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MEDIA

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SEWARD JOHNSON'S LIFE-SIZED SCULPTURES ON EXHIBIT IN SPRING LAKE THIS FALL

Spring Lake, New Jersey— A free, outdoor exhibit of fourteen life-sized bronze sculptures by world-renowned sculptor and New Jersey native Seward Johnson will be on display in downtown Spring Lake for people of all ages to enjoy beginning September 17 and continuing through the Christmas holiday season.

A collaboration between the Seward Johnson Atelier, Inc. and the Spring Lake Business Improvement District, the Opening Ceremony will be held at 12 noon on September 17 at the Spring Lake Community House. The public is welcome, and refreshments will be served after the ceremony.

A self-guided tour and numerous special events, including speakers, art workshops, art shows, and plein air artist days, are being planned.

“We have been working with the Seward Johnson Atelier’s curatorial staff to bring sculptures from three of Mr. Johnson’s series, *Celebrating the Familiar*, because of its wide public appeal as well as from *Icons Revisited* and *Beyond the Frame*. The latter inspired by the masters of Impressionism. We selected sculptures that we think everyone will enjoy,” said local resident and exhibit curator Syd Whalley. “My favorite is *No, Mommy. That One*. which we will place at the library. We have a special treat in store for everyone who sees *Monet, Our Visiting Artist* which will be on display near the flagpole at the lake.”

The sculptures will arrive from the Seward Johnson Atelier during the week of September 12. Once unloaded from large tractor-trailer trucks into a central staging area, the Spring Lake Department of Public Works will install each sculpture in its specified location. Locations have been selected to provide the best photo opportunities for people viewing the sculptures. The sculptures, weighing between 350 and 900 pounds, are set upon steel discs which include bronze plaques showing the name of the sculpture and date of creation.

Dawn McDonough, Executive Director of the Business Improvement District (BID), said, “Our community partners, including the Spring Lake Library and Spring Lake Community House, have collaborated with us to enhance the visitors’ experience of the exhibit. The whole town is excited to have this realistic collection of sculptures here for a few months. I am personally looking forward to the fun we’ll have with the photo contest.”

The exhibit is privately funded through monetary donations from local businesses and private individuals. Individuals and businesses that would like to make a donation to support the exhibit and the related educational materials may contact BID Executive Director Dawn McDonough at info@visitspringlake.com.

Ms. Whalley and Ms. McDonough enlisted the expertise of several Monmouth University professors during the Spring 2016 semester to help with planning the exhibit. Professor Robert Mika's undergraduate marketing class developed the marketing strategy for the exhibit to facilitate a large attendance over the four-month exhibit period. Dr. Kathleen Doherty's art education class composed of undergraduate and graduate students wrote lesson plans for elementary, junior high school, and high school art classes using the New Jersey Core Curriculum Content Standards.

"We want to encourage students and their families to visit the exhibit, so we will be sending these lesson plans to the art teachers in our local school districts, along with DVDs from the Atelier, with interviews with Mr. Johnson. "The Monmouth students were very creative with the lesson plans, and the younger students will have fun with them," said Ms. Whalley. "The university students are also planning some hands-on art workshops. Details will be available on our website." The website is www.visitspringlake.com.

East Coast residents are familiar with Mr. Johnson and his work through the 42-acre Grounds For Sculpture in Hamilton, NJ. Several local libraries offer free passes to the sculpture garden.

About The Seward Johnson Atelier and Artist Seward Johnson:

The Seward Johnson Atelier, Inc., was created to promote the appreciation of, and education about, sculpture and public art in general, utilizing the creation, maintenance, sales and public placement of Seward Johnson's artwork as its instrument.

For additional information about the artist or the sculpture, contact:

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