



Promoting Palm Springs Tourism Through Events

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BUZZ FACTORY

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FOREVER MARILYN TO STAY IN PALM SPRINGS UNTIL MARCH 2014

SEPTEMBER 13, 2013, PALM SPRINGS -- P.S. Resorts announced today that the iconic, 26 ft. tall sculpture of Marilyn Monroe, *Forever Marilyn* by artist Seward Johnson, will remain in Palm Springs until March 2014.

"We're very pleased to have the sculpture in Palm Springs through the end of March 2014," said Aftab Dada, chairman of P.S. Resorts. "With this extension, P.S. Resorts will create additional programming at *Forever Marilyn* park for locals and visitors to enjoy. We would also like to thank Paula Stoeke and The Sculpture Foundation for granting the extensions that have allowed *Forever Marilyn* to remain in Palm Springs at no additional cost."

The *Forever Marilyn* sculpture was scheduled to remain in Palm Springs through June 2013, or for one year, but two extensions made by the sculpture's owner allows it to stay here until March 2014. Next year, the sculpture will travel to New Jersey for a life-time retrospective exhibition and gala honoring its creator, Seward Johnson, at the 42-acre sculpture park Grounds For Sculpture.

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About P.S. Resorts

P.S. Resorts is a non-profit organization made up of local hoteliers to promote Palm Springs tourism through events and attractions.

About Forever Marilyn

Forever Marilyn is the 26 ft. tall, 34,300 lbs. sculpture of Marilyn Monroe by American artist Seward Johnson inspired by a famous photograph taken by Bernard of Hollywood. The dramatic sculpture Forever Marilyn is extremely realistic - especially in the skin tones. Her unique



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patina involves 10 layers of hues with a matte finish except for the glossy elements of her lips, toe nails and the pearlized finish on the earrings. A passion for detail and an uncanny realism of pose are qualities often associated with the works of sculptor Seward Johnson. Well-known for recreating life in our times in vivid realism, with this work the artist explores in three dimensions why some visual images so captivate us that they become larger than life. These subjects outlive their own time periods and come to stand for something metaphoric and grand. Such is this most recent release from the hands of artist Seward Johnson, which arrived in Chicago for its international debut last year. Forever Marilyn belongs to the series entitled, ICONS REVISITED. For more information about the sculpture contact info@sculpturefoundation.org