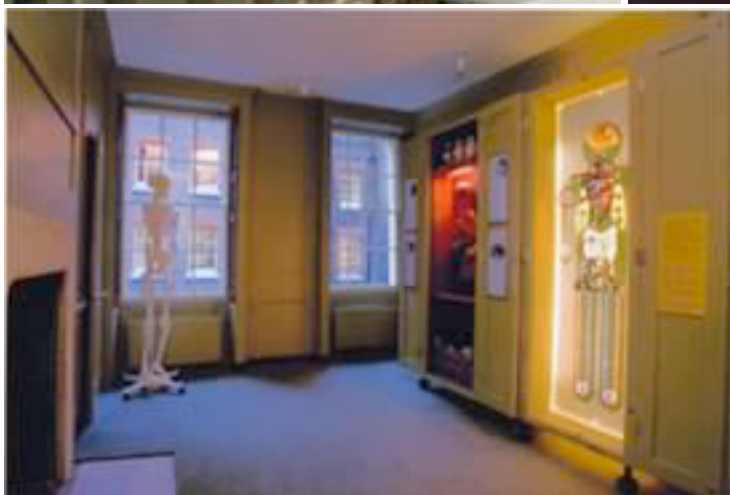
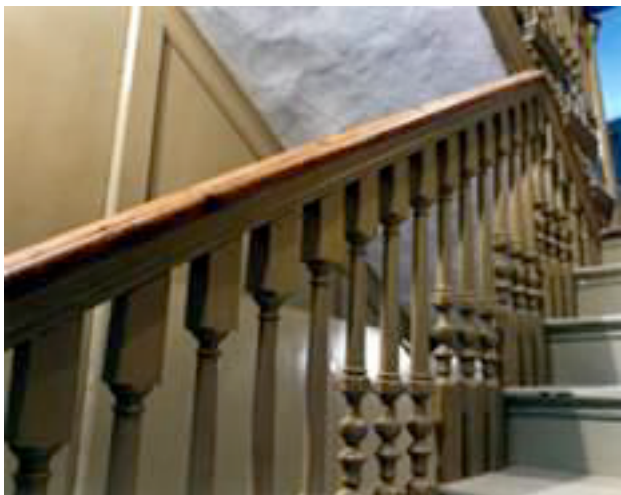


**Subject: 2006 Craven Street e-Gazette - 1st Quarter Review**

**Date:** Thursday, January 18, 2007 11:34

**From:** Michael De Guzman <michael@benjaminfranklinhouse.org>

**To:** Michael De Guzman <md@michaeldeguzman.com>



Left: Benjamin Franklin House Staircase

Centre: Polly, main character on the Historical Experience

Right: Student Science Centre Medical History Room

"The winter spent...the sun advances, and the fogs retire: the genial Spring unbinds the frozen earth, dawns on the trees, and gives the primrose birth. Loos'd from their friendly harbours, once again...." Benjamin Franklin, 1742

Dear Friends,

Spring has arrived at Benjamin Franklin House after an exciting winter, our very first as an open dynamic museum and educational facility. Herewith some highlights from our first three months of opening.

**\* Four stars for the Historical Experience**

London's influential Time Out magazine remarked in a four-star review of the Benjamin Franklin House Historical Experience:

?A Grade-I listed building, beautifully restored.? It?s a short, intense experience?. You?ll come away with a strong sense of the man and the times in which he lived.? Our 'museum as theatre' experience uses the historic spaces where so much took place as stage - blending live interpretation, leading edge sound, lighting and visual projection - to tell the rich story of Franklin in London in his own words.

Since January we have had nearly 2000 visitors on the Historical Experience, with an increase of nearly 60% in visitor numbers between February and March, although this is still far less than capacity. Through May there are 10 shows a day Wednesday-Sunday with late night on Fridays (which includes a complimentary glass of wine). From June-September we will also be open on Mondays. Tickets can be booked online at [www.BenjaminFranklinHouse.org](http://www.BenjaminFranklinHouse.org) <<http://www.benjaminfranklinhouse.org/>> or by calling 020 7930 6601.

Attached find our new marketing brochure. We have printed 50,000 (!) of them and they will be distributed across London and farther afield in the days ahead. We will also be featured in a 60-second spot on London's Hotel Channel (the default TV channel in London's top hotels) once per hour in April and May.

Recent visitors on the Historical Experience include Lynne Cheney, wife of the US Vice President; the BritishAmerican Parliamentary Group; University of California President emeritus Richard Atkinson and his wife Rita; colleagues from the US Embassy London; and the Association of American Correspondents in London.

#### \* 250 young visitors to the Student Science Centre

**Every Tuesday Benjamin Franklin House is open only to school groups and since mid-February 250 pupils from five different London schools have** explored the Student Science Centre. Tuesday Student Days are nearly booked for the majority of the remaining school year.

We have also:

- Developed a successful Benjamin Franklin Traveling Suitcase in-school activity and have gathered good feedback so far.

- Identified and begun work with core constituency schools (among them Sir William Burrough Primary School in Limehouse, Westminster City School and the American School in London) on the annual Benjamin Franklin House Science Fair which will engage students in a Science Day at the Royal Society - Britain's leading science organisation where Franklin was an early member. Most will develop their own hands-on, in-school science projects in response to Franklin's 21st century-relevant quest during his Craven Street years: How do you get more heat from less fuel?

- Created teacher materials and launched an educational component to our website.

- Participated in National Science Week with members of the public visiting the Student Science Centre.

