

THE HOUSE OF THE SEVEN GABLES



FALL 2026

A Message from our Leadership



Dakota Russell
Executive Director



José Nieto
Board President

*A*t the beginning of each tour of the Turner-Ingersoll Mansion, we ask our visitors how many of them have read Nathaniel Hawthorne's *The House of the Seven Gables*. It is always a minority. That's a little surprising—you don't see many guests at Louisa May Alcott's Orchard House who haven't read *Little Women*.

Readers of Hawthorne's bestseller once made up most of our audience. As early as the 1870s, before our museum even existed, people came to Salem seeking the house that inspired the novel. The book's popularity has waned in the 21st century, but we continue to welcome more visitors every year. It is a testament to The Gables' fascinating true history, and the wealth of stories we have to tell.

But what about Nathaniel Hawthorne? It doesn't seem right to forget the man who put us on the map, and many of Hawthorne's themes and ideas still ring true all these years later. If we are going to be guests' first exposure to the author, we feel a responsibility to spark their curiosity, and perhaps even turn them into fans.

This summer we announced plans for the Hawthorne Museum at The House of the Seven Gables, a new exhibit and experience inside the Nathaniel Hawthorne Birthplace. You can read more about this exciting project on page 4, and learn how you can help make this dream a reality!

We are pleased to report, too, that we are not alone in our efforts to bring Hawthorne's work to new audiences. Over the past year, independent filmmaker Mike Pratt has been shooting his own adaptation of *The House of the Seven Gables* on-site. Pratt's take manages to both be faithful to Hawthorne and boldly original. You can find out more on page 6.

When you put down this newsletter, perhaps you too will be inspired to dust off your old copy of *The Scarlet Letter* or *The House of the Seven Gables* and fall into one of Hawthorne's imaginary worlds. There is still magic in there, waiting to be rediscovered.

Thank you,

Two handwritten signatures in black ink. The first signature is 'Dakota Russell' and the second is 'J. Nieto'.

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FALL 2026 CALENDAR OF EVENTS

Events subject to change. Visit 7Gables.org/events for pricing, registration, and recently announced events.

October

The Shadows of the Seven Gables WEDNESDAYS – SUNDAYS IN OCTOBER AT 7 P.M.

Embrace the spookier side of The House of the Seven Gables with an after-hours candlelit journey through the mansion. Experience the home as it was described by Salem author Nathaniel Hawthorne in his 1851 novel—an old Salem mansion that is haunted by a family curse, mysterious deaths, and ghosts of its past. \$50 general admission, \$40 for Gables members.

Haunted Fables at The Gables OCTOBER 15, 16, 18, AND 19 AT 6:30 P.M.

Join Salem's master storyteller, Nathaniel Hawthorne, for a frightful evening of thrills and chills! The famous author performs his most frightening tales, as well as the terrifying works of fellow writer, Edgar Allan Poe. Stories include *The House of the Seven Gables*, *The Cask of Amontillado*, *Annabel Lee*, *Young Goodman Brown*, *The Raven*, and more. \$50 general admission, \$40 for Gables members, and \$10 for children under 5.

Hawthorne's Halloween Bash SATURDAY, OCTOBER 17 AT 7 P.M.

Nathaniel Hawthorne invites you to his Halloween Bash; an exclusive costume party to celebrate the spooky season. Dress up in your Halloween best as you wander the gardens of The House of the Seven Gables. Don't miss your chance to be part of this unforgettable night! Tickets start at \$150.

October cont.

Chronicles and Crafts in the Cove WEDNESDAY, OCTOBER 21 AT 10:30 A.M.

Looking for a fun outing with your little ones? Join us for Chronicles and Crafts in the Cove, where we'll dive into a great book and get creative with a themed craft. It's a wonderful way for kids (ages 0–6) to explore our Kids' space at the museum!

Movie Night with Victoria Price TUESDAY, OCTOBER 27 AT 6 P.M.

Join us at The Gables for a screening of *Twice Told Tales* (1963) and a visit from Victoria Price, daughter of horror icon Vincent Price! Victoria will introduce the film and speak about her father's life and legacy. After the screening, Victoria will sign copies of her book *Vincent Price: A Daughter's Biography*, which will be available for purchase. \$35 general admission, \$30 for Gables members.

Whispers from the Veil: **The Séance That Defied Science** WEDNESDAY, OCTOBER 28 AT 5 P.M. AND 6:30 P.M.

Step into the gaslit parlor of 1920s Salem for a séance, where the line between the living and the dead blurred into a national obsession. This immersive program plunges you into the dark, controversial world of Mina Crandon—known to the world as "Margery"—the most famous and polarizing spiritual medium of the Jazz Age. \$35 general admission.

