

ANGEL MUSEUM COLLECTOR LOOKS TO SELL MORE THAN 10K FIGURINES

September 21, 2018 at 9:49 am | By [Hillary Gavan \(mailto:hgavan@beloitdailynews.com\)](mailto:hgavan@beloitdailynews.com)



Hillary Gavan/Beloit Daily News Joyce Berg is selling the Berg Angel Collection housed at the Angel Museum. If a buyer doesn't come forward by Oct. 11 to purchase the collection in its entirety, the angels will be sold in an online auction.

BELOIT - A family of more than 10,000 angels is still awaiting adoption. If no one steps forward, the heavenly figurines could be separated forever.

There are only a few weeks left for the Angel Museum's angel collection to be sold in its entirety. If a buyer is not found by Oct. 11, the individual pieces in the collection are set to go to an online auction on Oct. 13, according to Rich Ranft, president of Beloit Auction & Realty.

In an interview Thursday morning, Joyce Berg, the owner of the Berg Angel collection housed at St. Paul on the RiverFront, 656 Pleasant Ave., announced some upcoming events surrounding the sale and the museum.

The final showing for the museum will be a "20-Year Celebration and Farewell" from 5 - 7 p.m. on Oct. 13, beginning at the close of the Downtown Beloit Association Wine Walk. At the event, fans will be able to view the angels for the last time, chat with Berg and share memories.

Sept. 29 is the last day of business at the Angel Museum, and the last scheduled tour is set for this Saturday at 10:30 a.m.

Berg announced in February she was ending her contract to supply the Angel Museum with her angels as it was time to retire.

Berg had 10- and 5-year contracts to supply the Angel Museum, which opened in May of 1998. Her dream upon retirement was to have the collection stay together and go to a buyer - either a collector or perhaps an organization which could love them as much as she did.

As of Thursday, no buyer had emerged and the clock was ticking. Berg was still holding out hope someone would step forward. If the angels aren't purchased together, Berg worries some of the popular ones would sell in the online auction while others could be left behind.

"They are a family and I'd like to see them go as a family," Berg said.

Berg realizes the challenges to selling them, as people aren't as interested in being collectors anymore and the nature of museums is changing.

To Berg, the angels were always beautiful because of their message of love and kindness.

"We certainly need that in our world today," she said.

Berg added her army of angels in the world's largest angel collection.

Berg said each figurine is unique. Some are humorous and cute, and others speak to her, evoke memories, inspire her and remind her of loved ones.

She believes the angels could have a perfect home out there. There has been strong interest in the collection as the Angel Museum has received more than 180,000 visitors over the past 20 years.

Vice president of Beloit Auction and Realty David Allen said he's been emailing various angel-related groups and collectors in hopes of helping Berg find a buyer.

If Berg receives word there is a buyer, she would be thrilled.

"If we had a bell in the bell tower, we would ring it," Berg said.

Berg said the museum has been busy lately with more people wanting to come in before it closes, especially after increased media exposure. It's been positive for Berg, as she likes to stay busy with the angels and visitors during what has been a difficult time for her.

Berg and her late husband started the angel collection in 1976, collecting a variety of unique styles of angels and later going on angel hunts. The museum includes Oprah Winfrey's collection of 600-plus black angels which were gifts from her fans.

The angels are housed in St. Paul's, a former Catholic Church that is more than 100-years-old.