



SALISBURY
HOUSE  GARDENS

News Release

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Salisbury House & Gardens opens 2010 season

DES MOINES, IA (March 30, 2010) – Salisbury House & Gardens announces several new changes at it opens its 2010 season for the public.

New Public Hours: Beginning March 2, new hours of operation are Tuesday through Sunday, 10:00 a.m. through 5:00 p.m. with tour offerings that include daily guided tours, **NEW** self-guided tours and a **NEW** specialty “Nooks & Crannies” tour. Guests to the house will begin their experiences at the “front” of the home located on the north side to provide the “sense of arrival” desired by the original owners (Carl Weeks family) and their architect. This formal entrance features a redesigned Courtyard that also allows guests an opportunity to relax and enjoy the estate in its entirety.

The Cottage@Salisbury: A key part of the redesigned Courtyard is a new visitor center where all guests begin their experience. The original Servants’ quarters has been restored and will now be called “The Cottage@Salisbury” including an admissions area, orientation room and gift shop. Many new products are available for purchase in The Cottage, featuring customized Salisbury House & Gardens oils and creams manufactured by the Weeks & Leo Company of Urbandale, IA. Modeled after the original cosmetics line of products first

manufactured in the 1920s and '30s by Salisbury House owner and Des Moines entrepreneur Carl Weeks, these new items provide a fun experience back in time.

Exhibits & Collections:

Visitors to Salisbury House & Gardens will experience Weeks family collections intimately through new exhibitions in the House and Garage highlighting rarely seen artwork, objects and manuscripts. In the Garage, visitors can learn about Carl and Edith Weeks who built Salisbury House, and how for a time in the 1920s, Des Moines became a cosmetics center for the nation. With the fortune earned from the face cream, powders and other cosmetics produced by the Armand Company, the couple and their four boys, Charles, William, Evert and Lafayette, built and lived in this architectural treasure on Tonawanda Drive.

In the permanent exhibit in the historic Garage, guests will also explore the story of the Weeks family who built Salisbury House between 1923 to 1928. Guests can learn about the Armand Company, and the products and practices that made the company one of the nation's leading cosmetics firms, and how their legacy continues today through the Weeks & Leo Company in Urbandale. An original Armand display cabinet from the 1920s is filled with products and the exhibit features a printing press used by the Armand Company in the 1930s. Another highlight is a 1929 Packard automobile.

Discover the treasures in the latest short-term exhibits at Salisbury House. In the gallery that once served as the bedroom for Lafayette Weeks, youngest of the four boys, guests can examine an engaging array of rare manuscripts. Guests can read the postcard from Ernest Hemingway to Charles Weeks describing the fishing prospects near Miami in the summer of 1936 or view one of the finest collections of books by famous British author D.H. Lawrence. Also on display are letters and books by Mark Twain, a postcard from President Calvin Coolidge, and many other unique items.

Guests can encounter striking art including a portrait by the renowned British artist George Romney or the inspiring beauty of the portraiture by twentieth century artist Orlando Greenwood. Works dating from the 1600s to the 1900s are on view in the exhibit gallery that once served as the bedroom for son, Charles Weeks.

****NOTE:** --some of these items have never been featured on display --some will not be exhibited again for many years.

New Look: In addition to accessibility and programming expansions, the organization has a new logo, designed by Craig Tassin, Level B Design. The new logo and branding will be incorporated into all public communications and property signage that clearly represents Salisbury House & Gardens' architectural and horticultural prominence.

Public Programs: Back by popular demand are the signature programs Salisbury House & Gardens has become known for throughout central Iowa, including the History Series, Chamber Music Series, Shakespeare on the Lawn performances, Concours d'Elegance and Tea at the Castle events. New in 2010 will be expanded holiday programming during the months of October and December including new family-friendly activities and expanded hours. More details will be provided about these opportunities in the coming weeks.

2010 Public Programs Schedule:

- **Chamber Music Series:** April 23rd - "The Drake Trio"
- **History Series:** April 29th – Edith Gelles (lecturer)
- **Tea at the Castle** (w/ guest speakers):
 - April 18th – owner of "Sticks", Sarah Grant
 - May 16th – Jane Cox portraying Eleanor Roosevelt
 - June 13th – owner of "Boesen the Florist", Tom Boesen
- **Shakespeare on the Lawn:** July 15th-18th – "Merry Wives of Windsor"
- **Louis Armstrong Birthday Bash:** August 4th
- **Gatsby Gala:** September 10th
- **Salisbury Concours d'Elegance:** September 12th
- **Halloween Program:** October 16th & 23rd
- **Christmas Program:** December (month-long)
 - Includes – **Holly & Ivy Tour** – December 3rd & 4th

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Salisbury House & Gardens is a private, non-profit organization governed by the Salisbury House Foundation. Salisbury House & Gardens is open to the public and welcomes hundreds of guests each year for cultural, historical and social events. Completed in 1928, Carl and Edith Weeks modeled the home after King's House in Salisbury, England.

Resources:

Electronic files (jpg, tiff, gif) of the new Salisbury House & Gardens logos are available for download on the organization's Web site at www.salisburyhouse.org.

