

Media: Interviews can be arranged and sample artwork can be provided.

FOR IMMEDIATE RELEASE

NEW PLEIN AIR ART SHOW AND SALE AT CALLAWAY GARDENS APRIL 17
Meet the Artists; Fine Cuisine; Benefits the Non-Profit ICCF

PINE MOUNTAIN, GA (4/2/10) - To benefit the Ida Cason Callaway Foundation, Callaway Gardens® is hosting a new and very unique Plein Air Art Show and Sale on Saturday, April 17, 2010, at 7 p.m.

While visiting art events in Laguna Beach, California, and meeting experts such as Jean Stern, director of the Irvine Museum, and other notable California artists, Edward Callaway was inspired to create something new at Callaway Gardens, an art event unlike any other in our region - a Plein Air Art Show and Sale. Plein Air, French for "open air," is used to describe the act of painting outdoors.

"We have invited 24 notable plein air artists from across the United States to come here and capture the beauty of Spring," said Callaway, chairman of the board for the Ida Cason Callaway Foundation, the non-profit parent organization that owns and operates Callaway Gardens. "The artists will arrive a week before the event and spend time painting the beauty they see at Callaway Garden as well as other public and private gardens in the region, including Columbus, LaGrange and Atlanta. These paintings will be submitted on Friday to be viewed and purchased Saturday night."

In the early 19th century paint manufacturers made available, for the first time, pre-mixed oil pigments in easily carried tubes. Armed with an easily transferable medium, painters took their newly minted paint tubes and easels outdoors. The ability to paint directly from nature opened the door to the Impressionist movement and Barbizon school.

Impressionist artists were interested in the influence of changing outdoor light on a color. Painting real life and naturalistic scenes, they focused on form as color that suggested light. Leaving behind formulas and static scenes, these plein air painters tested out the theory of trusting their eyes to portray the truth in nature.

Building on the work of the realists and impressionists, modern plein air artists are experiencing a renaissance. Callaway Gardens is proud to partner with these artists as they draw their audience into a greater appreciation of the natural world. Invited artists include:

- Perry Austin, Goodwater, AL
- Jacobus Baas, Laguna Beach, CA
- Bucky Bowles, Fortson, GA
- Roger Dale Brown, Franklin, TN
- Geri Davis, Columbus, GA
- Dee Beard Dean, Davidson, NC
- Mary Erickson, Marshville, NC
- Jo Farris, Columbus, GA
- Suzanne Reed Fine, Columbus, GA
- Millie Gosch, Roswell, GA
- Erin Gregory, Columbus, GA
- John Lasater, Siloam Springs, AR
- Gloria Mani, Columbus, GA
- Diane C. May, Nashville, TN
- Richard Millman, Auburn, AL
- Larry Moore, Winter Park, FL
- Arlaine Morrison, Suwanee, GA
- Richard Oversmith, Asheville, NC
- Jill Chancey Philips, Columbus, GA
- Junko Ono Rothwell, Atlanta, GA
- Sally Stanley, Winnetka, IL
- Karen Stewart, Columbus, GA
- Jo Ann Williams Walker, Panama City, FL
- Bruno Zupan, Columbus, GA

Inside the beautiful Virginia Hand Callaway Discovery Center, guests will be able to enjoy and purchase the paintings while enjoying cocktails, camaraderie and fine cuisine prepared by Executive Chef Bill Justus. In support of Callaway Gardens' commitment to sustainability, the menu will feature regionally grown and locally available items such as Callaway Gardens' famous Speckled Heart™ grits with shrimp; wild mushroom ravioli, fried oysters with barbecue vinaigrette and more.

The first Plein Air Show and Sale, continues Callaway Gardens' tradition of supporting the fine arts.

To attend the Plein Air Art Show and Sale at Callaway Gardens, please call 706-663-5047. Tickets are \$150 per person, which can be applied in full to the purchase price of any artwork purchased the evening of April 17th. Cocktail attire is appropriate. For more detailed information or to view samples of the artists' work, please visit www.callawaygardens.com/pleinair.

Callaway Gardens®, is in Pine Mountain, Ga., 60 minutes southwest of Atlanta and 30 minutes north of Columbus. For additional information, visit www.callawaygardens.com or call 1-800-CALLAWAY (225-5292).

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About Callaway Gardens

For almost 60 years Callaway Gardens has provided "a place of relaxation, inspiration and a better understanding of the living world" for millions of visitors. Owned and operated by the non-profit Ida Cason Callaway Foundation, Callaway Gardens includes a garden, resort, preserve and residential community on 13,000 acres in Pine Mountain, Georgia. Highlights include a butterfly conservatory, horticultural center, discovery center, chapel, inland beach, nature trails and special events throughout the year.

In addition, Callaway Gardens offers nearly 100,000 square feet of meeting space, 923 guest rooms, restaurants, a full-service spa, shops, golf, tennis, fishing and more.

Five unique, close-knit residential communities with custom home sites, lakefront properties and cottages on the golf course - offer an ideal home away from home or full-time residence.

Callaway Gardens is home to a 4,610-acre forest preserve, which is under conservation easement. This conserved, sustainably-managed land is used for biological sMedia: Interviews can be arranged and sample artwork can be provided.