

FOR IMMEDIATE RELEASE
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Flagler Museum Announces 2024 - 2025 Season Programs

PALM BEACH, FL - The Flagler Museum continues to offer unique experiences and learning opportunities during the 2024 - 2025 Season. Please include the following events and dates in your calendars. Please direct readers to visit the Flagler Museum website for pricing information (www.flaglermuseum.us).

2024 Fall Exhibition

In the Golden Dreamland of Winter: Henry Flagler's FEC Hotel Company

October 15 - December 29, 2024

Included with Museum Admission

The Flagler Museum will open its 2024 - 2025 Season with the exhibition, *In the Golden Dreamland of Winter: Henry Flagler's FEC Hotel Company*. The exhibition focuses on the work of Henry Flagler and his transformative impact on the Floridian economy through the Florida East Coast Hotel Company through an in-depth exploration of Flagler's pioneering spirit and his role in opening up Florida as a premier travel destination.

Henry Flagler, often referred to as the inventor of modern Florida, embarked on a bold journey that reshaped the State's landscape and economy. This exhibition reveals his innovative venture, starting with the establishment of the Hotel Ponce de Leon in St. Augustine, expanding down the coastline, including the Hotel Royal Poinciana, the largest wooden structure in the world, the Palm Beach Inn, later renamed as The Breakers, and the Hotel Royal Palm in Miami. Florida's hotels were more than just accommodations; they represented a gateway to discovery, inviting guests to explore a new and enchanting part of the country.

Flagler's FEC Hotel Company was a testament to his belief in making the most of life, seeing Florida's untapped beauty, and taking bold chances to create a thriving hospitality industry that continues to be a mainstay of the State's economy to this day.

In the Golden Dreamland of Winter: Henry Flagler's FEC Hotel Company runs from Tuesday, October 15, to Sunday, December 29, 2024.

This exhibition is sponsored in part by Templeton Accountants and Advisors, Palm Beach County Board of County Commissioners, the Tourist Development Council, the Cultural Council for Palm Beach County, and State of Florida, Department of State, Division of Arts and Culture.

A Gilded Age Style Tea in the *Railcar No. 91*® Tea Room

Friday, November 29, 2024 – Sunday, May 11, 2025

Tuesday – Saturday, seatings at 11:30 am, 12:00, 12:30, 1:00, 1:30, and 2:00 pm

Sunday, seatings at 12:30, 1:00, 1:30, 2:00, and 2:30 pm

Please see www.FlaglerMuseum.us for ticket information

The Flagler Museum offers a Gilded Age style afternoon tea that features an array of delicacies and refreshments reminiscent of the elegance of entertaining during the Gilded Age. Visitors may enjoy a selection of gourmet tea sandwiches, traditional scones, and sweets complemented by the Flagler Museum's *Whitehall Special Blend*® tea and served on exquisite *Whitehall Collection*® china. The *Railcar No. 91*® Tea Room is located in the beautiful Flagler Kenan Pavilion, and provides guests with spectacular panoramic views of scenic Lake Worth and the West Palm Beach skyline. Henry Flagler's private *Railcar No. 91*® completes the sophisticated Gilded Age ambiance.

Christmas Tree Lighting Festivities

12:00 pm - 5:00 pm, Sunday, December 1, 2024

Please see www.FlaglerMuseum.us for ticket information

The 16-foot tall Grand Hall Christmas Tree, with its historically accurate trimmings, is the center of Whitehall's holiday celebrations. The Tree Lighting festivities include holiday music played on Whitehall's original 1,249-pipe Odell organ and the 1902 Steinway art-case grand piano. This annual performance is the only opportunity visitors have to hear both of Whitehall's majestic instruments. Special choir performances, refreshments and a visit from Santa Claus add to the afternoon's activities.

This year, Clara, the Nutcracker, and the mischievous Mouse King from Ballet Palm Beach's *The Nutcracker* come to visit Whitehall. Children and adults alike will delight in photo opportunities with these beloved characters, set against the magical backdrop of the beautifully decorated tree. As guests are transported into the enchanting world of *The Nutcracker*, they will be reminded of the ballet's rich history, created during the Gilded Age when Tchaikovsky's timeless music first filled theaters with the magic of the holiday season. The event culminates with Henry Flagler's youngest descendants lighting the Grand Hall Christmas Tree. Each visitor will receive a box of Animal Crackers, a treat invented in the Gilded Age. The iconic circus box with a string was originally designed as a Christmas Tree ornament.

The Christmas Tree Lighting festivities are sponsored by *Florida Weekly*.

Special Holiday Lecture by Patrick Sauer about

***The Gift of the Magi*, by O. Henry**

2:30 pm, Sunday, December 1, 2024

Please see www.FlaglerMuseum.us for ticket information

This year's Christmas at Whitehall program features a Special Holiday Lecture by Patrick Sauer, history correspondent for *Smithsonian Magazine*, about the story, *The Gift of the Magi*, by O. Henry, first published in 1905.

