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## Arkell Museum to open Sunday

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CANAJOHARIE, N.Y. -- From washing windows to restoring works, the final touches on the \$10 million Arkell Museum are finishing up.



“The name is new to the institution but not new to Canajoharie,” said Diane Forsberg, Arkell Museum Curator.

Bartlett Arkell put Canajoharie on the map by bringing in the town's largest employer, Beech-Nut. Along with the company, he gave the city a library and gallery to showcase his private collection.

Now, after a 30,000 foot expansion, there's plenty of space to see the more than 350 American works, many featuring the Mohawk Valley.

“Bartlett really consciously linked his marketing campaign, his promotion of Beech-Nut products with the Mohawk Valley because he wanted people to know how clean, how pure, how wholesome his products were. Just like the Mohawk Valley,” said Forsberg.

One of the interactive features at the museum is a create your own ad from the paintings at the galleries. First you choose a piece, then you chose a product and you finish up by typing a message.

“We are trying to make the art museum experience a little more universal,” said Eric Trahan, Arkell Museum Executive Director.

Universal for people who don't usually head to art museums and for people wanting to remember a legend. With Beech-Nut leaving the city, this is a place where it won't be forgotten.

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