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**Marshall Field's and Bachman's Present a Colorful Exploration of
Nature's Influence on Music at the 42nd Annual Spring Flower Show**
Music in the Garden takes guests on a musical interactive journey

MINNEAPOLIS (February 21, 2005)— Marshall Field's and Bachman's have partnered with Landscape Designer Julie Moir Messervy, MacPhail Center for Music, and Composer and Professor of Music and Media at the MIT Media Lab Tod Machover, to create an inspired landscape of French post-impressionist art, music and gardens for this year's Spring Flower Show entitled *Music in the Garden*.

The show runs Saturday, March 12, through Saturday, March 26, in Marshall Field's Minneapolis 8th Floor Auditorium and is open during store hours.

Due to the tremendous success of the 2004 Spring Flower Show that incorporated interactivity for the first time ever, *Music in the Garden* will again feature an element of engaging recreation for younger guests while continuing to delight return visitors. Interactive aspects like an instrument petting zoo and sensory music environments will inspire and energize guests of all ages.

Flower Show scenery will reflect the famous French Riviera, with sparkling sea landscapes and old Mediterranean-inspired building façades. Art inspired by the work of early 19th century artists will be displayed through various mediums such as light and flowers as guests explore the many show gardens.

"This year's show features a contemporary, avant-garde feel amidst the format of a traditional Flower Show," said Jamie Becker, Marshall Field's creative director for visual marketing. "The 'under-the-sea' scenes and elaborate art murals will invoke a true feeling of escapism that guests of all ages are sure to enjoy and the interactive musical elements will stimulate all the senses."

Acclaimed Author and Landscape Designer Julie Moir Messervy created the vision for this year's show. She drew inspiration from French post-impressionist art and music. Her process for creating gardens of beauty and meaning has inspired a new generation of landscape designers, homeowners and others to create soulful gardens that reflect an inward vision deeply rooted in outdoor archetypes, childhood imagination and aesthetic impulses. Messervy's work includes a collaboration with cellist Yo-Yo Ma for The Toronto Music Garden. She also has

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created inspired gardens for The Museum of Fine Arts, Boston, The Massachusetts Horticulture Society and the New England Flower Show, among others. In February, Messervy was named the 2005 Landscape Designer of the Year by the American Horticultural Society.

Tod Machover has been hailed as ‘America’s Most Wired Composer’ by the *Los Angeles Times*. For *Music in the Garden* he has created original compositions and — with his team from the MIT Media Lab — a series of interactive surprises using his celebrated Hyperinstruments that let you morph, shape and personalize music in surprising and delightful ways. Yamaha has generously provided special interactive pianos that add to the musical elements of the show.

MacPhail Center for Music will host four musical exploration stations throughout the Flower Show where children are invited to play, listen to music, create art and more. Volunteer MacPhail musicians will perform on stage throughout the Flower Show weekends.

About MacPhail Center for Music

Founded in 1907, MacPhail Center for Music is one of the nation’s largest community music schools with a comprehensive offering of quality music studies taught by experienced music educators and professional musicians. MacPhail’s mission is to transform lives and enrich communities through innovative music education programs by offering a customized musical experience for students of all ages, abilities and socio-economic means. MacPhail Center for Music is a non-profit organization located in downtown Minneapolis, Minnesota. For more information, visit www.macphail.org.

About Bachmans

Based in the Twin Cities, Bachman’s is one of the world’s largest retail floral and nursery operations. Bachman’s has been in business since 1885 and has 20 retail floral stores in the Twin Cities and St. Cloud, including six Floral, Home and Garden Centers. Bachman’s operates an outdoor landscape design and installation service; an indoor landscaping service and business wholesale center; and a nursery wholesale division. Their 629-acre production facility near Lakeville, Minnesota, includes eight acres of greenhouses and provides many of the plants and flowers sold through Bachman’s locations.

