



Hon. Joseph N. DiVincenzo, Jr.
Essex County Executive and
the Board of Chosen Freeholders



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FOR IMMEDIATE RELEASE

Opening Reception to be Held on November 18 for 2010 *Landslide: Every Tree Tells a Story* Photography Exhibition

Photographs of Essex County Branch Brook Park Featured in Show at Aljira, a Center for Contemporary Art in Newark

(Nov. 10, 2010; NEWARK, NJ) On November 18th from 6-9pm, Aljira, a Center for Contemporary Art in Newark will host a grand opening reception for The Cultural Landscape Foundation’s (TCLF) 2010 *Landslide: Every Tree Tells a Story*. This traveling photography exhibition is TCLF’s annual compendium of significant parks, gardens, horticultural features, and working landscapes. The exhibit holds special significance for Essex County because it features photographs by Yong Hee Kim of Essex County Branch Brook Park in Newark and Belleville.

Conceived by Frederick Law Olmsted, Sr. in 1867, the 360-acre park is the first county park in the nation’s first county park system. The park’s collection of Japanese Flowering Cherry trees (*Prunus*), established in 1928 with a donation of 2,000 trees by Caroline Bamberger Fuld, today totals more than 4,000 and surpasses the more famous collection in Washington, DC’s Potomac Basin both in actual number and varieties.

“Essex County Branch Brook Park’s famed cherry blossom collection holds a special place in the hearts of New Jersey residents for the gifts of beauty and color it brings us every spring,” said Essex County Executive Joseph N. DiVincenzo, Jr. “Inclusion in the 2010 *Landslide* show confirms our trees’ stature amongst the ranks of the country’s finest collections. Additionally, the ephemeral beauty of the short lived cherry blossoms can be enjoyed all year round, thanks to the artistry of this talented photographer and the vision of The Cultural Landscape Foundation.”

The 2010 *Landslide: Every Tree Tells a Story* focuses on the irreplaceable trees and tree groupings, often associated with historically important people and events that have shaped the development of communities and cultures at 12 sites in the US and Puerto Rico. Russell Hart, executive editor at *American Photo* magazine, commissioned this year’s photography, and images of all 12 *Landslide* sites are featured in the November/December 2010 edition of *American Photo*. Long time supporter *Garden Design* magazine returns for the 2010 *Landslide: Every Tree Tells a Story*, The Davey Tree Expert Company joins as Presenting Sponsor and American Forests as a sponsor.

The traveling photography exhibition features 25 images of 12 different locations in the US and Puerto Rico. Included are sentinel and specimen trees, allées and boulevards, urban forests, formal and vernacular—natural environments that surround us and are living reminders of our heritage. They recall our nation’s past and have the potential to bear witness to coming generations. These natural and living features command the same awe and admiration that our culture bestows upon the arts, architecture and design.

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Through an extraordinary public/private partnership, the Branch Brook Park Alliance and the Essex County Department of Parks, Recreation and Cultural Affairs work collaboratively to restore and help program the Park for the enjoyment of thousands of children and families who utilize it each year.