

## CAMPANIA ANNOUNCES LICENSING AGREEMENT WITH SMITHSONIAN

**Pennsburg, PA August 10, 2009-** Campania International, a leading garden accessory manufacturer, announces a new license with the Smithsonian Institution, the world's largest research and museum complex, to produce a significant line of hand-crafted containers, rich in American history.



The line was reproduced from decorative garden furnishings dating from the late 19<sup>th</sup> and early 20<sup>th</sup> centuries in the Smithsonian's Garden Furnishings Collection.

"The Smithsonian Collection by Campania is a natural extension of the Smithsonian home décor line," says Carol LeBlanc, director of Smithsonian's Business Development & Licensing division. "Campania has captured the drama, grandeur and design motifs of the many plant containers, vases and urns that are found throughout the Smithsonian gardens."

The Smithsonian® Collection by Campania line is reproduced from original cast iron garden ornaments that are found in the Smithsonian's horticulture collections. The line contains diverse design styles of the past that range from rustic and naturalistic to formal and ornate, many of which have rarely been available since the early 20<sup>th</sup> century. The Smithsonian Collection by Campania will launch in fall 2009 with 14 pieces.

"We were impressed with the opportunity to present a unique line of garden ornaments from the latter part of the 19<sup>th</sup> century, which is a rarity in today's marketplace," says Peter Cilio, vice president of Campania International. "The pieces all have interesting textures that have a certain look and feel, and are tastefully ornate."

From classic fluted urns featuring a Victorian twist to containers adorned in stylized acanthus leaves, the Smithsonian Collection by Campania line of containers serves both decorative and utilitarian purposes.

"These pieces, which are mostly Victorian garden urns, can be used in both traditional and more elaborate gardens and landscapes," says Cilio. "They celebrate the art and culture of the era that can be found both inside and outside the Smithsonian museums."

The line interprets American style in a unique way, capturing the elegance of classic embellishments of an era that added charm and beauty to the garden.

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### **About Smithsonian Institution:**

*The Smithsonian Institution is the world's largest museum complex and research organization composed of 19 museums and the National Zoo in Washington, D.C. The Smithsonian collections are the basis for research, exhibitions and public programs in the arts, culture, history and the sciences. The collections contain nearly 137 million objects, works of art and specimens. In 2008, over 24 million people visited Smithsonian museums and the National Zoo; there were nearly 173 million visits to [www.smithsonian.org](http://www.smithsonian.org).*

**About Smithsonian Garden Furnishings Collection:**

*The Smithsonian Garden Furnishings Collection is maintained by the Smithsonian Horticulture Services Division, which manages the grounds of the Smithsonian museums in Washington, D.C. and develops horticulture displays and exhibitions in interior and exterior museum spaces. The Smithsonian Garden Furnishings Collection includes hundreds of urns, benches, settees and fountains, most dating from the late 19th and 20th centuries.*

**About Campania International:**

*Recognized for old-world craftsmanship and unmatched quality, Campania International is one of the world's most unique manufacturers, designing fine garden accents including containers, urns, statuary, birdbaths and fountains. Established in 1984, Campania's reputation has been built on quality original product and strong, timely service to its ever-expanding customer base. Campania offers original designs as well as high-end imports. Campania's products are available at fine garden centers throughout the United States and Canada. For more information, visit [www.campaniainternational.com](http://www.campaniainternational.com).*

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