About Marshall Field’s

Marshall Field’s full-service department stores have a 150-year legacy of fashion leadership and retail excellence. Marshall Field’s inspiration for unexpected merchandise originates from its legendary State Street store in Chicago, which sets the bar as the most exciting destination in retail. Marshall Field’s had annual revenues of \$2.6 billion in 2003, generated from more than 14 million square feet of retail space. Marshall Field’s operates 62 stores in eight states

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and can be found at fields.com[®]. Marshall Field's has a rich history of contributing to community nonprofit organizations, including support for education, the arts and social services through the Marshall Field's GivesSM initiative.

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Music in the Garden

With Julie Moir Messervy, Tod Machover and MacPhail Center for Music

Event Overview

- EVENT:** Marshall Field's and Bachman's 42nd Annual Spring Flower Show
- THEME:** *Music in the Garden.* A delightful feast for the senses that combines French post-impressionist art and music with breathtaking floral landscapes.
- Marshall Field's has partnered with Bachman's, acclaimed Landscape Designer and Author Julie Moir Messervy, Professor of Music and Media at MIT Tod Machover and MacPhail Center for Music, to create a musical and interactive floral experience for this year's Spring Flower Show.
- Music in the Garden* features elements of engaging recreation for the younger guests while continuing to delight return visitors.
- LOCATION:** Marshall Field's
700 On The Mall
8th Floor Auditorium
Minneapolis, MN.
612.375.3018
- DATE:** Saturday, March 12, through Saturday, March 26
- TIME:** During store hours
- SUMMARY:** The Annual Marshall Field's and Bachman's Spring Flower Show has become a veritable "rite of spring" to Twin Cities residents, as well as those who travel from hundreds of miles away to witness the show's floral splendor. Marshall Field's has successfully presented the annual fresh Flower Show since 1963.

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Music in the Garden *Elements of the 42nd Annual Marshall Field's and Bachman's Spring Flower Show*

As guests enter *Music in the Garden*, they will witness a cubist cello that spans 14 feet into the air, created out of flowers. They will stroll through a Mediterranean seascape, walk along an esplanade and peer through balcony windows that overlook the sea – waves of blue flowers surrounded by a sandy beach with seashells and palm trees.

Guests will have the opportunity to create beautiful music on four Yamaha pianos by manipulating an electronic touchpad. These interactive music stations will definitely have to be seen to believe.

MacPhail Center for Music will provide musical exploration stations throughout the Flower Show. Each of the four stations will feature music as well as props including streamers, scarves and hand-held rhythm instruments, with which guests are invited to play. MacPhail also will conduct musical stage performances for 30 minutes of each hour during show weekends.

Keeping with the Mediterranean feel of the Flower Show, guests will experience a Monte Carlo-inspired casino that has an underwater vibe. At the entrance of the casino, guests will be greeted by two player pianos creating beautiful music together.

Another interactive element of *Music in the Garden* is the special wind chimes area of the show. By simply blowing on a pinwheel, guests will be able to create music on wind chimes to which the pinwheel is electronically connected.

As guests enter the Artists' Studio, they will be able to gaze out of the windows onto the beautiful garden landscapes. Here, felt board easels will invite guests to get creative with art.

One of the last stops in the show is the Photography Studio. Within the studio, guests will have the opportunity to get their photos taken in front of a gorgeous backdrop of a boat floating on the ocean with blue skies above.

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Ten Ways to Make Music with Your Child

