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CELEBRATING PEACE, LOVE, UNITY, RESPECT - THE MUSEUM AT BETHEL WOODS GETS READY FOR A FASHIONABLE NEW SEASON

Spring Hours Begin April 4

BETHEL, NY (March 20, 2015) – On April 4th, The Museum at Bethel Woods will open for the 2015 season featuring a new special exhibit, ***Peace, Love, Unity, Respect: The Rise of Electronic Music Culture in America***. The exhibit was inspired by the sounds and crowds brought to Bethel Woods by Mysteryland, the world's longest running electronic music festival, and will interpret the history, aesthetics, and communities of a flourishing culture. On display from **April 4th through May 31st**, admission is only \$5.00 for the Special Exhibit, or included in the price of admission to the Main Exhibit.

Peace, Love, Unity, Respect features music, lights, interactive festival artwork, costumes, and artifacts from disco, rave, club, and electronic music culture. An immersive experience, the exhibit will take visitors on a trip through thirty years of a musical movement that has created its own unique culture. It will be on display through the duration of the Mysteryland festival which returns to the Bethel Woods site for the second year this Memorial Day Weekend.

Festival culture will also be celebrated during an exciting fundraising event this spring. Designer and musician, **Andy Hilfiger**, has partnered with **Bethel Woods Center for the Arts** to present **Festival Fashion: Bellbottoms and Butterfly Wings**, an eclectic runway show featuring festival inspired clothing from Hilfiger's personal collection. The show will be held in the Event Gallery at Bethel Woods on **Saturday, April 25, 2015** and will take guests on a fashion journey from Woodstock to Mysteryland®, with looks ranging from iconic '60s-period ensembles to contemporary electronic music festival designs.

"Over my four decades in music and fashion, I have styled everyone from The Ramones to ZZ Top, Kid Rock to Michael Jackson, and collected countless vintage looks, including pieces worn by some of the world's biggest stars," explained Hilfiger. "This exhibition is an opportunity to share my collection with the world, in a place that continues to influence fashion in ways that designers can only dream of."

Proceeds from the event will benefit Bethel Woods Center for the Arts and support its mission to inspire, educate and empower individuals through the arts and humanities. The organization offers a wide variety of culturally rich performances, exhibits, and educational and community programs which preserve and interpret the ideals of the Sixties, such as creative expression and social consciousness.

"We treasure opportunities to collaborate with passionate and creative individuals like Mr. Hilfiger. This latest project allows us the chance to engage new generations by weaving a common thread through fashion." Bethel Woods Chief Executive Officer, Darlene Fedun said about the upcoming event. "Similarly, **PLUR** creates a fun and stimulating experience for guests of all ages with bright lights, upbeat tempos, and fantastic costuming. Beyond the flashy outward aesthetics, however, it takes a deeper look into the importance of a cultural movement that celebrates creativity,

positivity, and artistic expression and thus aligns closely with the ideals upon which our own organization was built” Fedun added about The Museum’s latest exhibit.

The Museum’s reopening will also be complemented by an outdoor exhibition featuring sculptures by Harry H. Gordon of Lambertville, New Jersey. The award winning sculptor transforms imposing masses of granite, marble, and wood into visually and kinesthetically pleasing masterpieces. His work will be on display at Bethel Woods beginning this spring through October 2015.

General support for The Museum at Bethel Woods is provided by a grant from the William and Elaine Kaplan Private Foundation.

To purchase tickets to **Festival Fashion: Bellbottoms and Butterfly Wings** or any other events at Bethel Woods, or for more information about supporting the organization, please visit www.BethelWoodsCenter.org or call 1.866.781.2922.

Museum Spring Hours:

April 4 – April 29

Thursday-Sunday, 10:00am-5:00pm

Tuesday, September 2 - Monday, October 13, 7 days a week 10:00 a.m. to 5:00 p.m.

Museum Summer Hours:

April 30 – September 7

Open every day, 10:00am-7:00pm

NOTE: Please call ahead to verify museum hours on concert days. Access to the grounds is closed on Pavilion concert days. The Monument continues to be open to visitors seven days a week, all year long via West Shore Road.

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About Bethel Woods Center for the Arts and The Museum at Bethel Woods

Bethel Woods Center for the Arts inspires, educates, and empowers individuals through the arts and humanities by presenting a diverse selection of culturally-rich performances, popular artists, and community and educational programming. Located 90 miles from New York City at the site of the 1969 Woodstock festival in Bethel, NY, the lush 800-acre campus includes a Pavilion Stage amphitheater with seating for 15,000, an intimate 440-seat indoor Event Gallery, the award-winning Museum at Bethel Woods, and a Conservatory for arts education programming.

Through the in-depth study and exhibition of the social, political, and cultural events of the 1960s, as well as the preservation of the historic site of the Woodstock Music and Art Fair, Bethel Woods educates individuals about the issues and lessons of the decade while inspiring a new generation to contribute positively to the world around them. The not-for-profit organization relies on the generous support of individuals, corporations, and foundations to develop and sustain programs that improve the quality of life in the region and beyond.

For more information please visit www.BethelWoodsCenter.org.