The Christmas Tree Lighting Festivities and Holiday Lecture are sponsored in part Palm Beach County Board of County Commissioners, the Tourist Development Council, the Cultural Council for Palm Beach County, and State of Florida, Department of State, Division of Arts and Culture.

Holiday Evening Tours

December 19 through 23

December 19 Tours begin at 6:00, 6:15, and 6:30 pm

December 20 and 21 Tours begin at 6:00, 6:15, 6:30, and 6:45 pm

December 22 and 23 Tours begin at 6:00, 6:15, 6:30, 6:45, and 7:00 pm

Includes Holiday Reception

Advance purchase required. Please see www.FlaglerMuseum.us for ticket information

- More -

During this beloved annual event, families tour Whitehall after hours and discover the origins of American Christmas traditions. Guests will have a rare opportunity to see Whitehall by the glow of the original 1902 light fixtures. Every visitor will receive a traditional Christmas cracker following the tour. Guest will be treated to Christmas Carols and holiday refreshments. The *H. M. Flagler & Co.*® Museum Store will remain open for holiday shopping.

Holiday Evening Tours are sponsored in part by the Palm Beach County Board of County Commissioners, the Tourist Development Council, the Cultural Council for Palm Beach County, and State of Florida, Department of State, Division of Arts and Culture.

2025 Winter Exhibition

Oh Florida! Florida landscapes from the Harn Museum's Vickers Collection

January 21 - April 20, 2025

Included with Museum Admission

The Winter exhibition, *Oh Florida! - Florida Landscapes From the Harn Museum's Vickers Collection*, celebrates the beauty and history of Old Florida, which captivated visionary Henry Flagler. Once the nation's last great frontier, Florida was a land of stunning natural beauty that attracted pioneers and tourists alike. The art in this exhibition captures breathtaking landscapes, from pristine beaches and lush wetlands to historic sites like St. Augustine, mirroring Florida's image in the American imagination as a paradise and place of limitless potential.

Before Henry Flagler's arrival in the late 19th century, Florida was largely an untamed wilderness, sparsely populated, and considered by many as an inhospitable frontier. Much of the land was dominated by vast swamps, dense forests, and expansive wetlands. Small settlements and agricultural communities were scattered across the State, particularly along rivers and along the coast.

St. Augustine, the oldest continuously occupied European-settled city in the United States, was and remains historically significant for its architecture from the Spanish colonial period. The few established port towns like Jacksonville and Key West, become important for trade, fishing, and wrecking. However, Florida's overall infrastructure was minimal - roads were crude, railways were almost nonexistent, and access to the State's interior was challenging.

The art in this exhibition showcases Old Florida's enchanting environment through the eyes of artists whose works capture a time when Florida's exotic landscapes were much as Flagler and his contemporaries experienced them.

This exhibition is sponsored by Northern Trust, Palm Beach County Board of County Commissioners, the Tourist Development Council, the Cultural Council for Palm Beach County, and State of Florida, Department of State, Division of Arts and Culture.

Flagler Museum Music Series

All concerts begin at 7:30 pm

Tickets \$75 each

Series Ticket for all five concerts, \$350

Regularly featured on National Public Radio, the Flagler Museum Music Series continues to bring acclaimed musicians to one of the finest chamber music venue in the Nation. Experience chamber music, as it was intended, in a gracious and intimate setting typical of Gilded Age performances. Patrons enjoy a special champagne and dessert reception with the musicians following the concert.

The Flagler Museum Music Series is sponsored by Roe Green, the MBS Family Foundation, Rena and John

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Blades, Palm Beach County Board of County Commissioners, the Tourist Development Council, the Cultural Council for Palm Beach County, and State of Florida, Department of State, Division of Arts and Culture.

1. February 4, 2025 – Borromeo String Quartet
2. February 11, 2025 – Jupiter String Quartet
3. February 18, 2025 – Valencia Baryton Project
4. February 25, 2025 – Trio Karenine
5. March 4, 2025 – Elissa Lee Koljonen accompanied by pianist Sheng-Yuan Huan

2025 Whitehall Lecture Series

The New York Newspaper Publishers of the Gilded Age

All lectures begin at 3:00 pm on Sunday afternoons

Please see www.FlaglerMuseum.us for ticket information

The Annual Whitehall Lecture Series welcomes experts and best-selling authors to discuss *The New York Newspaper Publishers of the Gilded Age*. A book signing with the speaker follows each lecture when possible. The Series will include the following lectures:

1. February 2, 2025 – John M. Blades will speak about the sensational rise of William Randolph Hearst. Before being appointed as the Executive Director of the Flagler Museum, John Blades worked at Hearst San Simeon State Historical Monument over a 20 year period in a variety of positions, including as the Senior Photographer and the head of the Public Affairs Department.
2. February 9, 2025 – James McGrath Morris, author of *Pulitzer: A Life in Politics, Print, and Power*, will speak about Joseph Pulitzer.
3. February 16, 2025 – Alex S. Jones, author of *The Trust: The Private And Powerful Family Behind The New York Times*, will speak about the Ochs-Sulzberger family that have chaired *The New York Times* for more than a century.
4. February 23, 2025 – Dr. James M. Lundberg, author of *Horace Greeley: Print, Politics, and the Failure of American Nationhood*, will speak about Horace Greeley who founded the *New-York Tribune*.
5. March 2, 2025 – Thomas A. Kligerman will give a lecture on James Gordon Bennett, Jr. and the *New York Herald*.