November

The Shadows of the Seven Gables TUESDAY, NOVEMBER 1 AT 7 P.M. See previous description.

Enduring Hawthorne NOVEMBER 4–8 More information coming soon!

Member Appreciation Week NOVEMBER 14–20

Members are so important to our organization. From November 14–20, The House of the Seven Gables is expressing our gratitude to our members with free events, special tours, extra benefits, and perks!

HAWTHORNE'S HALLOWEEN BASH

October 17



Moved to The Gables' historic campus in 1958, Nathaniel Hawthorne's birthplace will become a new museum dedicated to the author.

Photo by Christo Tsiaras

Announcing the
NATHANIEL HAWTHORNE
MUSEUM

By Dakota Russell, Executive Director

A proposed gallery will feature the desk where Hawthorne composed *The Scarlet Letter* and touchscreen "bookshelves" where guests can explore his works. *Rendering by Amaze Design*



The House of the Seven Gables Settlement Association plans to celebrate Nathaniel Hawthorne's legacy by transforming the author's birthplace into a new interactive museum. In an announcement at the annual Celebrate the Fourth event in July, The Gables launched a \$1 million fundraising campaign for the project.

Hawthorne was born on July 4, 1804, in a Georgian-style house on Salem's Union Street. The home was moved to The Gables' historic campus in 1958 to save it from destruction. Since its move to The Gables, the birthplace house has been staged with period furnishings and open to visitors as a self-guided experience.

The new museum will preserve the historic feel of the house, while also telling stories from Hawthorne's life and reflecting on the impact of his work. Personal artifacts, including the desk on which Hawthorne wrote much of *The Scarlet Letter*, will be prominently featured. Interactive multimedia exhibits will enhance the experience. Galleries will explore Hawthorne's deep connection to Salem and his enduring influence on later writers and artists.

The museum exhibits are being developed in cooperation with Boston-based firm Amaze Design, known for their work at the Concord

Museum in Massachusetts and the American Writers Museum in Chicago. The design phase of the project was funded by grants from the Nancy Foss Heath and Richard B. Heath Educational, Cultural, and Environmental Foundation and the Massachusetts Office of Travel and Tourism, as well as private donations.

It is estimated that the next phase of work, the fabrication and installation of the exhibits, will cost approximately \$1 million. José Nieto, President of the Board of Trustees, said raising these funds could be a challenge. "The federal grants we would typically seek for this project have become scarcer," he said, "and there is more competition for the ones that remain." Despite all this, Nieto believes lovers of Hawthorne and those who appreciate his profound impact on American literature will step up to help The Gables meet its fundraising goals.

Limited opportunities for gallery sponsorship and donor recognition within the Hawthorne Museum are available. More information on supporting the effort can be found at 7Gables.org/hawthorne-museum or by calling Director of Development Pamela Feltus at (978) 306-7014.



THE HOUSE OF THE SEVEN GABLES

An Adaptation for the Modern Audience

By Julia Wacker, Marketing and Communications Manager

For the past year, I have had the distinct honor of supervising The House of the Seven Gables' involvement in a mini-series inspired by Hawthorne's famous novel. The first-ever adaptation filmed on location, the project sets the stage for a ghostly romance that honors the original text while integrating themes fit for a discerning, modern audience.

At the helm of the series is the screenwriter, executive producer, and lead actor Mike Pratt. Before *The House of the Seven Gables* project, Mike and his crew of indie filmmakers completed a successful festival run for the short film *Galilee*, about a young man who finds love and danger in a conversion therapy program.

We first met Mike at Steeped in History, an afternoon tea held in the visitor center in early 2025. Mike attended with his partner Jon, and the pair were seated right next to Executive Director Dakota. With tea and biscuits in hand, they discussed the new screenplay and the possibility of collaborating. It wasn't long before Dakota put Mike in touch with me to review the script and start planning the shoot.

Though the story remains mostly true to the source material, a few changes were

made. The most notable is the reinterpretation of Hawthorne's ingenue Phoebe Pyncheon as Phillip, setting up a queer love story between the character and the mysterious photographer, Holgrave. Mike also chose to replace the fictional character of Matthew Maule with the historical figure Sarah Good, who was accused of witchcraft and killed in the 1692 Salem witch trials.

With the help of producer Lyndsey Aguilar, we scheduled the filming dates for episode 1, entitled "Alice." One major stipulation for the project was that we could not close the museum during filming. This meant the crew would have to work with tours passing by every twenty minutes, and they could not film inside the Turner-Ingersoll Mansion. The Hooper-Hathaway house would serve as the location for all interior scenes,



Director Rachelle Dermer watches as Hepzibah, played by Liz Bishop, and Jaffrey, played by Jonathan McDowell, rehearse.



