

# WHAT'S NEW 2011

*Come Play Around in Memphis*

**Mirimichi**  
901-259-3800 | mirimichi.com

From tee to green and every step in between, you'll be challenged by Mirimichi's world-class golf experience and inspired by its natural beauty. Mirimichi is open to the public and the first golf course to obtain Golf Environment Organization (GEO) Certification and to be certified an Audubon International Classic Sanctuary.

- 18-hole championship course
- Mirimichi Performance & Learning Center (featuring Callaway CPAS technology)
- 9-hole executive course (Little Mirimichi)
- 100+ acres of skill-building amenities

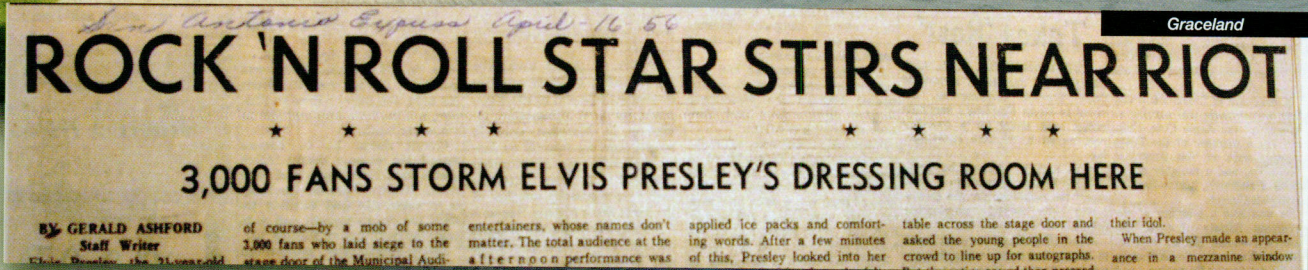
**Memphis in May**  
901-525-4611 | memphisinmay.org



**Bringing the World to Memphis... and Memphis to the World!**

**April 29 – May 28, 2011**

Memphis in May hosts some of the city's largest events like the Beale Street Music Festival, the World Championship Barbecue Cooking Contest and the Sunset Symphony during our month-long celebration. The city-wide festival features educational and entertaining events honoring the country of Belgium in 2011.



Graceland

**Graceland**  
901-332-3322 | elvis.com

**The Roots of Elvis Exhibit**  
Opening January 2011 as part of the Graceland VIP Tour

This exhibit tells the story of Elvis' early years and the influences that shaped him as a person and music legend. Special segments of this exhibit will include Growing Up in Tupelo, Elvis and Gospel Music, Elvis and Hobbies and Elvis and Charity.

**Elvis in the News Exhibit**

Opening March 2011 in Sincerely Elvis  
Experience the power of Elvis and the explosive impact he had on music and popular culture, how he was portrayed in the news media and explore how his music and physicality pushed the boundaries of mainstream taste and free expression. Private telegrams, letters and scrapbooks chronicles Elvis' rise.

**Elvis Week 2011**  
August 10 – 16, 2011

Fans from around the world will celebrate the music, movies and legacy of the King of Rock 'n' Roll. Special events include concerts, dances, charitable events, sporting events and more. Two highlights include the annual Ultimate Elvis Tribute Artist Contest Semifinal and Final Rounds and the annual Candlelight Vigil.



Memphis, the Musical

**Orpheum Theatre**  
901-525-3000 | orpheum-memphis.com

**Memphis, the Musical**

Memphis, winner of four 2010 Tony Awards including Best Musical, is a Broadway musical that bursts off the stage with explosive dancing, irresistible songs and a thrilling tale of fame and forbidden love. Memphis will begin its first national US tour at the Orpheum Theatre in Downtown Memphis, October 2011.

**Broadway Schedule for 2011**

- Shrek: The Musical: . . . . . January 18 - 23, 2011
- Young Frankenstein: . . . . . March 8 - 13, 2011
- Monty Python's Spamalot: . . . . . May 6 - 8, 2011
- Disney's Beauty and the Beast: June 14 - 19, 2011

**Movie Series at The Orpheum Theatre**

By popular demand, The Orpheum Theatre – once the finest movie palace in the South – will extend its summer movie series and will show classic films such as Gone with the Wind, Casablanca and more throughout the year. Pre-show activities include trivia contests, fashion shows, dance lessons, mini golf tournaments, themed costume contests, vintage film shorts and even a mini-concert on The Orpheum's own Mighty Wurlitzer organ.

**Memphis Brooks Museum of Art**  
901-544-6200 | brooksmuseum.org

**Extraordinary: The Story of Documentary Photography and the American South**  
January 8 – April 10, 2011

Between 1935 and 1941, photographers such as Dorothea Lange and Russell Lee were hired by the Farm Security Administration (FSA) to traverse the South and capture images that wove a visual narrative of socioeconomic and cultural life during the Depression era.<sup>1</sup>



Memphis Brooks Museum

## Shelby Farms Park

901-767-PARK | shelbyfarmspark.org

### Greenline

Built upon a former CSX railroad line, The Shelby Farms Greenline is a seven-mile span that runs from Shelby Farms Park into the heart of Midtown. This first-of-its-kind community amenity will feature a paved walking, jogging and biking trail and will provide spaces for gardens and greenscaping.

### Wolf River Pedestrian Bridge

This elegant, naturally designed bridge will allow pedestrians access to the Park without using a vehicle. Offering beautiful sight lines and vistas, the bridge is the first step in a comprehensive connection plan to get pedestrians over or under every road structure in the park without crossing traffic.

### Woodland Discovery Playground

#### Spring 2011

The Woodland Discovery Playground will feature a unique willow arbor winding through a series of themed playgrounds for different ages and ability levels. The landscape rethinks natural, creative and interpretive play and the artistic design will make the new play landscape a destination for children of all ages.

