



NEWFIELDS

A PLACE FOR NATURE & THE ARTS

FOR IMMEDIATE RELEASE

Images available upon request.

***Art in Bloom* presented by Gary and Hannah Hirschberg, Aaron Wealth Advisors, brings art-inspired floral designs to the IMA Galleries 4/29–5/2**



Floral display by Dassie Brandt. Artwork: Sol LeWitt (American, 1928–2007), *Wall Drawing No. 652, Continuous Forms With Color Acrylic Washes Superimposed* (detail), 1990, acrylic wash on wall, 30 x 60 ft. Indianapolis Museum of Art at Newfields, Gift of the Dudley Sutphin Family, 1990.40 © 2021 The LeWitt Estate / Artists Rights Society (ARS), NY.

INDIANAPOLIS, April 21, 2021—Later this month discover stunning floral displays inside the Indianapolis Museum of Art during the inaugural event, [*Art in Bloom*](#), presented by Gary and Hannah Hirschberg, Aaron Wealth Advisors, from April 29 through May 2.

During this weekend event, the African, American, Asian, Design and European galleries will be adorned with vibrant, blooming works of art created by leading floral design talent from Indianapolis, St. Louis, Chicago and Charleston, SC. *Art in Bloom* includes five large-scale, showstopper works, in addition to 23 stunning pedestal displays, each inspired by a piece in the museum's permanent collection.

"We are so excited to be collaborating with this extraordinarily talented group of floral artists, from Indianapolis and beyond," said Jonathan Wright, The Ruth Lilly Director of The Garden and Fairbanks Park. "Newfields is uniquely positioned to blend art and nature in beautiful and unexpected ways and we look forward to welcoming everyone to this weekend-long event."

Art in Bloom features floral art by a diverse range of artists and offers an array of new programming designed to attract new visitors. Together with its community partners, Newfields is also distributing 2,000 free tickets for the weekend-long experience.

"*Art in Bloom* features stunning floral art, a deeper exploration of works in Newfields' collection, and an expanded program filled with fun and interactive events for all our visitors," said Gary Hirschberg, Newfields Board of Trustees Member and CEO & Founding Member of Aaron Wealth Advisors. "It's a privilege to host so many of the country's most talented floral designers. We're excited to welcome the community into the IMA Galleries for this special celebration of nature and art."

Weekend activations include:

Thursday, April 29:

- *Art in Bloom* Treasure Hunt / Museum Hours

Friday, April 30:

- *Art in Bloom* Treasure Hunt / Museum Hours
- Flower Crown Making / 5:30 p.m.–7:30 p.m.
- Live music (Christopher Pitts) / 5:30 p.m.–7:30 p.m.

Saturday, May 1:

- *Art in Bloom* Treasure Hunt / Museum Hours
- Live Music / 11 a.m.–4 p.m.

- Harrison Center for the Arts - Social Distance Hoop Sculptures / 11 a.m.–4 p.m.
- ASK ME! Docents / 11:30 a.m.–1 p.m. and 1:30–3 p.m.
- Floral Demos by *Art in Bloom* designers / Noon & 2 p.m.
- Flowerpot Painting / Noon–4 p.m.

Sunday, May 2:

- *Art in Bloom* Treasure Hunt / Museum Hours
- Live Music / 11 a.m.–4 p.m.
- Harrison Center for the Arts - Social Distance Hoop Sculptures / 11 a.m.–4 p.m.
- ASK ME! Docents / 11:30 a.m.–1 p.m. and 1:30–3 p.m.
- Floral Demos by *Art in Bloom* designers / Noon & 2 p.m.
- Flowerpot Painting / Noon–4 p.m.

Art in Bloom will be included with general admission and free for members. Advance tickets are required. To reserve your tickets, visit discovernewfields.org. [Access Pass](#) tickets are available for \$2 for qualifying pass holders. For the health and safety of guests, staff and volunteers, masks are required for all guests over the age of two-years-old indoors and out at Newfields.

Art in Bloom is presented by Gary and Hannah Hirschberg, Aaron Wealth Advisors. Lead support is provided by Joanna & Miles Batchelor, pegg kennedy & Michael Kennedy, Marni R. Fechtman, and Barbara Carnahan West. Pedestal sponsorship is provided by Barnes & Thornburg LLP, Gayle & Jerald Ancel, Tim & Brenda Foster, Kwan Hui, Dr. Ann H. Hunt, Pamela & Gary Jursik, Joyce E. Pruitt, Martha Sando, Helen J. Dickinson, Jane Seastrom Farber, Greg & Corie Shaner, Rosie Steinmetz, Alice Vernon, and Mark & Sally Zelonis.

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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 mansion, performance spaces, a nature preserve and sculpture park. From inspiring exhibitions in the Indianapolis Museum of Art Galleries, to concerts in The Toby, to a stroll through The Garden with a glass of cheer, 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 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, 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, IN.—one of the nation’s most highly regarded examples of mid-century Modernist architecture. For more information visit DiscoverNewfields.org.

About Aaron Wealth Advisors

Aaron Wealth Advisors is a registered independent advisory firm dedicated to helping successful entrepreneurs, sophisticated investors, multi-generational families, and family offices manage the complex business of their wealth. Aaron Wealth Advisors is a member of the Dynasty Financial Partners Network of independent advisory firms. For more information, please visit www.AaronWealth.com.

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