



**Palm Springs
Art Museum**

FOR IMMEDIATE RELEASE

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**PALM SPRINGS ART MUSEUM PARTNERS WITH PERRY'S FINE WINES & LIQUORS ON
EXCLUSIVE CHARDONNAY BENEFITING THE MUSEUM**

A Celebration of Fine Wine and Fine Art in the Coachella Valley

Palm Springs, CA (March 19, 2025) — Palm Springs Art Museum is proud to announce an exciting collaboration with Perry's Fine Wines & Liquors Palm Springs on the launch of an exclusive new Chardonnay that celebrates the intersection of fine art and fine wine. With each bottle sold, Perry's will donate \$1 to Palm Springs Art Museum, supporting its mission to inspire, engage, and enrich the community through art, culture, and education.

The limited-edition Chardonnay features a label with photography by Stephen H. Willard, whose depictions of the desert landscape capture the region's beauty. Selected from the museum's archive, Willard's work offers a visual narrative that aligns with the museum's dedication to preserving and showcasing the artistic heritage of the Coachella Valley.

"We are thrilled to partner with Perry's Fine Wines & Liquors on this special collaboration benefiting Palm Springs Art Museum," said Sheeka Arbuthnot, Development Director at Palm Springs Art Museum. "This initiative not only supports the museum's exhibitions and programs but also allows us to extend our mission into unexpected spaces—connecting art with everyday experiences. The fusion of fine wine and fine art is a natural pairing, and we look forward to sharing this unique offering with our community."

A Taste of California's Winemaking Tradition

The new Perry's Chardonnay is crafted from 100% organic grapes sourced from the Johnson Family Estate in Mendocino County's coastal mountains. Made in partnership with Sonoma-based Jumbo Time Wines, a winery known for its commitment to natural, low-intervention winemaking, this Chardonnay is bright and complex, with notes of honeysuckle, citrus blossom, and white nectarine. Aged on the lees for six months in neutral oak, it offers a balanced texture with a crisp, refreshing finish—ideal for Palm Springs' sun-drenched lifestyle.

Strengthening Community Through Collaboration

This initiative continues Palm Springs Art Museum's dedication to engaging the local community and fostering meaningful partnerships. By blending the artistry of winemaking with the museum's

rich cultural offerings, the collaboration with Perry's represents a shared commitment to supporting and celebrating creativity in all its forms.

The exclusive Chardonnay is available for purchase at Perry's Fine Wines & Liquors Palm Springs. Every bottle sold directly benefits the museum, helping to sustain exhibitions, educational programs, and community outreach efforts.

For more information about Palm Springs Art Museum and its upcoming exhibitions and events, please visit psmuseum.org.

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About Stephen H. Willard

Stephen H. Willard (1894–1966) was a pioneering photographer known for his masterful depictions of the American West, particularly the California desert. His images capture the vast, rugged beauty of the landscape with an artist's eye for light, texture, and composition. His work is an integral part of Palm Springs Art Museum's archive, preserving the region's natural splendor for future generations.

About Perry's Fine Wines & Liquors

Founded in 1934 in Provincetown, MA, Perry's Fine Wines & Liquors has built a legacy of exceptional service, curated selections, and deep community engagement. Expanding to Palm Springs in 2024, Perry's brings its commitment to quality and connection to the West Coast, offering a thoughtfully chosen selection of wines, spirits, and craft beverages. With a passion for supporting the arts, Perry's continues to create meaningful partnerships that celebrate the intersection of culture, craftsmanship, and community.

About Palm Springs Art Museum

Palm Springs Art Museum is the largest cultural institution in the Coachella Valley. The flagship building, located in downtown Palm Springs, features compelling art exhibitions, a vast permanent collection, and the Annenberg Theater, all in a 150,000-square-foot, architecturally significant building. Five blocks away, the Palm Springs Art Museum Architecture and Design Center, Edwards Harris Pavilion, features exhibitions and programming that explore the rich topics of architecture and design. The museum's collection also contains two icons of modernist design: Frey House II on the mountainside behind the main building and Aluminaire House™ on museum grounds.