



**BOB
ROSS**

- *experience* -
at minnetrista

2023

PRESS

Kit

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What is MINNETRISTA?

In 1887, the Ball family moved Ball Brothers Glass Company from Buffalo, New York to Muncie, Indiana, making Muncie the forever home of the iconic Ball jar. The Ball family made numerous lasting investments into the community, establishing Ball Memorial Hospital, Ball State University, and, in 1988, descendants of the Ball brothers founded Minnetrista – a museum and gardens located on the grounds of the former Ball family homes.

Today, Minnetrista's spacious forty-acre campus is open to the public and includes beautiful gardens, a nature area, a museum facility, a permanent museum collection and archive, historic homes, children's play areas, and a portion of the White River Greenway. We also present a year-round roster of educational programs, engaging workshops, community events, and interactive exhibits. We welcome tens of thousands of visitors each year and offer something new to experience on every visit.

In everything we do, we hold our mission central: connecting people, encouraging engagement, and improving our community.



What is the BOB ROSS EXPERIENCE?

The *Bob Ross Experience* is the only permanent museum exhibit dedicated to exploring the life, philosophy, and art of the iconic American painter, all located inside the historic home where *The Joy of Painting* was filmed.

From 1983 to 1988 Bob filmed *The Joy of Painting*, in WIPB-TV's unassuming television studio in the historic Lucius L. Ball home - now part of Minnetrista's campus in Muncie, Indiana. Bob encouraged his viewers to reinterpret perceived mistakes as "happy little accidents" - a perspective we want to see amplified in the world today.

When you enter the former television studio, the magic of Bob's presence and message can still be felt. The *Bob Ross Experience* makes that magic accessible to all who visit. We refurbished Bob's former TV studio, bringing together objects and media from Bob's life and career, and adding interactive experiences that will bring "The Joy of Painting" to life for visitors. The *Experience* also contains a 1980s-style living room loaded with interactive elements, a dedicated art gallery filled with original Bob Ross paintings, and a state-of-the-art painting studio where workshop attendees can learn how to paint like Bob. The *Bob Ross Experience* at Minnetrista creates a space for Bob's message to flourish.

This world-class museum experience honors Bob's legacy and memory in a potent and meaningful way—by harnessing the power of *place*. Through the *Bob Ross Experience*, Minnetrista seeks to inspire all visitors to think differently about their mistakes and abilities, drawing on Bob's unique messages of empowerment, creativity, and compassion.

INTRODUCTION SPACE

The entry to the *Bob Ross Experience*.



1980s LIVING ROOM

The 1980s-style living room where visitors will learn more about Ross and his work.



WIPB STUDIO

The WIPB Studio where Bob filmed *The Joy of Painting*.



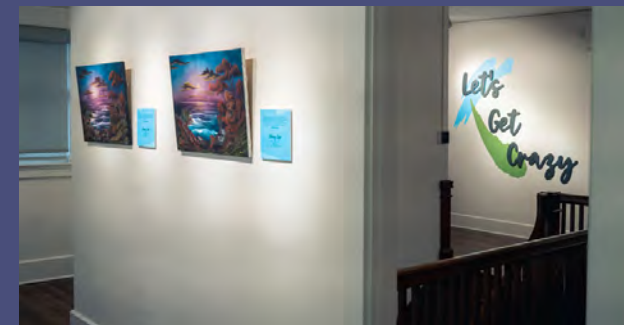
PAINTING STUDIO

The state-of-the-art painting studio where attendees can learn how to paint like Bob from Certified Ross Instructors.



GALLERY

Visitors can experience even more original Bob Ross paintings.



LUCIUS L. BALL HOME

The home where Bob filmed *The Joy of Painting*.



BOB ROSS EXPERIENCE

Press Release

Bob Ross inspired generations of viewers with only his soft-spoken voice and a pallet knife. His message of fearless creativity and life-affirming compassion continues to reverberate today. A generation grew up watching *The Joy of Painting* air on public television stations across the nation and a new generation has fallen in love with Bob all over again, watching the iconic program on Hulu, Netflix, Youtube, and Twitch. There is now a place where fans of Bob Ross can visit to celebrate and honor Bob's life and legacy.

