



## New Orleans Museum of Art

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Contact: Jim Mulvihill, Director of Communications and Marketing, (504) 658-4106  
Contact: Brenda Moffitt, Art in Bloom Publicity Chair, (504) 554-8442

## **Julia Reed, Bryan Batt to appear at Art In Bloom**

### *Springtime fixture set for March 11-15*

**NEW ORLEANS (Thursday, January 22, 2009)**— Author and television commentator **Julia Reed**, actor **Bryan Batt** (*Mad Men*), **Chef Sue Zemanick** (Gautreau's), and artist **Tim Trapolin** are among the luminaries scheduled to participate in **Art In Bloom 2009**, the annual springtime celebration of floral arrangements, educational programs and social events set for March 11-15 at the New Orleans Museum of Art.

The **Twenty-first Art In Bloom** is a joint project of the Museum and the Garden Study Club of New Orleans. The five-day events showcases over 100 exhibitors of creative floral designs, sculptures and scenes, and benefits educational projects and exhibitions at NOMA and projects of The Garden Study Club. Beneficiaries include the Sydney and Walda Besthoff Sculpture Garden, the New Orleans Botanical Gardens at City Park, the Restoration of the Gardens of Project Lazarus, and Longue Vue House and Gardens.

The annual Art In Bloom Patron Party, one of the spring's premier social events in New Orleans, and the subsequent Preview Party, will be held Wednesday, March 11. The popular Art In Bloom lecture series and the annual Art In Bloom luncheon are scheduled for the following day, Thursday, March 12.

NOMA's **Caroline Calhoun** and **Marilee Hovet** of the Garden Study Club are co-chairing *Le Jardin des Arts*, as this year's festival is known. "The rich and varied culture of the arts in New Orleans is a theme that runs through every aspect of life in our city" said Hovet. "Our goal this year is to put local artists in the limelight."

#### **More about Art in Bloom**

The featured categories of **Art In Bloom 2009** are: Garden Clubs, Artists, Exterior and Creative Designers, Bonsai/Ikebana, Professional Designers and Young Artists. Over 100 exhibitors will take part in this dazzling display of talent. Among the 2009 Movers and Shakers will be Zemanick and Batt. Zemanick was recently honored by *Food and Wine Magazine* (April 2008) as one of the "Top Ten Best New Chefs in America" and was chosen by *Louisiana Cooking Magazine* as one of "Five Chefs to Watch in Louisiana." New Orleans native Batt is an acclaimed actor of both stage and screen. Currently he can be seen on television Emmy Award-winning drama *Mad Men*. Batt is also co-owner of the boutique Hazelnut on Magazine Street in New Orleans.

### **More about the Patron Party**

The five-day event kicks off with the Patron and Preview Party on Wednesday, March 11. Party Chairs **Holly Mentz** and **Michele Romano** are hard at work planning a spectacular opening night. Auction Chairs **Elaine Gleason**, **Kay McArdle** and **Kim Page** are thrilled to announce that an original **Auseklis Ozols** painting created expressly for Art In Bloom will appear on the invitation and will be the featured item at the Live Auction to take place at the Preview Party. Over 1,200 guests are expected to attend this premiere viewing of the floral fantasies and talent that make Art In Bloom a springtime must-see in New Orleans.

### **More about lectures and related events**

**Pam Hayne** and **Leah Whann** are pleased to announce that the Thursday lecturers will be **Julia Reed** and **Tim Trapolin**. Reed, a contributing editor of *Vogue* and *Newsweek*, has called New Orleans home since 2005. A collection of her essays about the South, *Queen of the Turtle Derby and Other Southern Phenomena*, was published in 2004. Her book, *The House on First Street, My New Orleans Story*, was published in 2008, as well as *Ham Biscuits, Hostess Gowns and Other Southern Specialties: An Entertaining Life (with Recipes)*, a collection of her food columns, published in *The New York Times Magazine* from 2001 to 2004. The transplant from Greenville, Mississippi appears regularly on MSNBC and CNN.

Trapolin is a past Art In Bloom favorite, featured on the invitation cover in 1994. A graduate of Tulane School of Architecture and Newcomb Art School, Trapolin headed the Art Department at the Louise S. McGehee School and worked with **Louissette Brown** and **Pam Hayne** in the design team Anything Grows. His travels and studies abroad have taken him throughout Europe and the United Kingdom as well as India, Egypt and South America. About his hometown, Trapolin says, "There is a depth of inspiration here like nowhere else—from the Himalayas to the Highlands, East or West, home is best!"

**Susan Wormser**, **Winnie Brown** and **Dana Hansel** are planning a Thursday luncheon at the Pavilion of the Two Sisters, following the two morning lectures. **Saks Fifth Avenue** will again provide the fashions.

Art In Bloom will remain on view at the New Orleans Museum of Art through Sunday, March 15, 2009. *Le Jardin des Arts* will be a feast for the senses as it proudly honors the rich artistic community that uniquely defines New Orleans.

### **About NOMA and the Sydney and Walda Besthoff Sculpture Garden**

The New Orleans Museum of Art, founded in 1910 by Isaac Delgado, houses more than 40,000 art objects encompassing 4,000 years of world art. Works from the permanent collection, along with continuously changing temporary exhibitions, are on view in the Museum's 46 galleries Wednesdays from noon to 8 p.m. and Thursdays to Sundays from 10 a.m. to 5 p.m. Admission to the Museum is free to Louisiana residents through the generosity of The Helis Foundation.

Admission to the adjacent Sydney and Walda Besthoff Sculpture Garden, featuring work by 57 artists, including several of the 20th century's master sculptors, is always free during regular Museum hours.

The New Orleans Museum of Art and the Sculpture Garden are fully accessible to handicapped visitors and wheelchairs are available from the front desk.