## Dixon Gallery & Gardens

901-761-5250 | dixon.org

### Jean-Louis Forain

#### June 26 – October 9, 2011

The Dixon is the only American venue for this generation's definitive retrospective of the works of Jean-Louis Forain, the great observer of Parisian life. This landmark exhibition will include over 125 paintings, drawings, watercolors, pastels, decorative fans and designs for mosaics by the essential French impressionist artist and protégé of Edgar Degas.<sup>2</sup>

### Tulips Exhibition

#### March – April, 2011

Over 50,000 tulips and other bulbs will bloom at the Dixon from late March through mid-April 2011. Learn more about all the different varieties of tulips and spring blooming bulbs at this extraordinary photo opportunity.<sup>3</sup>

## Beale Street Landing

Memphis Riverfront Development Corporation  
901-312-9190 | memphisriverfront.com

The Beale Street Landing project will feature three different park spaces on varying elevations, a 400 foot long floating riverboat dock, a grass-roof under which will be a 13,000 square foot building housing a restaurant, local touring boat ticket sales and a gift shop. The project is scheduled to be completed in fall 2012.

## Memphis International Airport

mscaa.com

Delta has added a sixth international destination from its hub at Memphis International Airport with a weekly flight to Mexico City. Other international destinations served by Delta from Memphis include year-round, daily flights to Amsterdam and Toronto and seasonal flights to Cancun, Cozumel and Montego Bay. In total, Delta currently offers Memphis customers more than 220 peak-day departures to 82 nonstop destinations.



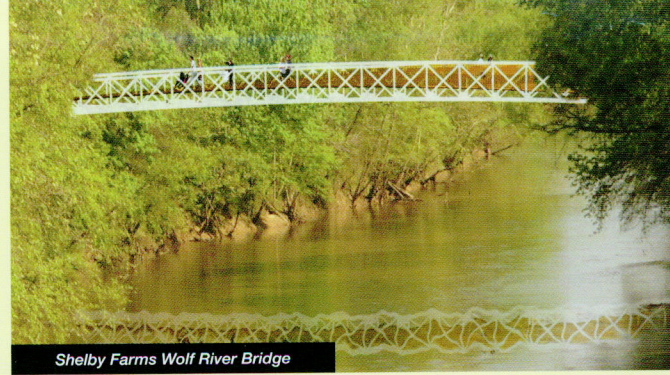
Beale Street Landing



Dixon Gallery & Gardens: Jean-Louis Forain



Dixon Gallery & Gardens: Tulips



Shelby Farms Wolf River Bridge

## C.H. Nash Museum at Chucalissa

901-785-3160 | memphis.edu/chucalissa

### African American Cultural Heritage

The African American Cultural Heritage exhibit at the C.H. Nash Museum incorporates the artifacts and other data from a small 1920s era farmstead that was excavated from the Chucalissa site. It also consists of video footage from interviews with community leaders, text and artifact displays as well as a resource center.

## Sweet Magnolia Tours

901-369-9838 | sweetmagnoliatours.com

### Music & Heritage of the Deep South Tour

Experience an in-depth study and tour of our regional musical heritage on the "Music & Heritage of the Deep South Tour." Travel from Nashville to Memphis to New Orleans with several stops in-between.

## Premier Transportation Services

901-577-7777 | premierofmemphis.com

You can now order a Yellow Cab or Checker Cab in Memphis electronically via app, text and website with Taxi Magic.

## Memphis City Schools

### Board of Education

901-416-3432

### ARTSFEST!

#### March 25 – 26, 2011

ARTSFEST! is a new festival for middle and high school students in the Mid-South region studying music, choir, jazz band, marching band, orchestra, dance, theater, art and blacksmithing. Arrangements can be made for students to perform at various venues around Memphis on the days surrounding the festival. For info: lcatron@mcvb.org

## Memphis Convention & Visitors Bureau

901-543-5300 | memphistravel.com | colleen@mcvb.org | lcatron@mcvb.org

### Cotton Tours

Let our staff create an itinerary for your group that includes visiting a cotton farm with a working cotton gin. Let your group even pick some cotton while hearing the history of cotton and its stages through harvest. This tour can include a visit to the Cotton Museum at the Memphis Cotton Exchange. Also see how Gibson Guitars are made. Can you guess? They are made from cotton fibers!

# MEMPHIS

Home of the Blues  
Birthplace of Rock'n'Roll

Memphis Convention & Visitors Bureau  
47 Union Avenue | Memphis TN 38103  
901-543-5300 | 800-873-6282  
memphistravel.com | ilovememphisblog.com

<sup>1</sup> John Vachon, American, 1914-1975, Vestibule of Baptist Church; Hats Belonging to Steel and Cotton Mill Workers. Gadsden, Alabama, 1940, Gelatin silver print (1980 reprint), Memphis Brooks Museum of Art, Memphis, TN; Brooks Memorial Art Gallery purchase; funds provided by grants from the National Endowment for the Arts and Brooks Friends Foundation 81.1.37  
© of the Estate of the Artist

<sup>2</sup> Jean-Louis Forain, French (1852-1931), Au Café, c. 1879 (At the Cafe), Watercolor and gouache on paper, Museum purchase with funds provided by Brenda and Lester Crain, Hyde Family Foundations, Irene and Joe Orgill, and the Rose Family Foundation, 1993.7.2, 12 7/8 x 10" (19 1/4 x 16 5/8 x 2 1/8"), Collection of the Dixon Gallery & Gardens. Photo courtesy of the Dixon Gallery & Gardens.

<sup>3</sup> Photo courtesy of the Dixon Gallery & Gardens.