



THE NEW YORK BOTANICAL GARDEN

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Broadway Invades the Botanical Garden in 9th Annual Orchid Exhibition

**Tony Award-Winning Designer Scott Pask and Image-Maker Drew Hodges
Showcase Thousands of Dramatic Orchids in Theater-Inspired Set Pieces**

Al Hirschfeld Works Displayed in Library Gallery

Weekend Cabaret Performances Feature Broadway Music in Orchid Rotunda

***The Orchid Show: On Broadway*
March 5–April 25, 2011**

From March 5 through April 25, 2011, the undeniable glamour and irresistible allure of orchids take center stage at The New York Botanical Garden in a dazzling display created by Tony award-winning set designer Scott Pask, image-maker Drew Hodges, and Botanical Garden curators. The result is must-see horticultural theater. *The Orchid Show: On Broadway* features iconic architectural elements from legendary theaters of the Great White Way dramatically interpreted with thousands of orchids in the Enid A. Haupt Conservatory. Just a short stroll across the Garden's grounds in the Library building, a complementary exhibition, *Hirschfeld's Broadway Scrapbook*, spotlights works by the American caricaturist whose whimsical drawings so captured audiences that a Broadway theater was named in his honor. On weekends, *Broadway Cabaret* performances highlight popular music from Broadway stages.

Combined with the art exhibition and live performances, *The Orchid Show: On Broadway*, the Botanical Garden's ninth annual presentation of the nation's largest and only curated orchid exhibition, which has been acclaimed as a "tour de force that leaves most visitors gasping with amazement and delight," is a not-to-be-missed showcase for orchid enthusiasts and Broadway theater-lovers alike.

Singular Sensation Flower Show Evokes Orchids as Architecture and Ornament, Audience and Stars

In previous years, to the fascination of hundreds of thousands of visitors, the Garden has placed a spotlight on geographic regions such as Singapore, Brazil, and Cuba that are renowned for collections or naturally occurring orchids in the environment. In an exciting plot twist for the 2011 exhibition that both underscores the breadth and depth of one of the most distinguished orchid collections in the world, that of The New York Botanical Garden, and solidifies the reputation of orchids as the divas of the plant world, Scott Pask and Drew Hodges utilize thousands of orchids in an astonishing variety of shapes, sizes, textures, and colors in their design of *The Orchid Show: On Broadway*.



Scott Pask and Drew Hodges

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More than 300 types of species and hybrid orchids, including *Dendrobium* (cane orchids), *Paphiopedilum* (slipper orchids), *Oncidium* (dancing lady orchids), *Cymbidium* (Asian corsage orchids), and *Phalaenopsis* (moth orchids) festoon set pieces that transport visitors to theaters where some of their favorite Broadway productions have been mounted.

In the Reflecting Pool of the Conservatory's *Palms of the World Gallery*, a proscenium arch and curtain inspired by the Walter Kerr Theatre frame an orchid-bedecked stage heralding the starring role of these coveted plants in this show.

A stroll through the long *Seasonal Exhibition Gallery* with a kaleidoscope of orchids grandly criss-crossing and arching overhead reminds visitors of the ornate New Amsterdam Theatre promenade, while the towering glass roof of the corner *Seasonal Exhibition Gallery* is the perfect setting for an orchid chandelier reminiscent of the majestic lighting fixtures that decorated and illuminated Broadway theaters such as the 42nd Street Theatre (formerly the Eltinge Theatre), suspended above a reflecting pool, balustrade, and a tiered orchid "audience."

Broadway Immersion Continues in Library Building with Art Exhibition and Cabaret

One of the most important figures in contemporary caricature, Al Hirschfeld (1903–2003) immortalized the icons of American theater in delightful drawings depicting Broadway stars and productions. *The Orchid Show: On Broadway* complementary exhibition, *Hirschfeld's Broadway Scrapbook*, in the LuEsther T. Mertz Library's Rondina and LoFaro Gallery displays more than 30 drawings, as well as posters, programs, and sketchbooks from the Al Hirschfeld Foundation that tell the history of the Great White Way as seen by its foremost chronicler. Visitors will travel through time beginning with Eugene O'Neill's classic *Anna Christie* in 1921 to *Hairspray* in 2002, with stops along the way at *My Fair Lady*, *Gypsy*, *Funny Girl*, *Fiddler on the Roof*, *La Cage Aux Folles*, *Evita*, and *Phantom of the Opera*. Included are portraits of Broadway legends Stephen Sondheim, Arthur Miller, George and Ira Gershwin, Neil Simon, Jerome Robbins, Carol Channing, Patti Lupone, Barbra Streisand, and Julie Andrews, and even a selection of Broadway shows with a botanical connection such as *House of Flowers*, *Desire Under the Elms*, and *Into the Woods*. *Hirschfeld's Broadway Scrapbook* is curated by David Leopold of the Al Hirschfeld Foundation with consultation provided by Louise Kerz Hirschfeld.

With the backdrop of a dazzling display of orchids in the terrarium, *Broadway Cabaret* in the Orchid Rotunda features half-hour, weekend afternoon performances by a vocalist and keyboardist entertaining visitors with Broadway tunes, rounding out the Broadway experience at the Botanical Garden.

