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Images available upon request.

Jonathan Berger has been named Deputy Director of Marketing and External Affairs

Berger to play lead role in implementing large-scale seasonal marketing strategies

INDIANAPOLIS, May 13, 2019—Dr. Charles L. Venable, The Melvin & Bren Simon Director and CEO of Newfields is pleased to announce that Jonathan Berger has been promoted to Deputy Director of Marketing and External Affairs, after serving as the Interim Deputy Director for six months. In conjunction with the senior leadership team, Berger will continue to strengthen the Newfields brand as well as drive large-scale seasonal marketing campaigns designed to increase awareness of exhibitions and events, as well as increase membership, attendance and associated revenue at Newfields.

"I am delighted to elevate Jonathan permanently to Newfields' senior leadership team," said Dr. Venable "His broad background in brand management and commercial art fits extremely well with our institutional priorities at this moment in Newfields' history."

Berger has extensive experience in design, marketing and brand management. During his career he has managed a large portfolio of global brands including; Schwinn, Mongoose, Walt Disney and Eddie Bauer.

After nearly a decade of successful product launches, Berger transitioned into the non-profit arena, where he worked with established brands including; Habitat for Humanity, Ronald McDonald House Charities and St. Coletta of Wisconsin to build cohesive fundraising messages.

Prior to relocating to Indianapolis to assume the role of Brand Director at Newfields in 2018, Berger was the Creative Director for the Sweden-based company, Dometic, a world leader in the RV and marine industry. Berger studied Commercial Art at the University of St. Francis in Fort Wayne, Indiana.



"I am looking forward to my role as Deputy Director and the opportunity it gives to forge new relationships with the Indianapolis community, while maintaining a deep connection to the Indianapolis Museum of Art's history," said Berger. "This is a particularly exciting time as Newfields strives to better understand our guests and curate an inviting and dynamic atmosphere where guests return year after year." Berger adds, "We are changing the way people consume art and nature and we are so lucky to have Newfields in Indianapolis; a world-class art museum surrounded by 152 acres of lush garden."

While serving as the Interim Deputy Director, Berger oversaw the marketing, communications, retail and the marketing committee, as well as launched marketing campaigns for both *Winterlights* and *Spring Blooms*. Berger's next major marketing campaign will be *Harvest*, Newfields' newest large-scale seasonal program, after *Spring Blooms* and *Winterlights*.

The art highlight of *Harvest* 2019 will be Yayoi Kusama's spectacular Infinity Mirror Room, [*All the Eternal Love I have for the Pumpkins*](#) (2016), sure to provide an enviable Instagram moment. The inaugural *Harvest* will be a weekend-long event from October 3–6, that will feature tastings from local and regional chefs and vendors, hands-on demonstrations and workshops and a chance to interact with farmers, brewers and distillers. Families will enjoy spectacular seasonal horticulture displays, pumpkin painting, art making activities, a designated play area and a family-friendly film on the Lilly Allee.

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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 DiscoverNewfields.org.

Looking for a perfect time to visit Newfields? We've added hours, more light means more time to explore. The Newfields campus is open Sunday through Wednesday 11 a.m. to 5 p.m., Thursday through Saturday 11 a.m. to 8 p.m. and closed Mondays.

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Media Contacts:

Mattie Wethington
Public Relations Manager
317-923-1331 ext. 265
mwethington@discovernewfields.org

Emily Sogard
Communications Coordinator
317-923-1331 ext. 111
esogard@discovernewfields.org