

FOR IMMEDIATE RELEASE: June 23, 2025

Van Gogh Dress-Up Day at NYBG Offers Music, Plein-Air Drop-In and Paint, Photo-Opportunities, and a Look-Alike Contest with Fun Prizes

Saturday, July 26, 12–3 p.m.



Captions: Visitors dressed as Van Gogh paintings (NYBG Photo by Marlon Co)

Bronx, NY—Visitors to the New York Botanical Garden (NYBG) on Saturday, July 26, 2025, from 12 to 3 p.m., are encouraged to don their most colorful outfit in homage to Vincent van Gogh and his iconic art for Van Gogh Dress-Up Day. The first 100 visitors to arrive dressed in costume—as the artist himself, one of his famed paintings, or any imaginative look inspired by the flowery subjects he painted—starting at 12 p.m. will receive gifts themed around *Van Gogh's Flowers*, NYBG's multi-season exhibition inspired by Van Gogh and his love of nature. Visitors will also receive vouchers for a refreshing summer mocktail and 20% off a purchase at NYBG Shop. Enjoy the floral and contemporary art exhibition *Van Gogh's Flowers* and participate in a Plein-Air Drop-In & Paint program near a field of real and sculptural sunflowers. From 2–3 p.m., come to the Conservatory Plaza and be part of a Look-Alike Contest and walk the runway where visitors can strut their stuff for the crowd and have judges admire their style, with a chance to win NYBG and *Van Gogh's Flowers* prizes. Stop by a double-decker Van Gogh bus for a bloomingly beautiful selfie photo opportunity. You've seen the paintings, now join NYBG in bringing them to life!

Van Gogh's Flowers

10 a.m.–6 p.m.

Enid A. Haupt Conservatory Precinct

NYBG becomes the canvas for the colorful brush strokes of one of the world's most revered artists during *Van Gogh's Flowers*. Revel in the beauty of the flowers that inspired Vincent van Gogh's iconic paintings. Find yourself immersed in botanical displays and large-scale art. Wander through a breathtaking lawn of monumental sunflowers and see the expressive masterpieces bloom in recreations made of living flowers. Let Vincent van Gogh's unforgettable world of art and nature envelop you in a vibrant daydream during this botanical celebration of the internationally acclaimed painter.

Costume Party and Runway Moment

Starting at 12 p.m., the first 100 visitors dressed as the artist or one of Van Gogh's paintings will receive a sunflower and *Van Gogh's Flowers* merchandise. From 2 to 3 p.m., enjoy DJ-spun tunes at the Conservatory Plaza and join the Look-Alike Contest and Runway Moment from 2:30 to 3 p.m. as the winners for the best costumes are revealed.

Plein-Air Drop-In & Paint

12–3 p.m.

Perennial Garden

Bring out your inner artist during a watercolor painting session, guided by a visiting artist, with painting materials provided (you're welcome to bring your own too). Let your inspiration soar as you explore Van Gogh's own muse—nature.

Van Gogh Bus

12–3 p.m.

Snap a selfie wearing your most colorful outfit at the double-decker Van Gogh bus decorated with flowers, including plants featured in Van Gogh's works as you explore this year's exhibition in all its summer glory.

Van Gogh in Film

Showings at 11 a.m. and 1 p.m.

Arthur and Janet Ross Hall

Cool off with *Loving Vincent*, an animated film about the life of Vincent van Gogh. *Loving Vincent* is a 2018 Academy Award nominee for "Best Animated Feature Film," and tells the story of Van Gogh's later years through his paintings.

Film is rated PG-13 with a run time of 94 minutes.

Van Grow!

10 a.m.–5:30 p.m.

Everett Children's Adventure Garden

Vincent van Gogh was known for creating art full of emotion and energy, with vibrant colors and swirling brushstrokes. You and your little ones can go on an art quest at the newly renovated Everett Children's Adventure Garden as you create your own masterpiece

to take home using stencils and a dabbling technique, pot up a marigold plant of your own, craft a flower sculpture to brighten up your room, and more. Family program activities include:

- Potting Up a Marigold
- Sunflower Print Making
- Flower Sculpture Crafting
- How Sunflowers Move: Phototropism
- In the Garden with Van Gogh Story Walk
- Art and the Environment in the Everett Children's Adventure Garden

NYBG Shop

10 a.m. – 6 p.m.