A tracking shot of Phillip, played by Mike Pratt, and Holgrave, played by JD Robinson, set up outside of the Nathaniel Hawthorne Birthplace.

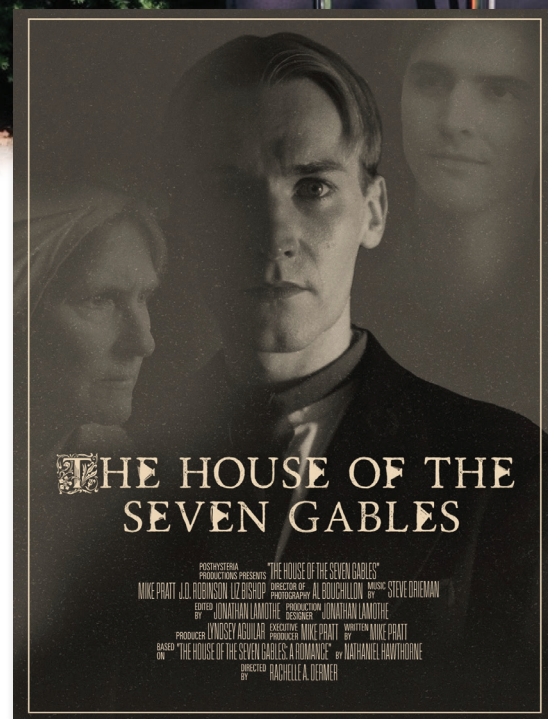
Photo by Elias Stevens

and various areas of the colonial revival garden would be used for exterior scenes. For two long days at the end of June 2025, the crew captured all their shots and took the footage home to edit for festival consideration.

Since last summer, the project has garnered incredible reception. At the New Bedford Film Festival, Liz Bishop (Hepzibah Pyncheon) won Best Supporting Actress, and the award for Best Wardrobe went to Jeanne Keenan (The Costume Company) and Bri Bagley (Costume Designer, Hair, and Makeup). In August, the episode made its New York City premiere at the Chain Film Festival, winning Best Web Series.

The team hopes to leverage the series' festival success to connect with the financiers and distributors necessary to complete the series and find a home for it through streaming or a theatrical release. Episode 2 wrapped filming in July, and the crew continues to blow me away with their dedication to Hawthorne as an artist and their care for the museum.

Official
series
poster
designed
by
Czarina
Hart



This Member Appreciation Week, we are excited to invite the cast and crew of *The House of the Seven Gables* for an exclusive screening of episode 1 and a Q&A! Official date and time to be announced. 7Gables.org/events

2025 IN REVIEW

VISITOR SERVICES

While we continued many of our partnerships in 2025, the year also saw growth in the types of programming offered. In the summer, a free reading and craft hour titled “Chronicles and Crafts in the Cove” was introduced. Each month, a story is read, followed by a related crafting activity. We also secured grant funding to run an educator cohort in which we welcomed local teachers, introduced them to the history and resources, and solicited field trip programs from each participant. Three potential field trips were developed and are being tested in 2026.

Lastly, we introduced two new tours in 2025! “Shadows of the Seven Gables” is a semi-theatrical tour of the house in which excerpts from the novel are read in relevant spaces coupled with historical context for the novel’s development. “Christmas at The Gables” is a history of Christmas in New England from the colonial era through the early 20th-century.



PRESERVATION & MAINTENANCE AND DEVELOPMENT

In 2025, the Preservation & Maintenance and Development teams worked closely to successfully secure several key grants. These grants will allow us to move forward with work that has been planned over the last few years. Two federal grants were applied for in 2025; one from Save America’s Treasures, through Senators Elizabeth Warren and Ed Markey, that will go toward construction of climate stormwater management systems; the other from the NEH for planning a new collections storage space. We also received an additional grant from the MA Office of Coastal Zone Management to plan and permit the relocation of the Counting House away from the water’s edge and seawall and install floodproofing measures on the Hooper-Hathaway House. In total, we received over \$684,000 in grants towards key preservation projects at The Gables.