Minnetrista Museum & Gardens is located in the heart of Muncie, Indiana. They host a diverse variety of programming, which includes the *Bob Ross Experience*. Minnetrista created a space for Bob's message to flourish. With its global impact, it's hard to imagine that much of *The Joy of Painting* was filmed in an unassuming television studio in Muncie, Indiana. Located on Minnetrista Boulevard, it was in the historic Lucius L. Ball home that Bob recorded his iconic show from 1983 to 1988. Today, the home is part of Minnetrista's campus and museum collection. The *Bob Ross Experience* is an interactive showcase of Bob's life and work in the studio where he painted. Muncie was a home to Bob, a community that was quick to notice what made him special, and a place that broadcast his message to the world. Minnetrista now continues to play this role, amplifying Bob's message of fearless creativity and the reinterpretation of perceived mistakes as "happy little accidents."

Minnetrista created a permanent experience that consists of the recreated WIPB-TV studio, a 1980s living room similar to those where so many welcomed Bob Ross into their homes, a gallery space designed for specially curated shows, and a workshop space designed to host Bob Ross Painting Workshops. The exhibit is also home to many original artifacts from Bob's career, including his easel, palette, and brushes. When you enter the former studio, the magic of Bob's presence and message can still be felt. Minnetrista has made this magic accessible to the public. Through the *Bob Ross Experience* Minnetrista seeks to reframe how people think about their mistakes, abilities, and self-expression.

Minnetrista engaged a variety of partners in the creation of this exhibition. Bob Ross Inc., the company founded by Ross along with his wife Jane Ross, and business partners Annette and Walter Kowalski, provided expertise, donated artifacts and paintings, and provided licensing rights to the *Experience*. Highly-respected museum design firm, Taylor Studios, Inc. designed and fabricated the exhibition, bringing together artifacts and custom-built exhibit elements that create an immersive experience for visitors. Additionally, current and former staff members of WIPB acted as creative advisors on this project, lending a wealth of information and stories to the exhibit.

Bob's work on Minnetrista Boulevard echoed throughout the world and met people in their living rooms. From a tiny studio inside the Lucius L. Ball home, he painted alongside millions, helping them imagine new possibilities for themselves and for their creativity. Celebrate Bob as Minnetrista continues to share his legacy in this exciting experience! Tickets are available for sale at minnetrista.net.

This exhibit is supported by our creative partners at Bob Ross Inc., Taylor Studios, Inc., and WIPB. Major funding provided by Indiana Destination Development Corporation, Bob Ross Inc., Ball Brothers Foundation, Joan Kowalski, Walt and Annette Kowalski, Community Foundation of Muncie and Delaware County, Jim and Linda Needham, and Twitch.

Activities are made possible in part by the Community Foundation of Randolph County, Indiana Arts Commission, a state agency, and the National Endowment for the Arts, a federal agency.

Short Advertisement Copy for the

BOB ROSS EXPERIENCE

The *Bob Ross Experience* creates a space for Bob's message to flourish. It showcases his life and work, allowing visitors to stand in the exact television studio where he painted.

Minnetrista Museum & Gardens partnered with Bob Ross Inc., WIPB, and Taylor Studios, Inc. to create a permanent experience that consists of a recreated television studio, 1980s-inspired living room, art gallery, and painting workshop space. The immersive exhibit features original paintings and artifacts, inspiring visitors with Bob's message of fearless creativity and creating a space for Bob's life and work to be remembered and celebrated.

Get tickets to the *Bob Ross Experience*
CLICK HERE.

BOB ROSS EXPERIENCE

in the News

- **CBS Sunday Morning**, <https://www.cbsnews.com/news/the-enduring-popularity-of-artist-bob-ross/>
- **CNN** - <https://www.cnn.com/travel/article/bob-ross-experience-opens-in-indiana/index.html>
- **Forbes**, <https://www.forbes.com/sites/micheleherrmann/2020/11/06/the-bob-ross-experience-lets-fans-see-his-art-studio-and-supplies/?sh=70d95b1f341d>
- **NPR** - <https://www.npr.org/2020/11/02/930234855/more-than-100-fans-attend-bob-ross-experience-in-indiana>
- **Smithsonian Magazine**, <https://www.smithsonianmag.com/smart-news/step-studio-bob-ross-new-interactive-exhibition-180976251/?no-cache>
- **The New York Times** - <https://www.nytimes.com/2020/11/01/arts/television/bob-ross-experience-indiana.html>
- **Travel + Leisure** - <https://www.travelandleisure.com/attractions/bob-ross-experience-indiana>
- **WIPB documentary**, <https://www.youtube.com/watch?v=bQlhqFagZu0>