NYBG Shop, frequently called the best plant shop in the boroughs by visitors, offers a curated collection of the best indoor and outdoor plants, garden tools and supplies, and pottery. It's also a one-stop shop for the best Garden inspired gifts and home products from local and independent artisans around the globe. Experience expertly curated and created collections celebrating *Van Gogh's Flowers* during regular daytime Garden hours, with extended hours until 9 p.m. on select Starry Nights. Shop online 24/7 at www.nybgshop.org.

Dining During *Van Gogh's Flowers*

All visitors to Van Gogh Dress-Up Day will receive a complimentary non-alcoholic beverage of their choice. Throughout the Botanical Garden, opportunities for other Van Gogh-inspired refreshments for purchase abound. Whether looking for a hearty meal, a sweet treat, a savory nibble, or an inventive handcrafted cocktail, all can find something to whet and satisfy their appetites.

- **Pine Tree Café**

10 a.m. – 6 p.m.

Incorporating French-inspired dishes alongside traditional offerings, the family-friendly menu features artisanal panini, rustic Neapolitan-style pizza, and delicious signature salads, plus sweet treats and snacks.

- **Hudson Garden Grill**

11 a.m. – 6 p.m.

No visit to NYBG is complete without a meal at its renowned farm-to-table restaurant, the Hudson Garden Grill. Savor seasonally inspired dishes and decadent desserts influenced by the Parisian bistros and Provençal village cafes Van Gogh frequented—all made from locally sourced, ethically produced ingredients.

- **Sunflower Bar at the Visitor Center Patio**

12–6 p.m.

Grab a quick snack, sweet treat, or beverage from this outdoor venue. Offerings include grab-and-go charcuterie boxes, ratatouille grain bowls, ice cold lemonade, and a full bar with specialty cocktails.

- **Le Petit Glacier at the Stone Cottage**

12–5 p.m.

Stay cool at this outdoor pop-up adjacent to NYBG’s Peggy Rockefeller Rose Garden with cold beverages, ice cream novelties, and a variety of sweets and snacks.

- **Food Truck**

12–5 p.m.

This snack stop at the base of Tulip Tree Allée serves up an array of snacks and sweets, plus a curated selection of wines, beers, and specialty crafted cocktails.

NYBG opens at 10 a.m. and closes at 6 p.m. For more information about *Van Gogh’s Flowers*, visit <https://www.nybg.org/event/van-goghs-flowers/>.

About The New York Botanical Garden

The New York Botanical Garden (NYBG) has been a connective hub among people, plants, and the shared planet since 1891. For more than 130 years, NYBG has been rooted in the cultural fabric of New York City, in the heart of the Bronx, its greenest borough. NYBG has invited millions of visitors to make the Garden a part of their lives, exploring the joy, beauty, and respite of nature. NYBG’s 250 acres are home to renowned exhibitions, immersive botanical experiences, art and music, and events with some of the most influential figures in plant and fungal science, horticulture, and the humanities. NYBG is also a steward of globally significant research collections, from the LuEsther T. Mertz Library collection to the plant and fungal specimens in the William and Lynda Steere Herbarium, the largest such collection in the Western Hemisphere.

The plant people of NYBG—dedicated horticulturists, enthusiastic educators, and scientific adventurers—are committed to helping nature thrive so that humanity can thrive. They believe in their ability to make things better, teaching tens of thousands of kids and families each year about the importance of safeguarding the environment and healthy eating. Expert scientists work across the city, the nation, and the globe to document the plants and fungi of the world—and find actionable, nature-based solutions to the planet’s dual climate and biodiversity crises. With eyes always looking forward, they train the next generation of botanists, gardeners, landscape designers, and environmental stewards, ensuring a green future for all. At NYBG, it’s nature—or nowhere.

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The New York Botanical Garden is located at 2900 Southern Boulevard, Bronx, New York 10458. For more information, visit 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 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.

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