From MacPhail Center for Music

1. Sing!
Change the words to familiar songs to fit family activities. “This is the way we – tie our shoes, comb our hair, eat our spinach – early in the morning!”
2. Chant!
Play with favorite nursery rhymes to explore vocal range, dynamics, character voices and animal sounds.
3. Move!
Change the verb in an active song to see how many ways you can move your body. “Skip or – hop/run/jump/tiptoe/stomp/gallop – to my Lou!”
4. Experiment!
What do different household items sound like when played? How many sounds can you find on a nature walk? Fill old cans with listening surprises to make a fun guessing game.
5. Make Believe!
Act out your favorite stories and songs using costumes, puppets, toys or stuffed animals. Cut out a window in a cardboard box for an impromptu puppet show, or perform for family and friends.
6. Listen!
Share your favorite recordings with your children. Attend kid-friendly concerts together. Share your own music-making with your children.
7. Read!
A wealth of illustrated books exist with music in mind. Try singing a storybook or making up funny character voices. Keep a steady beat while reading rhyming books. Bounce your child in time to a poem.
8. Record!
Make a cassette or video recording of you and your child making music together. These can become creative keepsakes and gifts.
9. Travel!
Learn songs from different lands. Explore instruments from other cultures. Listen to music from around the world.
10. Celebrate!
Turn your next family gathering into a themed celebration! A pool party could become a way to sing fishing, boating or bathing songs. Remember to bring bubbles and your rubber ducky!

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MacPhail Center for Music *Backgrounder*

Founded in 1907 by William S. MacPhail, MacPhail Center for Music is one of the nation's largest community music schools and the second largest employer of musicians in the state of Minnesota. MacPhail's mission is to transform lives and enrich communities through innovative music education programs taught by experienced music educators and professional musicians. Their comprehensive offering of quality music studies along with their tuition assistance opportunities offers a customized musical experience for students of all ages, abilities and socio-economic means.

MacPhail employs over 130 teaching artists, 74 percent of whom have earned their Master's Degree or higher in the field of music. MacPhail provides instruction at over 30 different locations and serves 6,000 students annually, amateur to professional, aged six weeks to 80+ years.

Instruction on 35 instruments in over 17 styles and subjects makes MacPhail a comprehensive resource for musicians and educators. Programs range from Early Childhood Arts (ECA) and Suzuki Talent Education to Music Therapy. MacPhail provides instruction and performance experiences for individuals, small classes and ensembles throughout the year. The summer session features camps for children and adults ranging from Rock Week and Jazz Camp to MacPhail's Musical Trolley at the Minnesota Zoo.

MacPhail partners with Twin Cities' area schools and regional and national performing arts organizations to bring the finest music education possible to its students. Over 30 schools and organizations benefit from MacPhail's dedication to surrounding communities. MacPhail students are able to learn more about music and the performing arts from the school's 16 performing arts partners within the Twin Cities and throughout the country. MacPhail's Music Therapy department has also partnered with seven service organizations to provide music therapy to those with physical and developmental disabilities.

Every year, MacPhail's financial aid scholarship fund makes music instruction possible for over 200 students in the Twin Cities area. The Center offers 20 scholarships for students demonstrating high levels of performing ability.

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Julie Moir Messervy *Biography*

Julie Moir Messervy is an acclaimed landscape designer, author and lecturer with an inspired vision for creating outdoor sanctuaries that feed the spirit. Her innovative approach to composing gardens of beauty and meaning is furthering the evolution of landscape design and changing the way people think about their outdoor surroundings.

Messervy collaborated with renowned cellist Yo-Yo Ma and the City of Toronto to design The Toronto Music Garden—a three-acre public park based on the *First Suite for Unaccompanied Cello* by J.S. Bach. The six garden movements mirror the form, feeling and structure of the famous composition.

Ms. Messervy is a regular contributor to *Fine Gardening* magazine with her column, “Inspired Design.” Her design work and books have been featured in *The New York Times*, *The Boston Globe*, *The Japan Times*, *Washington Post*, *Elle Decor*, *Vogue*, *Garden Design*, *Delta Sky Magazine*, *Organic Gardening*, *Landscape Architecture*, *The Christian Science Monitor* and numerous other leading newspapers and magazines around the world.

A celebrated author, Ms. Messervy’s first book Contemplative Gardens (Howell Press, 1990), was called one of the ten best garden books of the year by *The New York Times*. Her second book, The Inward Garden (Little, Brown and Company, 1995), won the Garden Writers Association of America Gold Medal in 1996. Her third book, The Magic Land, was proclaimed a “delight” by Yo-Yo Ma and “a companion for inspired daydreaming” by *The Boston Globe*. She presently is working on a new book with former Minnesotan architect Sarah Susanka entitled Outside the Not So Big House. It is scheduled to release in early 2006.