**We are grateful to National Grid who have renewed their funding for our Education Officer Ana Doria Buchan for another year. To find out more about our educational activities email Ana on [Ana@BenjaminFranklinHouse.org](mailto:Ana@BenjaminFranklinHouse.org).**

#### \* Sources of support

We are most grateful to the Manoukian Charitable Foundation for a gift of \$100,000 in February. An anonymous donor has also provided funding for us to expand our marketing reach over the next two years. And we have also held our first corporate entertainment event for the Board of ICE Futures. For information on hiring Benjamin Franklin House for receptions, dinners, or other special events, drop us a line: [info@BenjaminFranklinHouse.org](mailto:info@BenjaminFranklinHouse.org) <

**\* Scholarship Centre**

We hope to have a scholar in residence for the beginning of the 2006-2007 academic year. And watch for news of our autumn Symposium series. Three programmes running in September, October and November, with partners including the Eccles Centre for American Studies at the British Library, will focus on Franklin the man of letters, science and diplomacy.

There are also a number of upcoming Franklin events including the British Library's special Benjamin Franklin exhibition which starts 10 April, along with a Franklin armonica concert on 2 May. For tickets and information visit [www.bl.uk/whatson/listings.html](http://www.bl.uk/whatson/listings.html) <<http://www.bl.uk/whatson/listings.html>> .

**The London Junto - modeled on the 1727 organisation Franklin created in Philadelphia to exchange ideas among friends - is holding a programme with Mark Skousen, author of The Completed Autobiography by Benjamin Franklin on 22 June.** For tickets email [info@londonjunto.com](mailto:info@londonjunto.com).

Our Craven Street neighbour, Andrew McIntosh Patrick, principal behind London's Fine Art Society, stored the beautiful painting of the House he had commissioned by artist Julian Barrow on our behalf during conservation. It now graces the Scholarship Centre. He is also conserving for the floor an engraving, Benjamin Franklin at the Court of St. James's, donated some years ago.

Benjamin Franklin in a poetic mode in 1743 - 14 years before he began his long tenure at Craven Street - wrote in Poor Richard's Almanac: "The snows are gone, and genial Spring once more new clothes the meads with grass, the trees with leaves; and the proud rivers that disdain'd a shore within their banks now roll their lessen'd waves. Nature seems all renew'd, youthful and gay."

All good spring wishes,

Márcia

Dr. M. Balisciano

Director

Benjamin Franklin House

36 Craven Street

London WC2N 5NF

020 7930 9121 - telephone

020 7930 9124 - facsimile

If you do not wish to receive these briefings; would like to add someone to the list; have a question; or want to make a contribution: email BenjaminFranklinHouse@msn.com <mailto:BenjaminFranklinHouse@msn.com>

**P.S. Benjamin Franklin House has been in the news!**

**Press since opening:**

British Heritage magazine  
Cities of Science London website  
Economist.com  
LondonNet.com  
LondonTown.com  
New York Times newspaper  
San Diego Union-Tribune newspaper  
Smithsonian magazine  
The LA Times newspaper  
Time Out magazine  
Panorama, Ukrainian International Airline's travel magazine  
Wikipedia.com

**Pending:**

Antiques and Collectibles Showcase magazine  
Antiques Trade Gazette  
Contra Costa Times newspaper  
East India Club magazine  
Expatriate in Britain magazine  
Florida Daily magazine  
Frommers guidebook  
Hotel Channel  
In Britain magazine  
Let's Take the Kids to London website  
Museums and Heritage magazine  
Nantucket Today magazine  
New York Post newspaper  
Times Education Supplement  
Town and Country magazine



### A Place for Today

Benjamin Franklin House opened its public for the first time on Franklin's 300th birthday in January 2006. This historic heritage asset – the world's only surviving Franklin residence – has been brought back to its 18th century home as a dynamic museum and educational facility.

The Historical Experience uses the historic space where so much took place on stage – blending live interpretation, leading edge sound, lighting, and visual projection – to tell the rich story of Franklin in London in his own words.

The Student Science Centre explores young people through hands-on experiments from Franklin's lightning storm. Franklin revealed scientific insights across into useful devices like the lightning rod, rubber positive and battery technologies in science.

The Robert H. Smith Scholarship Centre is a first point in Europe for study of Franklin and the original solutions with which he is associated, featuring a full set of the papers of Benjamin Franklin collected by Yale University as well as an active research programme.



"A Grade I listed building, beautifully restored... It's a short, intense experience... You'll come away with a strong sense of the man and the times in which he lived." ★★★★★ *Times Out*

### Opening Hours

Historical Experience: Wednesday - Sunday, weekly  
Museum hours: Monday - Friday, weekly (from September)

Scholarship Centre and Student Science Centre: By appointment



### Donations - Become a Friend

Donations to the Benjamin Franklin House endowment fund ensure the future of the building and its important sites. Donations of £20 and up qualify for the Benjamin Franklin House Friends programme with numerous benefits. See our contact details below for further information.

### Volunteers

Volunteers are essential to the Benjamin Franklin House Historical Experience and other activities. Please be trained and get involved.

### Visiting Hours

Book Benjamin Franklin House for exclusive entertaining, lectures, private dining, wedding receptions or for filming and photography. Contact us for further information.

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Fax: +44 (0) 207 630 9124  
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[info@benjaminfranklinhouse.org](mailto:info@benjaminfranklinhouse.org)

This website only provides brief details of sites and services from Franklin Ltd.



# Benjamin Franklin House

## Bringing History to Life

"I have given a loose to imagination"  
Benjamin Franklin