

For Immediate Release

May 28, 2015
Norfolk Botanical Garden
6700 Azalea Garden Road
Norfolk, VA 23518



Kelly Welsh
Director of Marketing &
Communications
Office: (757) 441-5830 ext. 346
Cell: (757) 404-8269

**YOUR FAVORITE GARDEN SETTINGS
READY TO MAKE YOU FAMOUS
June 16 – September 6**

Announcement

(Norfolk, VA) – Join Norfolk Botanical Garden (NBG) as we launch *The Great Frame Up* on June 16, 2015. Look for 20 frames placed throughout the NBG landscape. Frame yourself in the Garden. Go on a scavenger hunt and find them all. Take a selfie, a group photo or a beauty Garden shot Framed Up. Share your masterpiece with the rest of the world by using the hashtag **#NorfolkBlooms** on your favorite social media sites. The Great Frame Up interactive exhibit is included with Garden admission. Tagged photos will appear at the Chrysler Museum of Art as part of the exhibition *The Artist's Garden: American Impressionism and the Garden Movement, 1887–1920*.

The Artist's Garden showcases more than 70 masterworks by renowned painters like Childe Hassam, William Merritt Chase, John Henry Twachtman, Theodore Robinson, Gari Melchers, and Cecilia Beaux. The exhibition is organized by the Pennsylvania Academy of the Fine Arts in Philadelphia, the oldest museum and art school in the United States, and many of its key paintings are from PAFA's rich collection. Others are on loan by private collections and prominent museums across the United States, including the Smithsonian American Art Museum, Art Institute of Chicago, the Terra Foundation for American Art, the Metropolitan Museum of Art, and the Chrysler Museum of Art.

The Garden is partnering with the Chrysler in presentation of *The Artist's Garden* of Norfolk with its own exhibition of local history, heritage and horticulture. Visit the Museum's Waitzer Community Gallery where the Garden will feature a large living sculpture wall, story boards, large-scale photographs, artifacts, photos from *The Great Frame Up* and a centerpiece canvas by Norfolk artist Maizelle—the *Garden Club-WPA*. The painting honors the 220 African-American workers who were part of the Works Progress Administration and helped establish the Garden in the late 1930s.

"The work between the Chrysler Museum of Art and Norfolk Botanical Garden has been a labor of love for close to a year now," said NBG President & CEO Michael Desplaines. "It is an incredible collaboration between two of Norfolk's crown jewels. Exhibiting beautiful paintings and horticultural art together in one location is priceless, and *The Great Frame Up* will add a fun interactive element for all ages," he said.



The Garden is truly a masterpiece with wildlife emerging and flowers blooming daily.

For more information about *The Great Frame Up* and *The Artist's Garden*, visit www.norfolkbotanicalgarden.org.

About Norfolk Botanical Garden

Norfolk Botanical Garden represents an oasis of 52 themed gardens encompassing 155 beautiful acres. From stunning plant collections to *WOW- World of Wonders: A Children's Adventure Garden*, this diverse natural beauty can be explored by tram, boat, or walking tours. The Garden is accredited by the American Alliance of Museums, is recognized as a Virginia Historic Landmark, listed on the National Register of Historic Places, a Virginia Green attraction, and is managed by the Norfolk Botanical Garden Society supported by the City of Norfolk. Norfolk Botanical Garden is dedicated to enriching life by promoting the enjoyment of plants and the environment through beautiful gardens and education programs. Admission is \$11 for adults, \$10 for seniors and military, \$9 for ages 3-17, 2 and under are free. For more information, visit www.norfolkbotanicalgarden.org.