

**FOR IMMEDIATE RELEASE**  
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**The San Diego Museum of Art Presents 28<sup>th</sup> Annual *Art Alive***  
Floral Representations of Famous Works of Art on View June 12-14

**San Diego, Calif.** — The [San Diego Museum of Art's](#) (SDMA) permanent collection will come to life as more than 100 regional designers transform gallery spaces with floral interpretations of the Museum's renowned artwork as part of the 28<sup>th</sup> annual *Art Alive* exhibition.

*Art Alive* — a San Diego tradition and SDMA's primary annual fundraiser — draws a crowd of more than 10,000 each year during its three-day run. This year's exhibition and activities will be open to the public Friday, June 12 to Sunday, June 14 from 9 a.m. to 5 p.m.

"The vibrant displays of color, texture and shape, fashioned by the region's most creative professional and amateur designers, create a unique complement to the permanent collection," said Derrick Cartwright, executive director of SDMA. "Art Alive invites visitors to experience art in a new way. It is both an important fundraiser and engaging exhibition."

This year's *Art Alive* kicks off with a celebration Thursday, June 11 at 7 p.m., for all participating designers, Honorary Committee members and guests.

"It's been wonderful to see how Art Alive has grown since my involvement in the very first one. I enjoyed being on the committee and helping to plan what has turned into such a successful event," said Mary Clark, Honorary Chair for the celebration.

The fete features San Diego's top restaurants and chefs, music, unique art experiences, and floral exhibition viewing. Tickets are \$125 for members and \$150 for nonmembers.

A Member Preview will be held Friday, June 12 from 7 to 9 a.m. Open to all levels of membership, the special morning hours are an exclusive viewing featuring a continental breakfast and a "Member's Choice" voting event. Tickets are \$5 for members and \$20 for nonmember guests.

"Flowers After Hours," a special edition of [Culture & Cocktails](#) will take place Friday, June 12 from 6 to 9 p.m. A social-scene cultural event, "Flowers After Hours" will make the most of the flower-filled galleries and art experiences with a DJ, entertainment and signature cocktails. Tickets are \$25 members and \$35 nonmembers.

Free with *Art Alive* admission on Saturday and Sunday is "Garden of Activities," a family arts workshop. Between noon and 4 p.m., children and families can experience activities such as creating floral arrangements using art materials, participating in a Museum-wide flower hunt and listening to nature-inspired stories in the children's reading area.

For information, tickets to *Art Alive* or to make a donation, please call the Art Alive Hotline at (619) 696-1999, or via e-mail at [artalive@sdmart.org](mailto:artalive@sdmart.org).

To become a member of SDMA, call 619-696-1941, visit [www.sdmart.org/membership.html](http://www.sdmart.org/membership.html) or inquire in person at the Museum.

Inspired by *Art in Bloom* at the Museum of Fine Arts in Boston, the San Diego Museum of Art created *Art Alive* in 1982 under the direction of garden club doyenne Adrienne Green and chair Nancy Bildsoe. *Art Alive* was originally comprised of garden club members only, but quickly grew to represent the larger floral-design community. More than a quarter century later, SDMA is proud to host award-winning designers from professional design studios, regional garden clubs, Ikebana International, the American Institute of Floral Designers and the American Society of Interior Designers.

*Art Alive 2009* is presented by Audrey S. Geisel/Dr. Seuss Fund at The San Diego Foundation and Mary H. Clark, Honorary Chair.

*Art Alive* is made possible by the generous support of Sharon and Joel Labovitz, Pillsbury Winthrop Shaw Pittman LLP, and Bank of America. Related event and program support is provided by Honorary Committee members Mr. Gordon Brodfuehrer, Robert and Marla Bruning, Mr. and Mrs. Jerry Cesak, Katy and Mike Dessent, Mary Ann Ginnow and Arnold Ginnow, Charles L. and Jean P. Hellerich, Webster and Helen Kinnaird, Fred and Angel Kleinbub, Cheston and Jill Larson, Mr. Carlos D. Malamud, Mr. and Mrs. Mike Mallick, Mark and Sherri McMahon, Mr. Paul F. Mosher, Mr. and Mrs. Jere G. Oren, Mrs. Anne Otterson, Mrs. Hughes L. Potiker, Demi and Frank Rogozienski, Mr. and Mrs. Michael Stone, The John M. and Sally B. Thornton Foundation, Ms. Fiona Tudor, Terry Whitcomb, and Ms. Lisa Zinne.

**Museum Information:**

San Diego Museum of Art is located at 1450 El Prado in Balboa Park, San Diego, Calif., 92101

General Information, (619) 232-7931, Group Sales: (619) 696-1915, Web site: [www.sdmart.org](http://www.sdmart.org)

**Museum Hours:** Tuesday – Saturday, 10 a.m. – 5 p.m. and Sunday, noon – 5 p.m.

**Art Alive Exhibition Hours:**

June 12-14, 2009, 9:00 a.m. – 5:00 p.m.

**Art Alive Admission Prices:**

SDMA Members – Free

General Admission – \$15 (includes seniors, military and students)

Youth (6-17) – \$5, Children 5 and under – Free

**General Museum Admission:** Adult \$10; Senior (65+) and Military with ID \$8; Student \$7; Youth (6-17) \$4. Children 5 and under are free. (Specially priced tickets may be required for certain exhibitions. Please contact the Museum for more information.)

The 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 19<sup>th</sup>- and 20<sup>th</sup>-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 for children and adults, as well as a research library. At SDMA, exhibition text is always in English and Spanish.

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