



NEWS RELEASE

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SAN DIEGO MUSEUM OF ART'S ANNUAL FLORAL FESTIVAL INTRODUCES "YOUNG ART ALIVE" AND BELGIAN DESIGNER NICO DE SWERT

ART ALIVE 2007
April 13–15, 2007

SAN DIEGO—*Art Alive*, the San Diego Museum of Art's annual celebration of art and flowers, marks its 26th year with renowned Belgian designer Nico De Swert and the first ever "Young Art Alive." During this three-day event from April 13 to 15, dozens of award-winning floral designers will fill SDMA's galleries with creative arrangements inspired by artworks from the Museum's renowned collection. The result is a vibrant display of color and texture, encouraging visitors of all ages to explore the collection in a new way. This year, *Art Alive* will also coincide with SDMA's popular Annie Leibovitz exhibition, which closes on Sunday, April 22, making this one of the last opportunities to see this landmark exhibition.

To complement this local favorite, SDMA has planned an extensive schedule of events, including a floral demonstration, classes, and a grand Floral Fête. The exhibition will be open to the public from Friday, April 13, to Sunday, April 15. Visitors can also take advantage of docent guides, ticketed special events, and hands-on floral design courses for both adults and youth. As the Museum's annual fundraising event and a San Diego tradition, *Art Alive* provides critical financial support for SDMA's diverse educational outreach programs throughout San Diego County.

Art Alive's much-anticipated rotunda display will be designed by Organic Elements, which is known for innovatively turning organic materials into beautiful, unique floral art. Head designer Sharon Mintz and her team will transform the rotunda

into a lush, yet contemporary urban garden setting, complete with colorful floral arrangements and chic seating.

This year, SDMA welcomes international floral designer **Nico De Swert**, who will be on hand to share his expertise in a demonstration/lecture on Friday, April 13, at 10:30 a.m. De Swert's gorgeous floral sculptures, marked by clean lines, defined shapes, and vivid hues, have appeared in such magazines as *Martha Stewart Living*, *InStyle*, and *O: The Oprah Magazine*. The lecture will be followed by a book signing and an elegant **Lily Luncheon** at 12:30 p.m. Those interested in deepening their studies with De Swert can return to the Museum the following day, Saturday, April 14, at 10:00 a.m. for an interactive **Master Class** led by the designer.

New for 2007 is "Young Art Alive," featuring works from *Young Art*, SDMA's biennial display of art by San Diego County K-12 students, taking place from April 14 to May 27, 2007. Local designers from Eden Floral Designs will work with area youth to create arrangements for *Young Art* that correspond with the exhibition's theme of exploring color. Budding designers ages 8 to 12 will also have the opportunity to take a floral arrangement class on Saturday, April 14, at 9:30 a.m.

As always, the chic Art Alive celebrations signal the start of spring in San Diego. This year's festivities will kick off on Friday, April 13, with an intimate **Champagne Celebration** from 6:30 to 8:30 p.m. for Honorary Committee members and VIP guests, featuring live music and culinary highlights from the renowned Chef Bernard of the Marine Room. The following night, Saturday, April 14, the public is invited to attend a festive **Floral Fête** from 7:00 to 10:00 p.m. where everyone can enjoy live entertainment, hosted beverages, and a gourmet hors d'oeuvres menu of artisan cheeses, chocolates, and more.

Throughout the Art Alive weekend, visitors can also stop by the Museum Store for a host of unique home and garden gifts, as well as special designer jewelry trunk shows.

For information on tickets to Art Alive events, please call (619) 696-1999 or email artalive@sdmart.org.

Art Alive Schedule

April 12, Thursday

6:00-9:00 p.m.

Members-only Preview and "Members' Choice" Vote

(The Museum will be closed all day to the public for Art Alive set up.)

April 13, Friday

10:00 a.m.–6:00 p.m. Exhibition open to the public
10:30 a.m.–12:00 noon Nico De Swert Floral Demonstration
12:30–2:00 p.m. Lily Luncheon
6:30–8:30 p.m. Champagne Celebration

April 14, Saturday

9:30–11:30 a.m. Young Master Floral Class (ages 8–12)
10:00 a.m.–6:00 p.m. Exhibition open to the public
10:00 a.m.–12:00 noon Master Class with Nico De Swert
7:00–10:00 p.m. Floral Fête

April 15, Sunday

10:00 a.m.–6:00 p.m. Exhibition open to the public
10:00 a.m.–2:00 p.m. Bouquet Brunch at The Westgate Hotel

Admission Prices:

General admission (including seniors, military, and students) \$12; Youth (6–17) \$5. Children under 5 and SDMA members are admitted free, although guest passes are not valid for this special event. Groups of fifteen or more receive discounted rates. For group sales, please call (619) 696-1915.

Last entrance is one hour prior to closing. Admission price includes entry to *Annie Leibovitz: A Photographer's Life, 1990–2005*. Tickets are available at the Museum or by calling 619 220-TIXS or at www.ticketmaster.com.

Art Alive 2007 is made possible by the generous support of Audrey S. Geisel, Honorary Chairs Jacki and Ken Widder, ProFlowers, and the Art Alive 2007 Honorary Committee. Additional support is provided by Bloomingdales, The Westgate Hotel, KUSI, KyXy-FM 96.5, and San Diego Home/Garden Lifestyles.

Museum Information

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The historic San Diego Museum of Art provides a rich and diverse cultural experience for more than 400,000 annual visitors. Located in the heart of beautiful Balboa Park, the Museum's nationally renowned collections include Spanish and Italian old masters, South Asian paintings, and 19th- and 20th-century American paintings and sculptures. In addition, the Museum regularly features major exhibitions of art from

around the world, as well as an extensive year-round schedule of supporting cultural and educational programs.

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