About our PARTNERS

BOB ROSS INC. - Bob Ross Inc. was founded by Bob Ross along with his wife, Jane Ross, and business partners Annette and Walter Kowalski. As a partner on this project, Bob Ross Inc. donated objects to Minnetrista's permanent museum collection which are used in the exhibit, lent expertise informing the exhibit's creation, and took the extraordinary step of making a lead gift to jumpstart project funding. They also granted the *Experience* a licensing fee waiver that allows Minnetrista to use Bob Ross' image and name without cost for the life of the exhibit.

WIPB - WIPB is the Muncie Public Television station that produced 30 seasons of *The Joy of Painting*. Minnetrista has close partnerships with current and past WIPB staff who acted as creative advisors on the project, lending a wealth of information and stories to the process. WIPB is known today as Ball State PBS. They filmed a documentary that detailed the creation of the *Bob Ross Experience* from conception to opening. The documentary is available for viewing here: www.aptonline.org.

TAYLOR STUDIOS, INC. - Taylor Studios is a highly-respected expert in the field of exhibit design and fabrication. They closely partnered with Minnetrista's collections and exhibit staffs to design, fabricate, and install the *Experience*. Their main task was to bring together existing artifacts and newly designed exhibit elements to create an immersive museum experience.

Quotes About the BOB ROSS EXPERIENCE

CNN – “It was amazing to look a little bit past my easel and see right there where Bob stood, you can kind of hear him laughing,” said Faye Fletcher (Certified Ross Instructor).

FORBES – “For those who watched as Bob Ross added “happy little trees” onto his canvas, here is your opportunity to see where the PBS TV host created his paintings in real life.”

BETTY BREWER, President & CEO, Minnetrista – “The power of place is, well, so powerful. *The Joy of Painting* was launched in the historic Lucius L. Ball home, on Minnetrista Boulevard, in Muncie, Indiana. No place else in the world can tell this story as authentically as we can.”

GEORGE BUSS, VP of Visitor Experience, Minnetrista – “We started out testing whether the story could be told well on our site. An “X” was placed on the floor where Bob had stood to film. When we would tell visitors, “Bob painted here”, there was a brief moment of surprise, then joy, and sometimes tears from an “X”. Yes, Bob’s story is told best in this room.”

JESSICA JENKINS, VP of Collections & Storytelling, Minnetrista – “Nothing can replace the truly magical experience of standing beside Bob’s easel in the room where *The Joy of Painting* was filmed. By bringing together artifacts from our museum collection and rich storytelling, visitors will experience Bob in a new and exciting way.”

ELAINE BEDEL, Secretary & CEO of the Indiana Destination Development Corporation – “We are thrilled to have this attraction in Indiana for residents and visitors to enjoy. Bob Ross was an icon in American Culture and still is today.”

Frequently Asked QUESTIONS

What will the “Experience” include?

The *Bob Ross Experience* includes a recreated television studio space in the room where so many seasons of *The Joy of Painting* were filmed. There is also a classic 1980s living room, reminiscent of where so many people first encountered Bob Ross. A gallery space on the second floor of the home is dedicated to presenting more original Bob Ross paintings through specially curated shows that highlight specific themes or aspects of Bob’s work. The *Experience* spaces feature numerous original artifacts, interactive exhibit elements, a rotating selection of original Ross paintings, and stories from Bob’s life and work. The airy second floor workshop was designed with built-in technology to support instructor-led workshops, giving workshop registrants the chance to paint like Bob in the building where *The Joy of Painting* was filmed. For information about our Bob Ross Painting Workshops visit minnetrista.net/events.

How much will the *Bob Ross Experience* cost, and what will my money get me?

Tickets to the *Bob Ross Experience* are included with admission to Minnetrista. These can be purchased online at minnetrista.net.

