

Subject: Benjamin Franklin House - E-Gazette - 2nd Quarter
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From: Benjamin Franklin House <info@benjaminfranklinhouse.org>
To: <info@benjaminfranklinhouse.org>



Left: Cricket Green School Science Fair participants

Centre: Benjamin Franklin's Parlour prepared for a private dinner

Right: Benjamin Franklin House becomes a London Pass member

"I think Independence more honourable than any Service." Benjamin Franklin, Craven Street, May 1774

3 July 2006

Dear Friends,

Tomorrow is America's 230th anniversary of Independence. Our festivities at Benjamin Franklin House begin this evening with an Independence Day reception. For those unable to join us we can offer this Franklin tribute to a friend who did not make a third anniversary gathering at Passy in France: "Dr Franklin regrets much M le Chevr de Laneuville, not receiving his Invitation to Celebrate the anniversary of American Independence, 'till the Day appointed was past. He assures him however that he was not forgot when the Company drank...."

Tomorrow on the Fourth of July in America, 36 Craven Street will come to the attention of perhaps one million listeners as National Public Radio's (NPR) London Bureau Chief, Rob Gifford, files a story on Benjamin Franklin House! The feature will air nationally on NPR's Morning Edition programme. To find your local NPR station and the timing for Morning Edition visit <http://www.npr.org/templates/stations/schedule/index.php?prgId=3&showNav=1> <<http://www.npr.org/templates/stations/schedule/index.php?prgId=3&showNav=1>> . You can listen to the piece after the fact by visiting this link: <http://www.npr.org/templates/calendar/index.php?prgId=3>.

It's been an exciting 'first' second quarter. See below for a round-up of all our news!

OPERATIONS

Visitation

* In the last quarter we have doubled the number of visitors for all uses of the House to approximately 4500, which includes over 500 children who have enjoyed the Student Science Centre. While this is a good result - perhaps more have crossed the threshold at Craven Street than at any other point in the House's history - it is far short of capacity.

To increase visitation we are deploying a comprehensive marketing plan with targeted approaches to relevant groups including tour operators, hotel concierges, guidebooks, history affinity groups, US organisations in Britain and more. We have also secured a relationship with London Pass, a scheme that allows visitors to purchase a pass giving them entry to institutions like ours. Read more about London Pass from a feature on our homepage at www.BenjaminFranklinHouse.org <<http://www.BenjaminFranklinHouse.org>> .

You can help by visiting and taking part in the Historical Experience, spreading the word to friends and colleagues about Benjamin Franklin House, and booking for corporate and private entertaining. Contact us to find out more: info@BenjaminFranklinHouse.org. Over the quarter we have held a dinner for KPMG; a reception for Omnicom agency, New Solutions; a product launch for Carrier Corporation, who provided in-kind support during conservation; and hired the House out to Wildfire TV for a documentary on Thomas Paine to broadcast on Britain's Channel Four next year.

OUTREACH

Student Science Centre Activities

*With support from National Grid and the Goldsmiths Company, in May over 200 children from area schools participated in Benjamin Franklin Science Day at Britain's famed Royal Society, where Franklin was an early member. As our Education Officer Ana Doria Buchan noted: "The Science Day demonstrated how Franklin's work arose from a real spirit of enquiry, awe and curiosity about the world in which he lived, which in turn led him to ask questions and develop solutions. Pupils got to see how Ben applied his knowledge and understanding

to practical purposes." Scientist Dr Bryson Gore was a special guest who carried out stimulating demonstrations to show how Franklin was the bright spark of his time. And Neil Handley, Curator of the British Optical Association Museum, also located on Craven Street, reviewed a key invention attributed to Franklin, bifocal lenses.

Also in June, children with special needs from London's Cricket Green School held a science fair in the House's Student Science Centre. They presented their own Franklin-related experiments covering everything from batteries to kite flying! Members of our science advisory group Bryson Gore, Neil Brown, and Michael Barton judged the proceedings.

Special Visitors

*Special visitors to the House in the period include Lynne Cheney wife of US Vice President, Dick Cheney; University of California President Emeritus Richard Atkinson; the London Board of the Heritage Lottery Fund; representatives of the British North American Committee; American Women's Club of London members; and American television personality Doug Hall, among others.

The Franklin Trail

We have launched the first part of the Franklin Trail, with links to sites in the United Kingdom associated with Franklin. These include Soho House, located outside Birmingham, once home to the manufacturer and engineer Matthew Boulton. Boulton entertained leading industrialists of his age, including inventive personalities James Watt (steam engine) Joseph Priestley (considered to be the father of modern chemistry), and Josiah Wedgwood (potter and polymath), and of course Franklin. They were all members of the Lunar Society who met on the full moon to discuss science and industry. Learn more at http://www.benjaminfranklinhouse.org/site/sections/about_franklin/trail.htm. We will be adding more sites in the weeks ahead and developing special features in cooperation with colleagues at the Benjamin Franklin Tercentenary in Philadelphia.

EVENTS

London Junto

*In June we held a joint programme with the London Junto - modeled on Franklin's gathering of Philadelphia friends to progress their own learning and civic advancement - featuring Mark Skousen, author of *The Completed Biography*. Mark says, "I have had a lifelong interest in the 'grandfather' of [the] nation. I find him the most creative, successful, entertaining, and approachable of the Founding Fathers. His multifaceted career and personal life are endlessly fascinating, and Franklin would be famous today even without the role he played in the American Revolution."

2006 Symposium Series

*Mark your diaries now for three Symposia planned for the autumn - watch for more information to come:

Franklin - Man of Diplomacy with the US Embassy London on 25 September 2006

Franklin - Man of Letters with the Eccles Centre for American Studies at the British Library on 11 October 2006

Franklin - Man of Diplomacy with the Eccles Centre for American Studies at the British Library on 1 November

2006

PRESS

*In the last quarter there have been features on Benjamin Franklin House in the London Times; Contra Costa Times; Antique Trader; Nature; Museum; San Francisco Chronicle; Sierra Saga, and London Pass Summer Newsletter.

In a 1763 letter to his Craven Street landlady Franklin stated, "Of all the enviable Things England has, I envy it most its People." Though Independence proved inevitable, Franklin cultivated relationships that proved the foundation of the special relationship between Britain and America. Benjamin Franklin House, which provides insight into a special moment in Anglo-American history, stands as a testament to those lasting ties.

All good 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 info@BenjaminFranklinHouse.org