



For Immediate Release
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**OGDEN MUSEUM OF SOUTHERN ART ANNOUNCES
FOURTH ANNUAL MAGNOLIA BALL**

Event to Celebrate the Exhibitions "The Colourful South, From the Collection of the Ogden Museum of Southern Art and William Eggleston: Troubled Waters, From the Collection of William Greiner"

NEW ORLEANS – May 3, 2017

Join The Ogden Museum of Southern Art as it hosts its fourth annual Magnolia Ball on Saturday, June 10 at 9:00 p.m. Each year the Magnolia Ball celebrates an exhibition currently on view at the Museum. This year's event will celebrate the opening of two photography exhibitions: *The Colourful South, From the Collection of the Ogden Museum of Southern Art* and *William Eggleston: Troubled Waters, From the Collection of William Greiner*.

The works of renowned Southern photographers William Christenberry, Birney Imes, William Greiner, William Ferris, Alec Soth, and William Eggleston will be on view starting the night of the Magnolia Ball through October 26, 2017. These two exhibitions explore the role color photography has played in the history of Southern photography and beyond. *The Colourful South* examines the influence of each photographer upon one another and situates their work in a larger narrative of photography in the South after William Eggleston, whose work is featured concurrently in the *Troubled Waters* exhibition.

Magnolia Ball has become one of the most anticipated social events of the summer. Celebrating all things Southern, the Ball includes music from the city's top DJs and bands, food trucks and complimentary dishes and desserts, full bars offering specialty cocktails, a dance party, and a silent auction featuring contemporary Southern artists. In line with the Museum's mission to broaden the appreciation of the visual arts and culture of the South, Magnolia Ball has become known as an event for young art collectors and enthusiasts to connect with one another in a festive setting where they can discover new art and artists while enjoying delicious cuisine, cocktails and entertainment.

The Museum's galleries will be open for viewing to almost 700 guests to celebrate the South surrounded by the largest and most comprehensive collection of Southern art in the world.

"Magnolia Ball really encapsulates the Ogden's creed of "Celebrate the South" by highlighting the best of Southern art in a festive atmosphere. From the rotating featured artist, to the fantastic pieces auctioned off, this event exposes attendees to a diverse and interesting range of artists living and working in the South. I love that there's always something new to discover through Magnolia Ball while also enjoying a great party!" – Hattie Moll, Magnolia Ball 2017 chairman

Date: Saturday, June 10, 2017

Time: Patron Party: 8:00 to 9:00 p.m., General Admission: 9:00 p.m. to 12:00 a.m.

Location: Ogden Museum of Southern Art, 925 Camp Street

Entertainment: DJ LiL Jodeci, DJ Quickie Mart, The Kevin Gullage Band and more!

Attire: Summer cocktail

Food: Featured dishes from some of New Orleans' top restaurants, including The Delachaise; Desire Oyster Bar; Diva Dawg; Domenica; Kenton'; Joel Catering; Love, Cookie; Martin Wine Cellar Catering; Palate Catering; Rosedale; and Taceaux Loceaux.

Drink: Craft cocktails and open bar included with ticket

Sponsors: This event is made possible by the generous support of The Helis Foundation, Mignon Faget, Ltd., Neal Auction Company, The New Orleans Advocate and Whitney National Bank.

Tickets: Tickets can be purchased at www.ogdenmuseum.org/event/magnoliaball

Chairmen: This year's Magnolia Ball chairs are Elliot Hutchinson, Hattie and Corey Moll, and Emily Shaya.

Silent Auction: The silent auction will include original works of art and gift packages by Erin Austen Abbott, Ace New Orleans, Jonathan Kent Adams, William Andrews, Artemis Antippas, David Armentor, Barre 3 - New Orleans, BASER TM, Bevolo Gas & Electric Lights, Sesthasak Boonchai, Rosie Brock, Christian Brown, Ashton Shaw Depot, Natalie Domingue, Eiffel Society, Fat Kids From Outer Space, Amanda S. Fenlon, Ida Floreak, The Franklin Restaurant, Kate Freeman, Greek Girls Rice Pudding, L. Kasimu Harris, Danielle Hein Art, Ana Hernandez, Peter Hoffman, Rush Jagoe, KREWE, Jason Kruppa, Logan Ledford, Loomed, Emily Lovejoy, Luca Falcone Custom Clothiers, Richard McCabe, David McCarty, Andrew McIntyre, Tammy Mercure, Patrick Melon, Mignon Faget, Ltd., Leroy Miranda, Jr., Ashlee Nell, Oxalis Apothecary, Marcy Palmer, Pilot and Powell, Poppy and Ivy Face Bar, Ashley Pridmore, Read More, Chris Roberts-Antieau, Frances Rodriguez, Jennifer Shaw, Amanda Talley, Ashley Thomas, Jonathan Traviesa, Britt Bass Turner, Oleysa Valentina, Alexis Walter, Claire Whitehurst and more!

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About the Ogden Museum:

Located in the vibrant Warehouse Arts District of downtown New Orleans, Louisiana, the Ogden Museum of Southern Art holds the largest collection of Southern art and is recognized for its original exhibitions, public events, and educational programs which examine the development of visual art alongside Southern traditions of music, literature, and culinary heritage to provide a comprehensive story of the South. Established in 1999 and in Stephen Goldring Hall since 2003, the Museum welcomes more than 80,000 visitors annually, and attracts diverse audiences through its broad range of programming including exhibitions, lectures, film screenings, and concerts which are all part of its mission to broaden the knowledge, understanding, interpretation, and appreciation of the visual arts and culture of the American South.

The Ogden Museum is open daily from 10AM-5PM with extended hours on Thursdays from 6-8PM for Ogden After Hours. Admission is free to Museum Members and \$13.50 for adults, \$11 for seniors 65 and older, \$7.25 for children ages 5-17 and free for children under 5.

The Ogden Museum is free to Louisiana Residents on Thursdays from 10AM-5PM courtesy of The Helis Foundation. The Helis Foundation is a Louisiana private foundation, established by the William Helis Family. The Art Funds of the Helis Foundation advance access to the arts for the community through contributions that sustain operations for, provide free admission to, acquire works of art, and underwrite major exhibitions and projects of institutions within the Greater New Orleans area.

The Museum is closed Martin Luther King Day, Lundi Gras and Mardi Gras, July 4th, Labor Day, Thanksgiving Day, Christmas Day and New Years Day.

The Museum is located at 925 Camp Street, New Orleans Louisiana 70130. For more information visit ogdenmuseum.org or call [504-539-9650](tel:504-539-9650).