Julie Moir Messervy studied landscape design with eminent Japanese garden master Kinsaku Nakane in Kyoto, Japan, first as a Henry Luce Scholar and later as a Japan Foundation Fellow. She received a Bachelor of Arts degree from Wellesley College and master of architecture and master in city planning degrees from the Massachusetts Institute of Technology.

Ms. Messervy is the principal of Julie Moir Messervy and Associates, Inc. in Saxtons River, Vermont. Her website is: www.juliemoirmesservy.com.

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Tod Machover Biography

Tod Machover has recently been called “brilliantly gifted” by the *New York Times* and “America's most wired composer” by the *Los Angeles Times*. His music is highly regarded for breaking traditional artistic and cultural boundaries, offering a unique and innovative synthesis of acoustic and electronic sound, of symphony orchestras and interactive computers and of operatic arias and rock songs. Machover is also noted for inventing new technology for music, especially his Hyperinstruments that use smart computers to augment musical expression and creativity.

Machover received his degrees in musical composition from The Juilliard School, where he studied with Elliott Carter and Roger Sessions. From 1978-1985, he was Director of Musical Research at Pierre Boulez's IRCAM institute in Paris. Since 1985, he has worked at the MIT Media Lab (Cambridge, USA), where he is currently Professor of Music and Media and head of the Lab's Opera of the Future group. He is also a Founding Member of Media Lab Europe in Dublin.

Machover's music has been performed and commissioned by many of the world's most prestigious arts institutions, including the Los Angeles Philharmonic, the San Francisco Symphony, the Centre Pompidou, the London Sinfonietta, the Houston Grand Opera, Lincoln Center for the Performing Arts, the Ensemble InterContemporain (Paris), the Ensemble Modern (Frankfurt) and the Tokyo String Quartet. His work has received numerous awards and prizes, including a “Chevalier de l'Ordre des Arts et des Lettres,” one of France's highest cultural honors, and the first DigiGlobe Prize in Interactive Media from the German government.

He has composed five operas, including the science fiction *VALIS*, the celebrated audience-interactive *Brain Opera*, (permanently installed at Vienna's House of Music), and the more traditional *Resurrection*, the CD of which has just been released on Albany Records. Machover is currently Composer-in-Residence with the American Composers Orchestra at Carnegie Hall and is working on opera projects for the Opéra de Monte-Carlo, New York City Opera and Los Angeles Opera.

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History of Bachman's

Based in the Twin Cities, Bachman's is one of the world's largest retail floral and nursery operations. Bachman's has been in business since 1885, when founder Henry Bachman Sr. planted potatoes, lettuce, onions and squash on a plot of land in south Minneapolis. Today that plot contains the firm's headquarters and acres of floral, gift, garden and landscaping departments.

From 1885 to 1914, Bachman's raised vegetables, until Albert Bachman, one of Henry's five sons, made the now far-reaching decision to grow flowers rather than vegetables in one of the greenhouses. Throughout the 1920s, flowers were phased in and vegetables were phased out. In the mid-1920s, the first Bachman's retail store was built on the Lyndale site. Albert Bachman also chose the company's distinctive color when a paper salesman presented him with three color choices. Albert chose purple—much to the salesperson's dismay—because no other company wanted to use purple as a company color.

Bachman's has 20 retail floral stores in the Twin Cities and St. Cloud, including six floral, home and garden centers. Bachman's also operates indoor and outdoor landscaping divisions, a business wholesale center, a nursery wholesale division, eight acres of greenhouses and a 629-acre production facility near Lakeville, Minnesota, which processes many of the plants, flowers and landscaping products sold through Bachman's locations.

Two national floral firsts for Bachman's include placing floral coolers in retail floral stores and delivering arranged bouquets to hospitals.

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