Berkshire Museum presents Now Playing: Festival of Trees 2016

Annual holiday celebration opens Friday, November 18, with a movie-themed Festive Premiere Party

[PITTSFIELD, MA] – Walk the red carpet like a movie star when Now Playing: Festival of Trees 2016 opens at the Berkshire Museum on Friday evening, November 18, 2016, with a festive Premiere Party, and is on view to the public from Saturday, November 19, through Saturday, December 31, 2016. Widely regarded as the unofficial kickoff of the holiday season in the Berkshires, the annual event will feature more than 100 dazzling decorated trees, bedecked in film world finery, reflecting this year’s movie theme. The creative holiday trees are sponsored by businesses, schools, and community organizations in a true celebration of cinema, from film noir and sci-fi to action-adventure, Westerns, and animation. Are you ready for your close-up?

Now Playing: Festival of Trees 2016 is proudly sponsored by Hill Engineers, Architects, Planners Inc.; Pittsfield Cooperative Bank; RBC Wealth Management; and Berkshire Magazine. Presenting partners for this year’s Festival of Trees are the Berkshire International Film Festival and the Berkshire Film and Media Collaborative.

Festive Premiere Party
Friday, November 18, 5:30 to 7:30
Lights! Camera! Action! Join us for a family friendly movie-themed extravaganza! Be among the first to see the twinkling trees, sample delicious refreshments with Hollywood flair, take pictures in front of the “Hillywood” backdrop, and visit the mini screening
room! Tickets are $50 adult, $25 child; Museum members $30 adult, $15 child; children 3 and under free. For tickets, visit berkshiremuseum.org/support/festival-of-trees

The organizations, businesses, and schools that participate in the Festival of Trees come up with innovative and original ways to decorate their movie-themed trees; this year visitors can expect to see holiday trees that celebrate classics of the cinema, from High Noon to Star Wars, Casablanca to Jaws to the best of the Disney studios. The Festival of Trees is a significant fundraiser for Berkshire Museum every year — the proceeds benefit the education programs that provide more than 20,000 educational experiences annually. For more information on how to participate with a decorated tree, please visit berkshiremuseum.org/support/festival-of-trees/.

About the Berkshire Museum
Located in downtown Pittsfield, Massachusetts, at 39 South St., the Berkshire Museum, a Smithsonian Affiliate, is open from 10 a.m. to 5 p.m. Monday through Saturday, and noon to 5 p.m. on Sunday. Admission is $13 adult, $6 child; Museum members and children age 3 and under always enjoy free admission. For more information, visit www.berkshiremuseum.org or call 413.443.7171.

In association with the Smithsonian since 2013, Berkshire Museum is part of a select group of museums, cultural, educational, and arts organizations that share the Smithsonian's resources with the nation.

Established by Zenas Crane in 1903, Berkshire Museum integrates art, history, and natural science in a wide range of programs and exhibitions that inspire educational connections between the disciplines. Little Cinema is open year-round. Feigenbaum Hall of Innovation, Worlds in Miniature, Aquarium, and other exhibits are ongoing.

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