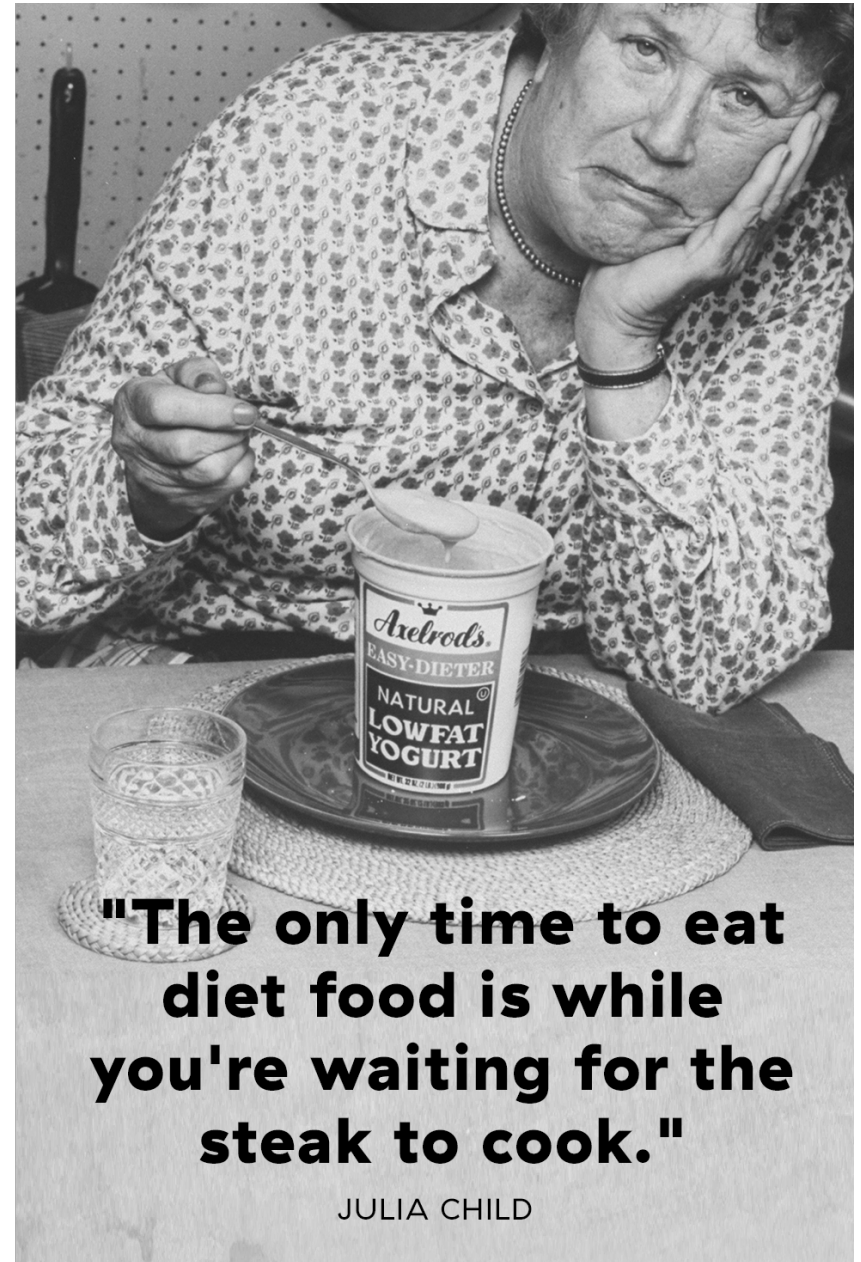
**FLYING FISH**

*Julia Child*

# Setting the Scene: The 1950s

To better understand the contemporary American culture that Julia Child experienced, visitors will begin their journey by entering a storefront with shelves stocked with all the popular 1950s convenience foods that were introduced to busy households – Swanson frozen dinners, canned meat and produce, and boxed cake mixes.

On a wall of vintage television sets, highlighting America's new pastime in the living room, visitors will see and hear advertisements for these easy meals and new kitchen gadgets.



**"The only time to eat  
diet food is while  
you're waiting for the  
steak to cook."**

JULIA CHILD



FLYING FISH

*Julia Child*

# Who was Julia Child: The Early Years

Next, visitors will take a brief look through Julia's childhood through a gallery-style family photo wall.

Julia McWilliams is introduced as a wealthy young lady whose place in society was already defined. However, visitors will quickly realize that Julia sought more than a traditional path and, after attending Smith College, joined the OSS to support the World War II effort.