Ticket Pricing:

Local Residents

Residents of our 7-county local service area

\$8 ages 13+

\$6 ages 4-12 years

All children 3 and under are free

Free for members

Visiting Non-Residents

\$15 ages 13+

\$12 ages 4-12 years

All children 3 and under are free

Will there be Bob Ross memorabilia for purchase at the *Experience*?

Yes! Exclusive *Bob Ross Experience* memorabilia and other Bob Ross souvenirs are available at The Orchard Shop on the Minnetrista campus.

What is the Lucius L. Ball home (the site of Bob’s former studio space), and how was it being utilized before the *Bob Ross Experience*?

The Lucius L. Ball home is part of Minnetrista’s museum collection. The historic house was the private residence of the Dr. Lucius and Sarah Rogers Ball family until 1952. In the 1970s and 1980s the house served as television studios for WIPB – Muncie’s local PBS station. In the early 1990s the historic Ball home came under ownership of Minnetrista. Most recently it has been utilized as staff offices and education space.

What was done to the house to recreate the space?

In preparation of the opening of the *Bob Ross Experience*, Minnetrista completed extensive historic preservation and infrastructure work on the Lucius L. Ball home. Minnetrista restored the interior of the house for the installation of exhibit components that were designed and fabricated by Taylor Studios, Inc.

What in the recreated television studio is original, and how does Minnetrista confirm historical accuracy?

First and foremost, the house and room are original. Yes – you can stand where Bob did! As for the contents inside – Bob’s easel, his palette, his brushes, and his paintings are the real thing. To return the wall colors, floor coverings, and interior details to what was there when WIPB’s studios occupied the space, Minnetrista staff undertook extensive historic research and turned to the memories and expertise of the former WIPB crew who worked in the home.

Visitor INFORMATION

Address:

1200 N MINNETRISTA BLVD
MUNCIE, IN 47303

Ticket Pricing:

LOCAL RESIDENTS

RESIDENTS OF OUR 7-COUNTY LOCAL SERVICE AREA

\$8 AGES 13+

\$6 AGES 4-12 YEARS

VISITING NON-RESIDENTS

\$15 AGES 13+

\$12 AGES 4-12 YEARS

ALL CHILDREN 3 & UNDER ARE FREE
FREE FOR MEMBERS

Hours:

WEDNESDAY-SATURDAY

9 A.M.-5 P.M.

SUNDAY

NOON-5 P.M.

MONDAY & TUESDAY

CLOSED

Hashtag:

#BOBROSSEXPERIENCE

Pictures & **MEDIA**



CLICK HERE [TO ACCESS PHOTOS & LOGOS](#)

Photo credit: all photos are courtesy of the Minnetrista Heritage Collection.

More about MINNETRISTA MUSEUM & GARDENS

NATURE AREA - Be inspired by nature like Bob was! The Nature Area features three representations of Indiana native habitats: a tall grass prairie, a wetlands feature, and a woodland area. Enjoy a great space to walk and explore!



THE ORCHARD SHOP AT MINNETRISTA - Find exclusive *Bob Ross Experience* merchandise only at The Orchard Shop at Minnetrista! The Orchard Shop is a unique and charming shopping experience. Stop by and find the perfect gift for a loved one or something special to treat yourself. The Orchard Shop at Minnetrista has something for everyone!



ROTATING EXHIBITS - Visitors can enrich their time on our campus by enjoying a wide range of original and touring exhibits featured in our gallery spaces throughout the year. With exhibits exploring topics in art, history, and science, there is always something new to discover!



OAKHURST EXPERIENCE - A reimagined experience of the Oakhurst Home tells the story of the George and Frances Ball family through the eyes of their daughter, Elisabeth, "Betty". With an emphasis on literacy, canning, gardens, and family, visitors will explore the historical Ball family home full of interactive experiences. Learn the history of the home, the stories of the family, and experience the value of time spent together.



FOR MORE INFORMATION ABOUT MINNETRISTA AND THE *BOB ROSS EXPERIENCE* CONTACT **KATY MAGGART**, COMMUNICATIONS MANAGER AT KMAGGART@MINNETRISTA.NET.



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