

# WATT

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## **WATT to showcase rare poultry breed portraits at Rockford Art Museum Art Annex**

Pieces on display from the largest single collection of rare poultry breed portraits worldwide

FOR IMMEDIATE RELEASE

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**What:** Experience a piece of agricultural history during [\*Hatching History: A WATT collection of rare poultry breed portraits\*](#), a select showing of pieces from the WATT collection of poultry breed paintings (1926-1950).

The complete collection is comprised of 57 framed oil paintings created by three American artists, A.O. Schilling, L. Stahmer and F.L. Sewell, and was commissioned by J.W. Watt, founder of Watt Publishing Company in the mid-1920s. Approximately 15 of these paintings will be on display at Rockford Art Museum (RAM) Art Annex.

With WATT corporate headquarters based in Rockford, Ill., the RAM Art Annex offers the perfect venue for the local community to appreciate the beauty of the artists' interpretations of rare poultry breeds and learn about the company's rich history and its contributions to the poultry industry over the past 94 years.

**When:** Friday, August 19 – Sunday, November 20, 2011

**Where:** RAM Art Annex, 711 N. Main St., Rockford, Ill.

**Times:** Art Annex is open during regular museum hours, but please call Rockford Art Museum (815.968.2787) prior to arrival as classes are scheduled in this space. The exhibit will be closed to visitors during scheduled class times.

**Cost:** Free

### **About WATT**

*Established in 1917, WATT is a content company that provides business-to-business knowledge and solutions to the agribusiness industry. WATT brings buyers and sellers in the poultry, pig, feed and petfood industries together with leading content distributed through a wide array of media channels. [www.wattnet.com](http://www.wattnet.com)*

### **About Rockford Art Museum**

*Rockford Art Museum's mission is to enrich the quality of life for people of all ages by communicating the pleasure, appreciation and meaning of visual arts through programs of collection, exhibition and education. [www.rockfordartmuseum.org](http://www.rockfordartmuseum.org)*

### **FOR MORE INFORMATION:**

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