

# ARENA STAGE MEDIA RELEASE

Molly Smith Artistic Director Edgar Dobie Executive Director Zelda Fichandler Founding Director

FOR IMMEDIATE RELEASE

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## ARENA STAGE INVITES LOCAL FLORISTS TO PARTICIPATE IN COSTUME-THEMED FLORAL CONTEST INSPIRED BY UPCOMING PRODUCTION OF *MY FAIR LADY*

(Washington, D.C.) Arena Stage at the Mead Center for American Theater is seeking florists to participate in *Isn't She Lovely: Design in Bloom*, a costume-inspired floral arrangement contest. In celebration of Arena Stage's upcoming production of *My Fair Lady*, which runs November 2, 2012-January 6, 2013 and focuses on Cockney flower girl Eliza Doolittle, **25 local florists will be invited to create floral arrangements inspired by signature dresses from past Arena Stage productions.** The final floral arrangements will be displayed at the Mead Center from **November 30-December 2, 2012.**

"Arena Stage honors dynamic female voices, on and offstage, so this is a perfect way for us to celebrate the leading ladies who shine at Arena," says **Arena Stage Artistic Director Molly Smith.** "The dresses chosen will inspire innovative and adventurous floral designs and will grace the Mead Center in this beautiful nod to designers of costumes and floral arrangements."

Each florist will be paired with a costume worn by a female lead in a past Arena Stage production, and these 25 signature dresses will be displayed in the Catwalk Café at the Mead Center. Representing a wide variety of eras, regions and styles, selected costumes include dresses from *Oklahoma!*, *Guys and Dolls*, *Camelot*, *Ruined*, *Light in the Piazza*, *Shakespeare in Hollywood*, *The Great White Hope* and *The Women*.

During a **"Meet Your Dress" event**, florists will be able to see their assigned dress for the first time and will have the opportunity to learn about the character who wore the dress and the production in which the dress was featured. Florists will be encouraged to draw inspiration from the world of their plays, in addition to focusing on the color, texture and design elements of their dresses. Arena Stage literary and costume staff members will be available throughout the process to work with the florists and brainstorm ways for each dress to be celebrated through a floral arrangement.

To kick off the opening of the floral arrangement display, a grand winner and two runners-up will be announced. Along with the exposure all of the selected florists will receive in the Mead Center, the grand winner will receive a business ad in an upcoming Arena Stage program and the runners-up will receive invitations to attend the opening night dinner and performance of *Metamorphoses* on February 14, 2013.

Interested florists should submit a one-page description of their work with their mailing address, phone number, e-mail address and website to Arena Stage Artistic Associate/Literary Manager Amrita Ramanan at [aramanan@arenastage.org](mailto:aramanan@arenastage.org).

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## **Arena Stage invites florists to participate in floral contest inspired by *My Fair Lady*—Page 2**

**Arena Stage at the Mead Center for American Theater** is a national center dedicated to the production, presentation, development and study of American theater. Under the leadership of Artistic Director Molly Smith and Executive Director Edgar Dobie, Arena Stage is the largest company in the country dedicated to American plays and playwrights. Arena Stage produces huge plays of all that is passionate, exuberant, profound, deep and dangerous in the American spirit, and presents diverse and ground-breaking work from some of the best artists around the country. Arena Stage is committed to commissioning and developing new plays through the American Voices New Play Institute. Now in its sixth decade, Arena Stage serves a diverse annual audience of more than 300,000. [arenastage.org](http://arenastage.org).

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