SETTLEMENT

The Gables’ Immigration and Education Center at Shetland Park was a busy place throughout 2025. During our first full year at our new site, we expanded our programming in several ways. Two ESL classes and one new Citizenship class were added to address the growing demand for these services from our local immigrant community. We also offered a variety of other programming based on the needs of our students and community partners. Working with The Community Project, we provided training for 12 individuals to become Early Childhood Educators, and with a First Literacy Grant, 14 people participated in an intensive job-readiness training program. We also provided Spanish classes for Salem Pantry volunteers, Spanish Conversation classes taught by our students, and French classes. The Center has also been a place for many celebrations. We have been fortunate to share graduations, naturalizations, births, and birthdays as our community joins together.

THANK YOU 2025 DONORS

for helping preserve our historic campus & providing educational opportunities to newly arrived immigrants.

\$25,000+

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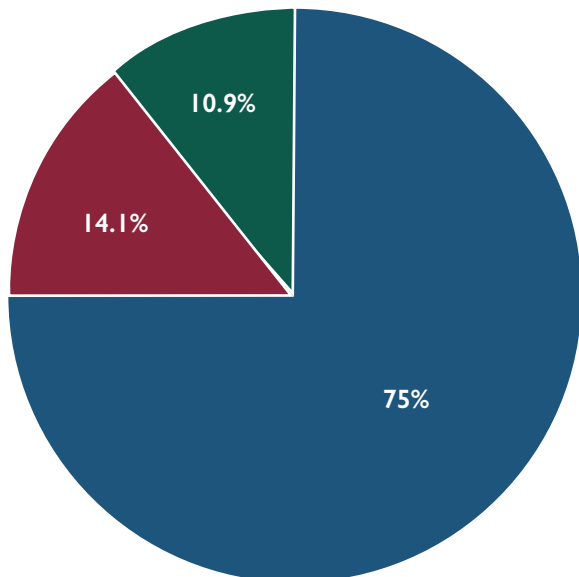
2025 ANNUAL REPORT

January 1 – December 31, 2025

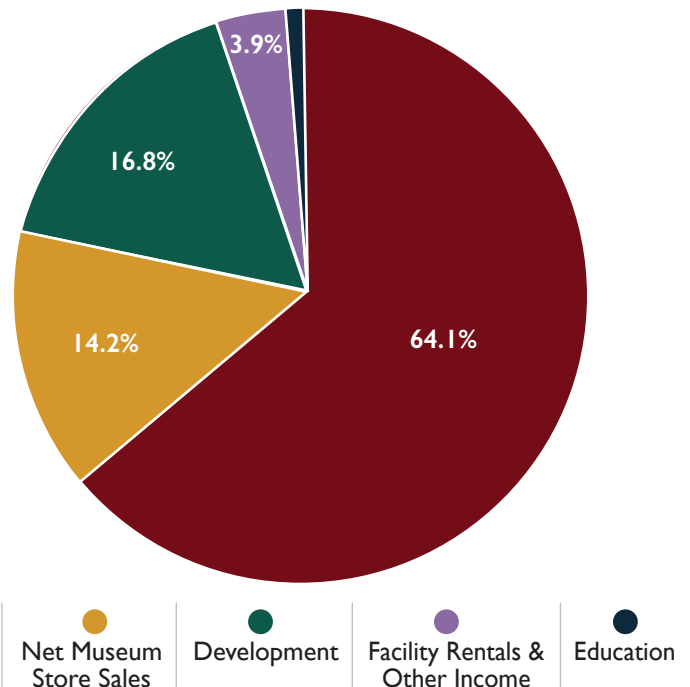
REVENUE	2025	2024	% INCREASE
Admissions	\$1,826,239	\$1,928,075	-5%
Net Museum Store Sales	\$405,748	\$454,825	-11%
Development	\$479,022	\$665,498	-25%
Facility Rentals & Other Income	\$112,364	\$133,432	-16%
Education	\$23,067	\$12,125	90%
Total	\$2,846,440	\$3,193,955	-10%
Investment Income	\$394,856	\$356,469	11%

EXPENSES	2025	2024	% INCREASE
Program Services	\$2,280,965	\$2,202,753	4%
General & Administrative	\$428,017	\$415,393	3%
Development	\$332,729	\$338,120	-2%
Total	\$3,041,711	\$2,956,266	3%
Investment Portfolio Market Value	\$3,261,728	\$2,829,778	15%

2025 Expenses



2025 Revenue





115 Derby Street
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VIEWS FROM THE GABLES

What's Inside?

Announcing the Hawthorne Museum

*The House of the Seven Gables: An
Adaptation for the Modern Audience*

2025 Annual Report

...and more!

Membership cards are now digital!

If you did not receive yours yet, please
contact Development Assistant Cassie
Johnson at cjohnson@7gables.org

About the image on the cover: Holgrave's photo booth at Hawthorne's Halloween Bash, 2025. Photo by Aidan Cheetah.



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