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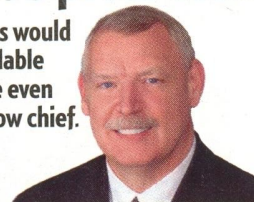
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SOCIETY

Parkways garden to be unveiled in Tiffany blue



MARY CAMERON FREY

Next Monday:

Check out our photo slide show of the gala at ChicagoBusiness.com/society

The Parkways Foundation was founded in 1994 to raise private funds for Chicago Park District projects. In 2008, the Tiffany & Co. Foundation awarded Parkways \$1.3 million to renovate the south rose garden in Grant Park, and the resulting garden and event space will be formally unveiled at the group's Garden Party this week. Designed by Douglas Hoerr of Hoerr Schaudt Landscape Architects in Chicago, the garden measures 350 feet by 80 feet and will contain nearly 12,000 plants for multi-season color. Crain's spoke with Fernanda Kellogg, president of the Tiffany & Co. Foundation, about its gift to Chicago.

CRAIN'S: It's unusual for a New York-based foundation to make such a large gift to a public space in Chicago. What brought it about?

MS. KELLOGG: Our connection with this city has been long-standing. In 1897, Louis Comfort Tiffany built the world's largest art glass dome—in the Chicago Cultural Center—that exists to this day, and we have had a presence here since the opening of our Michigan Avenue store in 1966. The grant we made for the garden in 2008 is the largest of a series of donations we made to improve urban parks; the others were the Hermann Park Conservancy in Houston and the Vizcaya Museum and Gardens in Miami.



Fernanda Kellogg

Why this particular project in Grant Park?

The garden is just south of Buck-

ingham Fountain, a truly iconic spot in Grant Park that embodied everything we wanted to do: help Parkways create the most extraordinary park garden space in an urban community. Additionally, the entrepreneurial spirit of Parkways in making the garden sustainable was very appealing. All funds raised by renting the garden for special events will go to Parkways Foundation to create a fund for ongoing annual maintenance. We thought that was pretty clever.

What strikes you about the design?

We were very impressed with an idea that the landscape architects came up with: They have placed a 5-foot circle of pink granite in the center of the garden with Roman



STEPHEN J. SERVO

The Tiffany & Co. Celebration Garden in Grant Park, just south of Buckingham Fountain, will be unveiled at a luncheon benefiting the Parkways Foundation.

numeral coordinates for the longitude and latitude etched into the center. At the moment of whatever you happen to be celebrating, you know exactly where you are. The design aesthetic of Hoerr Schaudt meshed with Tiffany's sense of design perfectly.

Tell us about Thursday's luncheon.

It's the seventh year that Parkways has had this event, and it will be the biggest by far, with al-

most 600 guests expected. It will be held in a big tent of Tiffany blue, and everyone has been asked to wear a hat. After lunch, there will be a raffle drawing, and three lucky winners will go home with a piece of jewelry from Tiffany's. Expectations are that the event will raise almost \$500,000—and that will be the most ever.

Contact: society@crain.com

Parkways Foundation Garden Party celebrating the Tiffany & Co. Foundation Garden

When: 10:30 a.m. Thursday

Where: Columbus and Balbo drives in Grant Park

How much: \$225 and up

Who'll be there: Around 600 board members, sponsors, architecture buffs and garden lovers

For more info: (312) 742-4807