



**FOR IMMEDIATE RELEASE**

*Images available upon request.*

**Newfields to debut holiday lights experience in November**

*One million lights, seasonal food and drink, create nighttime winter wonderland*

**INDIANAPOLIS**, Sept. 14, 2017— This winter, begin a new tradition at Newfields with *Winterlights*, a curated outdoor lights experience from Nov. 19 through Jan. 7. This dazzling nighttime experience will run nightly (except Mondays\*) at 5 p.m. and 7 p.m. throughout the season.

Explore The Garden at Newfields as never before with more than one million multi-colored lights and 80 foot trees wrapped to the ends of each tiny branch. Breathe in the crisp, winter air filled with the scent of evergreens and campfires. Marvel at the choreographed Landscape of Light on the Lilly House lawn and stroll garden pathways, nestled amongst trees glowing with color. Listen to your favorite seasonal songs as lights dance to the music.

While strolling through *Winterlights*, indulge in a warm cup of hot chocolate or apple cider—with spiked options available for adults—and a special Newfields beer from Taxman Brewing Company. Warm your hands by the fire and make your own s'more provided by local Girl Scouts, or continue your journey with treats to go.

*Winterlights* will continue some of the IMA's most beloved holiday traditions. At its heart will be the historic Lilly House, filled with sparkling decorations and beautiful floral displays that continue the *Christmas at Lilly House* tradition started in 1971. Karl Unnasch's whimsical 50-foot-tall tree of toys, *Playtime in Indy*, returns in a brand new location surrounded by giant Whimsy Trees, perfect for a family photo. Every Tuesday in December, Santa Claus will join in the fun with a special appearance.

Whether you are looking for an impressive date night, an activity for visiting family or a seasonal adventure for kids, *Winterlights* provides a one-of-a-kind experience for all ages.

"We are so excited to welcome everyone to *Winterlights*," said Jonathan Wright, The Ruth Lilly Deputy Director for Horticulture and Natural Resources. "After traveling the world to see the best of the best, we've reimaged and expanded our annual celebration of the season into a spectacular and glowing tribute to The Garden and, especially, our towering, historic trees. There's never been anything like this in Indiana before."

The transformation of The Garden was designed by Tres Fromme of 3Fromme Design. Previously, Fromme was the designer for world-renowned Longwood Gardens in Pennsylvania and designed the holiday illuminations for Atlanta Botanical Garden and Cheekwood Estate and Gardens in Nashville, Tennessee. For *Winterlights*, Fromme was inspired by the ornate ironwork featured on Newfields' historic Woodstock bridge gates. This scrollwork dates back to the early days of the Lilly estate and will be a reoccurring motif, incorporated into the fanciful Winter Winds entrance portal and floating, glowing snowflakes.

*Winterlights* will run twice nightly at 5 and 7 p.m. throughout the holiday season. Save 20 percent by purchasing your tickets online at [DiscoverNewfields.org](http://DiscoverNewfields.org) beginning in early October. Newfields members receive additional discounts and exclusive access to this experience. Member preview evenings are offered on Nov. 17 and 18 for just \$10.

Looking for the perfect gift this holiday season? Find something for everyone on your list at Newfields' annual Holiday Hullabaloo shopping event on Dec. 7, featuring trunk shows in The Museum & Garden Shop. Members receive a 20 percent discount all day long. Interested in a handmade gift? Sign up for a hands-on workshop in the Madeline F. Elder Greenhouse. Create your own wreath, paper glitterhouses or evergreen kissing ball to add a personal touch to your holiday décor. Or, give the gift of Newfields all year long with an annual membership, which offers free general admission, discounts on programs, invitations to exclusive preview events and more.

Along with *Winterlights*, enjoy other seasonal celebrations at Newfields this winter, such as a holiday-themed Family Day and screening of *Polar Express* on Dec. 2. The popular Monster Drawing Rally will return for another year in a new location at Sun King Brewing. Grab a pint and watch local artists create original works of art, available for only \$35. Family Day and Monster Drawing Rally are programs from IMA's ARTx series, made possible by a gift from the Efroymsen Family Fund.

During the run of *Winterlights*, The Garden and IMA Galleries at Newfields will close at 4 p.m. daily. The Museum & Garden Shop and The Café will remain open throughout the evening.

Support for Winterlights is provided in part by Klipsch Group, Inc., The Hagerman Group and RJE Business Interiors. Seasonal music made possible by the generous support of Marianne Williams Tobias. Generous support for infrastructure provided by Kay Koch.

\**Winterlights* will be open Thanksgiving, Christmas and New Year's Day.

### **Want to be a part of the magic this holiday season?**

Volunteer opportunities are available for individuals and large groups. Email [volunteer@imamuseum.org](mailto:volunteer@imamuseum.org) if interested.

### **About Newfields**

Newfields offers dynamic experiences with art and nature for guests of all ages. The 152-acre cultural campus features art galleries, lush gardens, a historic home, performance spaces, a nature preserve and sculpture park. From inspiring exhibitions in the IMA Galleries, to concerts in The Toby, to a stroll through The Garden with a glass of something cold, guests are invited to interact with art and nature in exciting new ways. Newfields is home to the Indianapolis Museum of Art, among the ten largest and ten oldest general art museums in the nation; the Lilly House, a National Historic Landmark; The Garden, featuring 40 acres of contemporary and historic gardens, a working greenhouse and an orchard; and The Virginia B. Fairbanks Art & Nature Park: 100 Acres, one of the largest art and nature parks in the country. The Newfields campus extends outside of Indianapolis with Miller House and Garden in Columbus, Ind.—one of the nation's most highly regarded examples of mid-century Modernist architecture. For more information visit [www.imamuseum.org](http://www.imamuseum.org).

### **About the Efroymsen Family Fund**

The Efroymsen Family Fund, a donor-advised fund of the Central Indiana Community Foundation, continues a long legacy of charitable commitment by the Efroymsen family in central Indiana. The Efroymsen Family Fund was established in 1998 by Dan and Lori Efroymsen to promote the viability of communities and to date has awarded more than \$100 million in grants in central Indiana and beyond. For more information about the Efroymsen Family Fund, visit [www.efroymsenfamilyfund.org](http://www.efroymsenfamilyfund.org).

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### **Media Contacts:**

Mattie Lindner  
Communications Coordinator  
317-923-1331 ext. 265  
[mlindner@imamuseum.org](mailto:mlindner@imamuseum.org)

Stephanie Perry  
Assistant Director of Communications  
317-923-1331 ext. 231  
[sperry@imamuseum.org](mailto:sperry@imamuseum.org)