

PRESS RELEASE

MUSCATINE ART CENTER

1314 Mulberry Avenue, Muscatine, Iowa 52761
563.263.8282 | www.muscatineartcenter.org

FOR MORE INFORMATION:

Melanie Alexander, Director

Phone: 563-263-8282

Email: malexander@muscatineiowa.gov

FOR IMMEDIATE RELEASE

MARCH 9, 2020

UGLY BRIDESMAID DRESSES WANTED FOR ART CENTER EXHIBIT

Muscatine Art Center wants to display your ugly bridesmaid dress at exhibit opening



This photograph of Elsie Butler's marriage to Harold Waller was taken in 1927. Elsie was the daughter of Muscatine author Ellis Parker Butler. Her bridesmaids wore light-colored, ruffled dresses with dark hats and shoes.

MUSCATINE, Iowa - The exhibition "Till Death: Wedding and Mourning Traditions" will open this June and the Muscatine Art Center is seeking "ugly bridesmaid dresses" and digital photographs of women wearing "ugly bridesmaid dresses" at a Muscatine County wedding.

"The 'Till Death' exhibition will feature 30 historic dresses," Melanie Alexander, Muscatine Art Center Director, said. "As word spread about

the exhibit, more and more women came forward wanting to lend their dresses. The exhibit

highlights wedding dresses, and we felt the bridesmaid dress deserved a spotlight of its own. Many women remember the once fashionable – and now labeled ‘cringe-worthy’ – dress they wore to appease a friend.”

The opening gala will be held at Geneva Country Club on June 6, 2020. The evening will be full of wedding related surprises and fun including the display of five ugly bridesmaid dresses. Proceeds from the event will support the Friends of the Muscatine Art Center and the organization’s educational mission.

The Muscatine Art Center is seeking bridesmaid dresses worn at any wedding that took place in Muscatine County. To be eligible, the person submitting the photograph must be the person wearing the “ugly” dress, and the dress must be available for a one-night display on June 6, 2020. Photographs that meet these criteria will be posted on the Muscatine Art Center’s Facebook page for online voting. The top five dresses will be displayed at Geneva Country Club on June 6 and the winner of online voting will receive two free tickets to the event – a value of more than \$100.

Email your photograph of your most ‘cringe-worthy’ dress from any decade to lbartenhagen@muscatineiowa.gov by April 26, 2020. Remember the dress needs to have been worn at a Muscatine County wedding and must be available for display on June 6. Public voting will take place from May 1-20. The top five dresses and winner of online voting will be announced on May 22. Those interested in participating may contact the Muscatine Art Center at 563-263-8282 with questions.

ABOUT THE ART CENTER - The Muscatine Art Center is located at 1314 Mulberry Avenue in Muscatine, Iowa. Hours are Tuesday through Friday from 10:00 a.m. to 5:00 p.m., Thursday evenings until 7:00 p.m., and Saturday and Sunday from 1:00 to 5:00 p.m. Admission is free. Donations are appreciated. Visit www.muscatineartcenter.org for more information about



CITY OF MUSCATINE
215 SYCAMORE STREET
MUSCATINE, IA 52761
PH. (563) 264-1550 • FAX (563) 264-0750

programs and events and to download a class brochure.