



For more information contact:
Susan McCoy
610-388-9330
susan@gardenmendiagroup.com

LONGWOOD GARDENS UNVEILS FIRST COLLECTION OF GARDEN ACCESSORIES

Brief: New Longwood Gardens Collection by Campania International shares the aesthetic spirit of the world's premier horticultural display garden

KENNETT SQUARE, PA – For the first time, Longwood Gardens, the world's premier horticultural display garden, is introducing an exclusive collection of garden accessories in collaboration with Campania International.

The Longwood Gardens Collection is reproduced directly from early 20th-century originals selected from the estate of Pierre du Pont, Longwood's founder and primary designer.

The Collection includes a finial, flower basket, frog, basin, pedestal birdbath, and three urns. Du Pont originally selected the garden accessories in the early part of the century while he was designing and building his horticultural showplace located near Kennett Square, PA.

According to Tres Fromme, Longwood's Planning and Design Leader, "The reproductions preserve a heritage of decorative arts from the Golden Age of American gardens during the 1920s and 1930s."

Great care was taken to preserve the look and feel of the original antique ornaments. Reproduced in natural cast stone, the pieces are also finished in a choice of eight hand-applied patinas to achieve various antique, weathered looks to match any garden or décor.

"These garden ornaments are simple yet sophisticated, understated yet eye-catching, current yet timeless," Fromme observed. "They will settle comfortably into gardens of all sizes and definitions, from balcony container plantings, to flower gardens, to public parks, adding a sense of traditional elegance and classic style to any setting."

The collection will be sold at Longwood Gardens and garden centers nationwide. The suggested retail prices range from \$65 to \$270. Proceeds will provide financial support for the horticultural displays and visitor programs at Longwood Gardens, a not-for-profit institution.

The Longwood Gardens Collection captures the aesthetic spirit and sensibility of Pierre du Pont (1870-1954), the great-grandson of Eleuthère Irénée du Pont, founder of the DuPont chemical company. Pierre turned the family business into a corporate empire and used his

resulting fortune to create Longwood Gardens, which he noted, was meant to expand “the sentiments and ideas associated with plants and flowers in a large way.”

Extensive travels helped shape du Pont’s tastes in both garden design and ornamentation. The impressions of these journeys can be seen in Longwood’s Main Fountain Garden and Italian Water Garden, which are home to three of the original ornaments that were reproduced; the remaining five are archived in Longwood’s collections.

According to Fromme, “The Collection is yet another way Longwood seeks to share with garden lovers around the world the romance, elegance, and beauty of Mr. du Pont’s horticultural legacy. Now people can have a piece of Longwood in their own gardens.”

This is the first time Longwood has offered reproductions of any kind for sale to the public. “We selected Campania to prepare the molds and make the pieces because their work reflects the quality and old-world craftsmanship of Longwood Gardens,” Fromme explained. “Campania also has the production and distribution capabilities to share these pieces with a wide audience.”

Campania, which was recently awarded the prestigious Excellence in Creative Garden Concepts (ECGC) award, has a reputation for consistently setting industry benchmarks for outstanding designs, quality products, and customer service. The opportunity to work with Longwood was particularly gratifying for Joseph Cilio, Campania’s vice president of sales and marketing. “The Longwood Gardens Collection is the embodiment of grand American landscape design,” he noted. “We are honored they selected us to preserve these pieces of design history.”

Longwood includes 1,050 acres of gardens, meadows, and woodlands with outdoor formal and informal areas, 3.5 acres of heated conservatories, 11,000 types of plants, nursery, greenhouse production range, water treatment plant, and research facilities. The Gardens attract 900,000 visitors annually. During his lifetime, founder Pierre du Pont constantly improved Longwood with restoration and new construction. Today, Longwood continues to preserve the past and build the future of du Pont’s internationally renowned horticultural legacy.

For Longwood Gardens information, call 610-388-1000 or write to: Longwood Gardens, PO Box 501, Kennett Square PA 19348-0501. Information is also available online at www.longwoodgardens.org.