Around the corner, visitors are immersed into Julia's new adventure in Ceylon and can explore her Barrack and examine OSS gear while surrounded by the sounds and smells of the jungle outside.



**FLYING FISH**

*Julia Child*



# Paul Child

Visitors are next introduced to Julia's husband Paul through his creative workspace.

Like Julia, Paul had an appreciation for international adventure, intellect, and creativity which he demonstrated in his art and photography.

Through exploring Paul's OSS exhibit brochures, art supplies, and camera equipment, visitors will get a glimpse of how he shared American culture while working abroad.

Photos displayed throughout his office demonstrate how Paul helped to capture their life together and scenes of Julia at work.



# Falling in Love with France

Follow Julia and Paul on their journey to Paris, France to understand what sparked her passion for food and eventually her career.

Visitors will arrive in Les Halles, the bustling marketplace with smells of the fresh produce and baked breads that Julia would have purchased there, while also listening to the sounds of a French jazz club .

A bistro table nearby will feature Julia's first dinner in France, Sole meunière, which she described as "The most exciting meal of my life."

Through this Paris excursion, visitors will understand that French culture and people are what drew Julia in.



**FLYING FISH**

*Julia Child*

# Mastering the Art of French Cooking

Following the clacking of typewriter keys, visitors will arrive in a space dedicated to decades of Julia's work in "Cookery Bookery."

Standing beside the massive stacks of manuscript drafts, visitors can visualize the time, effort, and passion Julia and her friend and co-author, Simone Beck, put into compiling Mastering the Art of French Cooking.

They'll also have the opportunity to check out some of Julia's cookbook recipes and unique illustrations in virtual form.



**FLYING FISH**

*Julia Child*



*"I think every woman should have a  
blowtorch."*

————— Julia Child —————



**FLYING FISH**

*Julia Child*

# Kitchen Television Set

Next, visitors can give their best Julia impression on her WGBH kitchen set while a friend steps in as cameraman and records on a vintage studio camera.

Throughout the kitchen cabinets, drawers, and appliances they'll find hidden stories of how Julia and her team were able to make a pioneering cooking show.



**FLYING FISH**

*Julia Child*



# Dining with the French Chef

Visitors are invited to take a seat at the table where Julia liked to end each episode digging into her delicious work.

Virtual versions of full meals cooked on the French Chef will be shown on the table so visitors can visualize Julia's recipes while the scent of baked chicken, garlic, and cooked vegetables wafts around the room.

Julia will even recommend wine pairings and other serving elements for visitors to learn.

*Bon Appétit!*



**FLYING FISH**

*Julia Child*

# Julia's Legacy

As Julia became a familiar face in living rooms across America, visitors can relax on a sofa to watch some of Julia's most iconic episodes.

Chefs of today's most popular cooking shows will share in their own words how Julia influenced their careers.

Visitors can also check out some Julia pop culture memorabilia and reflect on their own memories.



**FLYING FISH**

*Julia Child*



# Empowering Others



Now it's the visitor's chance to test out their own cooking skills and learn a few new ones.

This interactive space will feature stations where visitors can virtually practice some of the techniques that Julia highlighted in *The French Chef*— from quick chopping to omelet flipping.

Learning in this space will reinforce Julia's belief that anyone can cook and have an enjoyable experience.



**FLYING FISH**

*Julia Child*

# Don't Be Dull. Be Dramatic!

“ Drama is very important in life: you have to come on with a bang. You never want to go out with a whimper. Everything can have drama if it's done right. Even a pancake.



“ If you don't eat with gusto, the gastric juices are not going to work properly...You just won't digest your food properly. So don't eat meekly!

“ Teaching should never be dull. Even if you're talking about how to raise turnips in Denmark.



**FLYING FISH**

*Julia Child*



# BOOKINGS

Accepting reservations beginning October 2023.

# CONTACT

📞 +1.651.207.8877

✉ [info@flyingfishexhibits.com](mailto:info@flyingfishexhibits.com)

🖱 [flyingfishexhibits.com](http://flyingfishexhibits.com)

This traveling exhibition is being produced by FLYING FISH in collaboration with the Napa Valley Museum, under rights granted by The Julia Child Foundation for Gastronomy and the Culinary Arts and The Schlesinger Library, Radcliffe Institute, Harvard University, and is generously supported by Oceania Cruises.



**FLYING FISH** Photos provided by The Schlesinger Library, Radcliffe Institute, Harvard University.