



# Welcome to The Eric Carle Museum of Picture Book Art

Experience the magic of picture book art through groundbreaking exhibitions, live storytelling, and hands-on creativity for people of all ages. Discover three inviting galleries, an inspiring reading library, a bright art studio, a lively auditorium, and an extraordinary book shop while learning about Eric Carle's art and life and the work of more than 300 picture book artists.

Located in Amherst, MA, [The Carle](#) welcomes guided group tours by appointment and offers discounted rates. The Museum can accommodate 10 to 60 guests or more. Box lunches are available at nearby restaurants and markets. Groups enjoy complimentary bus parking and free admission for the group leader and motor coach driver.

The Carle is on one level in a beautiful, airy, contemporary building located in a bustling cultural community. Surrounded by a 100-year-old orchard and native wildflower meadow, the Museum is an accessible, joyous destination.

**To schedule your tour contact:**  
[programs@carlemuseum.org](mailto:programs@carlemuseum.org)



## EXPERIENCE HIGHLIGHTS

- **Guided Gallery Tours**  
Explore award-winning art with expert-led tours
- **Film Screening**  
Enjoy a 30-minute documentary about Eric Carle and his inspiring life
- **Hands-On Creativity**  
Make your own masterpiece in our vibrant Art Studio
- **Scenic Lunch**  
Order food from local vendors and enjoy our cafe's outstanding views
- **Nature Walks**  
Stroll through Bobbie's Meadow and pick fresh apples when in season
- **Shopping**  
Shop for special books and gifts in our destination bookstore
- **Nearby Cultural and Shopping Destinations**  
Dr. Seuss Museum, The Yiddish Book Center, Emily Dickinson Museum, Magic Wings Butterfly Conservatory & Gardens and Yankee Candle® Village

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125 W. Bay Road, Amherst, MA | 413-559-6300 | [carlemuseum.org](http://carlemuseum.org) | [@carlemuseum](https://www.instagram.com/carlemuseum)