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## **Hemingway/Hammerstein Alliance**

# **THE OSCAR HAMMERSTEIN MUSEUM AND THEATRE EDUCATION CENTER TO MODEL THE ERNEST HEMINGWAY HOME AND MUSEUM**

## **Home Museums of Legends Offer Unique Perspectives and Unmatchable Intimacy To Guests**

**DOYLESTOWN, PA (7/10/2020)** – The non-profit Oscar Hammerstein Museum and Theatre Education Center (OHMTEC), which is in the midst of a National fundraising campaign, is proud to officially announce a unique alliance with The Ernest Hemingway Home and Museum in Key West, Florida. OHMTEC is pleased to be working with Andrew Morawski, the Director of the Hemingway Home and Museum, with an aim to model the success they've cultivated in the Keys, hosting approximately 30,000 guests each month from around the world.

This alliance between the Hemingway and Hammerstein museums, provides resources and invaluable insights into the operation and processes necessary to run a home museum that provides a unique and compelling guest experience, and accurately presents the attributes and history of the property in a way that is accessible, enlightening and intimate. The Hemingway Home features a two-story home, lush tropical gardens, wrap-around porch and balcony, an in-ground pool, stand-alone writing room, and many cats. The Hammerstein property, also known as Highland Farm, is located in the heart of historic Bucks County and features a three-story residence, wrap-around porch and balcony, an in-ground pool, 4-acres of grounds, and a historic barn.

“You can take a historical figure and attempt to tell their history in a way that captivates people, or you can open the door and invite people into their home, which gives that person's history a true feeling. For both the Hemingway and Hammerstein museums, we're not only preserving the person behind the history, but the actual home itself. This experience goes beyond what a regular museum or a classroom can convey or deliver,” stated Andrew Morawski.

While much of their lives and style of living differed, these two national figures had some striking similarities. Both became prize-winning writers, who were inspired in their home writing room sanctuaries. They both dedicated a daily time period, from early morning to afternoon, to their writing. Like Hammerstein, who wrote *Oklahoma!*, *Carousel*, *South Pacific*, *The King and I*, and *The Sound of Music* at Highland Farm, Hemingway completed 70% of his work at his Key West property including "To Have and Have Not" and "For Whom the Bell Tolls." Both men toiled over every word and, in their own way, had a similar style of simplicity with deep meaning.

“It is a major advantage for us to be working with Andrew and his team,” stated Keith Fenimore, President of the Board of The Oscar Hammerstein Museum and Theatre Education Center. “The success of home-based museums requires a number of attributes. Relevance is key, but not enough; factors like international fame and notoriety, works that are timeless, in abundance, and are directly and intimately tied to the property, are all a must. I am happy to report that, like Hemingway, Hammerstein's home possesses all of these unique characteristics. History was written within these walls, so offering a visitor the opportunity to stand in the very room where Oscar penned *The Sound of Music*, can only happen in one place on earth, Highland Farm.”

The alliance with the Hemingway House is unique in that it gives the Hammerstein non-profit organization a sounding board for ideas, operational protocols, and guest experience best practices that have been the foundation for one of the most well-known and frequently visited home-based museums in the world. In a sense, the Hemingway-Hammerstein alliance is a collaborative mentorship that will help ensure the ultimate success of OHMTEC.

“To take on the task of creating a home-based museum is no small feat because you are taking responsibility to not only to preserve a historical legend and landmark, but to get involved in preserving a community and keeping a piece of that culture alive for many generations to come,” stated Andrew Morawski.

The Oscar Hammerstein Museum and Theatre Education Center recently launched a three-phase fundraising campaign to support the non-profit’s ongoing vision to secure the Highland Farm property and realize the dream of a museum and theatre education center on the site of Oscar’s home. Fundraising success will allow the non-profit to secure, renovate, and preserve Highland Farm, the Hammerstein property located at 70 East Road in the heart of Doylestown, PA, and convert the home and barn into a Museum and Theatre Education Center.

As part of the three-phase plan, the nonprofit first will secure two parcels at the rear of the property currently owned by a developer who has an approved subdivision plan for the property. Phase 2 will involve purchasing and renovating Oscar’s 1840 manor home and curating the museum, and Phase 3 will focus on transforming the large bank barn on the property into a state-of-the-art theatre education center. The initial fundraising target for Phases 1 and 2, which will secure the property and ensure its preservation into the future, has been set at \$2 million.

The key to the success of this project lies squarely on the support of others. To learn how you can make an impact and #SaveOscarsHome please visit [www.HammersteinMuseum.org](http://www.HammersteinMuseum.org).

**ABOUT THE HEMINGWAY HOME AND MUSEUM:**

The house and gardens at 907 Whitehead St. are still “home” to one of the United States’ most renowned writers — the late Ernest Hemingway. Now a registered National Historic Landmark, the Spanish colonial villa is open to the public as a museum honoring the island’s most famous literary resident. Winner of both the Nobel and Pulitzer prizes, the author lived on the property with his second wife Pauline and their two children from 1931 to December 1939. More at [www.hemingwayhome.com/](http://www.hemingwayhome.com/)

**ABOUT HAMMERSTEIN MUSEUM & THEATRE EDUCATION CENTER:**

With the threat of a 4-lot subdivision looming, The Oscar Hammerstein Museum and Theatre Education Center, a recognized 501(c)3, is raising funds to purchase, restore, and preserve Oscar Hammerstein’s II former home and workplace at Highland Farm in Doylestown, PA. The goal is to create a multifaceted and dynamic museum experience, with a strong theatre education component, that will serve as a place of inspiration for Broadway fans and humanitarians alike, from Hammerstein’s backyard and across the world. More at [HammersteinMuseum.org](http://HammersteinMuseum.org)

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