



INDIANA
STATE FAIR



MEDIA ALERT:

FOR RELEASE: 10 AM, Friday, October 20, 2023

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**Indiana State Fair Unveils 2024 Theme:
“The Art & Nature of Fun, presented by Newfields”**



The Art & Nature of Fun
PRESENTED BY NEWFIELDS

Indianapolis, IN – Today the Indiana State Fair unveiled a preview for the 167th edition of the favorite summertime tradition by dedicating the theme to ‘THE ART & NATURE OF FUN, presented by Newfields.’ This immersive theme will be activated through a celebration of art and nature, promising an unforgettable experience for all. The 2024 Indiana State Fair returns Friday, August 2nd through Sunday, August 18th, 2024 (Closed Mondays).

"We are thrilled to preview next year’s theme just months after wrapping our 2023 marquee event," said Cindy Hoyer, Executive Director of the Indiana State Fair. "The art & nature theme reflects our commitment to bringing together the creativity of art and the wonders of nature to inspire and engage our visitors. We are so grateful for our neighbors at Newfields and are beyond thrilled to bring our community together and create a true Hoosier Masterpiece next summer."

As the presenting partner of the 2024 Indiana State Fair, Newfields, an internationally renowned art institution, with 152 acres of beautiful park and gardens, shares the vision of celebrating the convergence of art and nature. The partnership between Newfields and the Indiana State Fair will provide multiple NEW, unique experiences that will leave a lasting impression on fairgoers next summer.

"Newfields is excited and proud to be the presenting sponsor of the 2024 Indiana State Fair. It is an honor to be a part of what the fair does best—showcasing what makes our state a wonderful place to live, work, and play. The Indiana State Fair is a staple summer destination. Everyone visiting the

fairgrounds during the state's largest attended event has the opportunity to engage in exceptional experiences, something Newfields commits to in everything we do," said Dr. Colette Pierce Burnette, Newfields President & CEO. "Newfields' mission is to enrich lives through exceptional experiences with art and nature. This partnership is a wonderful opportunity for us to bring the beauty and magic of Newfields to the wider community, celebrating all things Indiana."

For more information on the 2024 Indiana State Fair, please visit IndianaStateFair.com. Further details on what guests can expect for next summer will be unveiled in the coming months.

The 2024 Indiana State Fair will be a true Hoosier Masterpiece. Join us to curate & cultivate more memories & traditions as we theme 2024 in a celebration of The Art & Nature of Fun, in partnership with Newfields.

About the Indiana State Fair:

The Indiana State Fair is the state's largest multi-day event celebrating Hoosiers' spirit and agricultural heritage. These 15 days celebrate Indiana agriculture and promote it to hundreds of thousands of people across Indiana, and beyond. Nationally recognized for offering great entertainment, showcasing 4-H youth, interactive agriculture education programs, premier facilities and a variety of unique, fun foods, the Indiana State Fair has been an annual attraction for generations of Hoosiers since 1852. The 2024 Indiana State Fair will be held August 2 - August 20 (closed Mondays). For more information, visit www.indianastatefair.com.

About Newfields:

Newfields offers dynamic experiences with art and nature for guests of all ages. The 152-acre cultural campus features art galleries, lush gardens, a historic home, performance spaces, a nature preserve and sculpture park. From inspiring exhibitions in the IMA Galleries, to concerts in The Toby, to a stroll through The Garden with a glass of something cold, guests are invited to interact with art and nature in exciting new ways. Newfields is home to the Indianapolis Museum of Art, among the ten largest and ten oldest general art museums in the nation; the Lilly House, a National Historic Landmark; The Garden, featuring 40 acres of contemporary and historic gardens, a working greenhouse and an orchard; and The Virginia B. Fairbanks Art & Nature Park, one of the largest art and nature parks in the country. The Newfields campus extends outside of Indianapolis with Miller House and Garden in Columbus, Ind.—one of the nation's most highly regarded examples of mid-century Modernist architecture. For more information, visit DiscoverNewfields.org.