

## UCSD holds dedication ceremonies for Geisel Library, Dec. 1

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### UCSD HOLDS DEDICATION CEREMONIES FOR GEISEL LIBRARY

In recognition of a substantial gift to the University of California, San Diego, Libraries by Audrey S. Geisel, the former Central University Library was officially named Geisel Library in dedication ceremonies today.

The naming ceremony recognized Audrey Geisel's gift and honored her and her late husband, Theodor Seuss Geisel, the venerated author of Dr. Seuss children's books. The donation will be used to enrich the library's collections, increase access to print and electronic resources, and promote information literacy.

Speakers at today's event included Richard C. Atkinson, president of the University of California; Marjorie C. Caserio, UCSD interim chancellor; Gerald R. Lowell, University Librarian; Neil and Judith Morgan, co-authors of the Geisel biography, Dr. Seuss and Mr. Geisel, and Audrey Geisel.

The Revelle medal, awarded in recognition of distinguished and sustained service to UCSD by persons who are not members of its faculty or staff, was presented to Audrey Geisel by John Wheeler, chair of UCSD's Academic Senate.

Noted UC President Atkinson in his talk today: "UCSD has always been remarkably fortunate in its friends, and especially fortunate to number Ted and Audrey Geisel among them. Their generosity has created a stunning public/private partnership that will enrich the lives of students and scholars for generations to come, as the Geisel Library takes its place among the nation's great university collections."

In announcing the gift in September, Audrey Geisel said it was "a perfect fit--first, because promoting literacy was one of Ted's most cherished goals, and secondly, because he claimed that if he had strayed into the field of architecture he would have come up with a building that was not too dissimilar from the library designed by architect William Pereira."

While the amount of the endowment was undisclosed at Audrey Geisel's request, it is the largest gift in UCSD's history and believed to be the largest single donation ever made to any San Diego institution.

Three years ago Audrey Geisel gave the library a \$2.3 million collection of drawings, sketches, notebooks and other memorabilia dating from the 1970s to the 1990s. Substantial other material has been added to the UCSD collection since that time, so that the Dr. Seuss Collection now reflects the breadth of his creative work throughout his career.

Selections from the Dr. Seuss Collection are featured in a major exhibition in Geisel Library, opening today and continuing through March 17, 1996.

The newly-named Geisel Library--considered by many to be the center of UCSD intellectual life--opened in 1970 and its space doubled in 1992 with an all-underground addition. The eight story, oddly configured building--widest at the sixth floor-- embodies the whimsical, imaginative spirit found in the Seuss books. Said biographer Neil Morgan, "Ted thought the library design was unexpected, dramatic and provocative, and he loved going there."

As president of Dr. Seuss Enterprises, Audrey Geisel is credited with shepherding the expansion of the Dr. Seuss literary works into an array of new communication enterprises. Through business affiliations with major production companies and creative artists, she has made the Seuss characters and stories available in feature films, animation, CD-ROMs, videos, and even light opera. She has overseen the creation of a Dr. Seuss clothing line and handles world approval rights for all uses of the Seuss name and materials.

Her involvement in the community spans numerous charities and organizations, including the National Hospice Foundation, Charter 100, San Diego Zoological Society, Scripps Clinic and Research Foundation, Mental Health Association, Voices for Children, March of Dimes, the Green Cancer Center, San Diego Museum of Art, San Diego Museum of Contemporary Art, La Jolla Playhouse, Old Globe Theatre and Mingei International Museum of World Folk Art. She has been awarded the sixth annual Humanitarian Award from San Diego Hospice and the UCSD Chancellor's Associates Distinguished Service Medal.

At UCSD, Geisel serves on the School of Medicine Board of Visitors, the Cancer Center Board, the UCSD Medical Center Auxiliary and is a member of the Chancellor's Associates Silver Circle.

A native of Chicago, Ill., and a graduate of Indiana University, she married Ted Geisel in 1968 and has been a longtime resident of La Jolla. The noted author of 47 books as Dr. Seuss, Ted Geisel died in September 1991.

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