Online visitors can experience each lecture via a free Livestream webcast via www.flaglermuseum.us where visitors may listen live, see the presentation and ask the lecturer questions.

The Whitehall Lecture Series is sponsored in part by Related Ross, South Flagler House, Mr. David Sarama & Mr. Daniel Drennen, Palm Beach County Board of County Commissioners, the Tourist Development Council, the Cultural Council for Palm Beach County, and State of Florida, Department of State, Division of Arts and Culture.

Celebrate Valentine's Day Weekend at Whitehall
Please see www.FlaglerMuseum.us for ticket information

Friday, February 14, and Saturday, February 15, 2025
Seatings at 11:30 am, 12, 12:30, 1:00, 1:30, and 2:00 pm

Sunday February 16, 2025
Seatings at 12:30, 1:00, 1:30, 2:00, and 2:30 pm

Henry Flagler gave the magnificent Whitehall estate to his wife, Mary Lily, and it remains one of America's most romantic destinations. Couples may enjoy the elegance of this Gilded Age mansion and a Gilded Age style, Valentine's Day themed, Tea-for-Two in the *Railcar No. 91® Tea Room*.

Easter Egg Hunt
Saturday, April 19, 2025
Gates open 9:00 am Hunt begins at 10:00 am

Children of all ages are invited to hunt for more than 7,000 eggs on the Museum's lawns and Cocoanut Grove. Museum gates open at 9:00 a.m., when children can enjoy a visit by the Easter Bunny, engage in Easter-themed craft projects, have their face painted, receive a balloon sculpture, and play the Bean Bag Toss game before the egg hunts begin.

The Easter Egg Hunt is sponsored in part by the Palm Beach County Board of County Commissioners, the Tourist Development Council, the Cultural Council for Palm Beach County, and State of Florida, Department of State, Division of Arts and Culture.

Bluegrass in the Pavilion Concert
The Kody Norris Show and Authentic Unlimited
3:00 pm, Saturday, April 26, 2025
Tickets \$45

The Annual Bluegrass in the Pavilion concert continues to bring the best Bluegrass musicians to South Florida. This year, The Kody Norris Show and Authentic Unlimited will perform acclaimed Bluegrass music at this National Historic Landmark. All proceeds from the concert benefit the Museum's educational programs.

Mother's Day Tea
Saturday, May 10, 2025 - Seatings at 11:30 am, 12:00, 12:30, 1:30, and 2:30 pm
Sunday, May 11, 2025 - Seatings at 12:30, 1:00, 1:30, 2:00, and 2:30 pm
Advance purchase required

The Museum invites all mothers and their families to celebrate this special day in the refined elegance of *Railcar No. 91® Tea Room*. Guests will enjoy the Gilded Age style lunch of tea sandwiches, scones, sweets and the Museum's own *Whitehall Special Blend®* tea served on exquisite *Whitehall Collection®* china. The event is a unique way to honor one's mother at this National Historic Landmark.

Founder's Day
Thursday, June 5, 2025
10:00 am - 5:00 pm
Free admission for all visitors

On June 5th each year the Flagler Museum celebrates its anniversary by opening free of charge in honor of

the Museum's founder, and Henry Flagler's granddaughter, Jean Flagler Matthews. Visitors may take a self-guided tour of Whitehall, view the permanent collection of art and objects related to the Gilded Age, and climb aboard Henry Flagler's *Railcar No. 91*®.

Founder's Day is sponsored in part by the Palm Beach County Board of County Commissioners, the Tourist Development Council, the Cultural Council for Palm Beach County, and State of Florida, Department of State, Division of Arts and Culture.

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When it was completed in 1902, Whitehall, Henry Flagler's Gilded Age estate in Palm Beach, was hailed by the *New York Herald* as "more wonderful than any palace in Europe, grander and more magnificent than any other private dwelling in the world." Today, Whitehall is a National Historic Landmark and is open to the public as the Flagler Museum, featuring guided tours, changing exhibits, and special programs. The Museum is located at Cocoanut Row and Whitehall Way, Palm Beach.

The Museum is open from 10:00 a.m. until 5:00 p.m., Tuesday through Saturday, and noon until 5:00 p.m. on Sunday. Admission is \$28 for adults (ages 13+), \$14 for Children (ages 6 - 12), and children five and under are free.

For more information, please call the Flagler Museum at (561) 655-2833 or visit www.flaglermuseum.us.

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