



THE NEW YORK BOTANICAL GARDEN

BACKGROUND:

The People Behind *The Orchid Show: Cuba in Flower*

Francisca Coelho, Senior Curator and Associate Vice President for Glasshouses and Exhibitions, has been principally responsible for the creation, implementation, and management of the exhibitions that have solidified the Botanical Garden's reputation as an international leader in horticultural display. Ms. Coelho first came to the Garden to be a student in the School of Professional Horticulture and joined the staff in 1981. She was deeply involved in the restoration of America's largest Victorian-style glasshouse, the Enid A. Haupt Conservatory, which was completed in 1997. As Associate Vice President for Glasshouses and Exhibitions, Ms. Coelho leads exhibition-related planning and implementation for the Horticulture division and oversees all glasshouse activities, including display as well as propagation houses.

Karen Daubmann, Director of Exhibitions and Seasonal Displays, oversees all logistical aspects of the Garden's burgeoning horticultural exhibition program, including coordinating with designers, art handlers, and associated vendors for the planning, installation, and deinstallation of several major shows each year. Ms. Daubmann received her master's degree in Public Horticulture Administration from the Longwood Graduate Program at the University of Delaware and her bachelor's degree in Urban Horticulture and Turf Grass Management and Landscape Architecture from the University of Rhode Island. She came to the Garden in 2007 from the Phipps Conservatory and Botanical Gardens in Pittsburgh, where she was Director of Horticulture.

Marc Hachadourian, Manager of the Nolen Greenhouses for Living Collections, curates and supervises the care of the botanical collections, including an extensive orchid collection, and exhibition and outdoor garden display plants. A graduate of Cornell University, Mr. Hachadourian has over 20 years experience in horticulture, specializing in orchids, aquatics, bulbs, and alpines. He has studied and observed orchids in their native habitats in South America, Europe, South Africa, and Australia. He has lectured throughout North America and is an instructor in the Botanical Garden's Continuing Education program and School of Professional Horticulture.

Jorge Sánchez, co-founder of Sánchez & Maddux, Inc., an award-winning Palm Beach-based landscape architecture firm, drew on his youth in Cuba, years growing up in South Florida, and his decades of design work across the region to bring the Cuban history, landscape, and iconic architecture to life in his design of *The Orchid Show: Cuba in Flower*. Sánchez & Maddux specializes in residential/estate, botanical garden/park, civic and commercial master planning, garden design, and landscape preservation and restoration. The philosophy of the nearly 30-year-old firm incorporates a "botanical garden" approach fused with the historic and classical garden design framework, creating exotic and thoughtful design solutions. Their landscape designs are the subject of a new book by Bradford McKee, *The Civilized Jungle*.

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