Entertaining and Educational

In addition to the opportunity to marvel at thousands of orchids on colorful display in the Conservatory, the smash-hit exhibition affords many opportunities to learn about the second largest family of flowering plants in several ways.

Interpretive media employed for the exhibition include signs, cell phone tours, and pages on the Garden's Web site focusing on themes such as orchid diversity, evolution, and the preservation of endangered orchids.

Weekend visitors to *The Orchid Show* can avail themselves of the many Home Gardening Demonstrations and Q&A sessions where they can take in the varied fragrances of orchids, get up close to miniatures, and obtain orchid care tips, showing how unintimidating orchid care can be.

The Garden's Adult Education Program offers one-day, orchid-centered classes that invite exploration of botany and fragrance, teach repotting techniques, and troubleshooting.

Take Home the Drama

Located in the Garden's Leon Levy Visitor Center, Shop in the Garden is a can't-miss destination during *The Orchid Show: On Broadway*. Thousands of top-quality orchids, from exotic, hard-to-find specimens for connoisseurs to elegant yet easy-to-grow varieties for beginners, are available for purchase, along with orchid products for properly caring for new acquisitions and hundreds of orchid books.

During *The Orchid Show's* run, cell phone tour stops in Shop in the Garden provide answers to frequently asked orchid questions and allow visitors to dial up care tips on watering and feeding, reblooming, and repotting for several specific types of orchids on sale in the Shop.

Shop in the Garden also features merchandise commemorating *The Orchid Show: On Broadway*, with tee-shirts, CDs, and Al Hirschfeld books and notecards available for purchase.

Who's Who Behind the Scenes

Scott Pask is an award-winning scenic designer who received a Bachelor of Architecture degree from the University of Arizona and a Master of Fine Arts degree from the Yale School of Drama. His Broadway credits include *The Pillowman*, for which he won his first Tony Award for Scenic Design, the hit revivals of *Promises, Promises* and *Hair*, as well as *Speed the Plow*, *Nine*, *Sweet Charity*, *Little Shop of Horrors*, and *La Cage Aux Folles*, among many others.

Drew Hodges is an accomplished graphic designer and Founder and CEO of Spotco. Considered Broadway's preeminent agency, Spotco is the award-winning branding and marketing machine behind countless Broadway shows such as *Rent*, *Chicago*, *Doubt*, *The Color Purple*, *Shrek*, and *Billy Elliot*.

Thomas Noel, Principal of Event Design, Inc. reprises his role as creator of the set pieces Pask and Hodges have designed. Noel has built the sets for the Garden's previous two *Orchid Shows*.

The Pask/Hodges design of *The Orchid Show: On Broadway* is being implemented by The New York Botanical Garden's Horticulture staff. The team is led by Francisca P. Coelho, Vivian and Edward Merrin Associate Vice President for Glasshouses and Exhibitions; Marc Hachadourian, Curator of the Orchid Collection and Manager of the Nolen Greenhouses for Living Collections; and Karen Daubmann, Director of Exhibitions and Seasonal Displays.

David Leopold is the Archivist of the Al Hirschfeld Foundation and an independent curator whose exhibitions have appeared at museums around the world. Louise Kerz Hirschfeld is a longtime theater historian, widow of Al Hirschfeld, and President of the Foundation that bears his name.

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Exhibitions in the Mertz Library are made possible by the LuEsther T. Mertz Charitable Trust.

The New York Botanical Garden is a museum of plants located at Bronx River Parkway (Exit 7W) and Fordham Road. It is easy to reach by Metro-North Railroad or subway. The Botanical Garden is open year-round, Tuesday through Sunday and Monday federal holidays. During *The Orchid Show: On Broadway* the Garden is open from 10 a.m. to 6 p.m. The best way to enjoy the Garden during *The Orchid Show* is with the *All-Garden Pass*, which includes admission to the grounds as well as to seasonal gardens, exhibitions, and attractions such as the Enid A. Haupt Conservatory, Everett Children's Adventure Garden, Rock Garden, and Tram Tour: \$20 for adults, \$18 for seniors and students with ID, \$8 for children ages 2–12, children under 2 are free. A *Grounds-Only Pass* is available: \$6 for adults, \$5 for adult Bronx Residents; \$3 for seniors and students with ID, \$1 for children ages 2–12, children under 2 are free. Grounds-only admission is free all day on Wednesdays and from 10 a.m. to noon on Saturdays. For more information, please call 718.817.8700 or visit www.nybg.org

The New York Botanical Garden is located on property owned in full by the City of New York, and its operation is made possible in part by public funds provided through the New York City Department of Cultural Affairs. A portion of the Garden's general operating funds is provided by The New York City Council and The New York State Office of Parks, Recreation and Historic Preservation. The Bronx Borough President and Bronx elected representatives in the City Council and State Legislature provide leadership funding.

Media Contacts:

The New York Botanical Garden: Melinda Manning 718.817.8659/8616 or mmanning@nybg.org;

The Hartman Group: Alyssa Hart, 212.398.1800, or ahart@thehartmangrouppr.com

Images available