

News Release

FOR IMMEDIATE RELEASE

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Paradox to run new café inside Brooks Museum

MEMPHIS, Tenn., January 17, 2017 – The Memphis Brooks Museum of Art is happy to announce a partnership with the team of Paradox Catering & Consulting, including chefs Jimmy Gentry and Jessica Lambert and owner/CEO Alia Hogan. They will be running the newly created café located inside the museum.

Located off the museum's rotunda, Café Brooks by Paradox will offer a casual and family-friendly experience.

"As we continue our centennial year celebration, we are excited to present Café Brooks as a more casual space for our visitors to enjoy during their visits to the museum," said Executive Director Emily Ballew Neff, Ph.D.

The grand opening of Café Brooks is Wednesday, January 18, in time for the opening of *Brooks Outside: Intrude* – one of the most highly acclaimed major public art installations in the world.

"We love our new Midtown location, the café gives us a chance to show our culinary art while experiencing the art of the museum," said Chef Gentry



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Gentry began his career in Memphis after completing his formal training at the College of Culinary Arts at Johnson and Wales in Charleston, South Carolina. He defined his skills in Mid-South restaurants and accepted the position of Executive Chef for Erling Jensen: The Restaurant – where he spent six years. Chef Gentry led the kitchen to being named for six consecutive “Best Restaurant” awards from publications such as *Memphis Magazine*, *Memphis Flyer* and *The Commercial Appeal*. These awards propelled the restaurant to present their cuisine at the renowned James Beard House in New York City.

In 2010, Hogan and Gentry opened Paradox after seeing a need for a creative and innovative approach to catering. Since opening, Paradox has seen tremendous success both with clients looking for a truly unique catering experience and with media accolades. Paradox, known as one of the Mid-South's hottest boutique caterers, provides a customized experience with a unique menu for every event. They were recently named *Memphis Magazine's* “2016 Face of Catering.” Learn more about them at paradoxcuisine.com.

The Brushmark Restaurant at the Brooks was closed in February 2016. The space underwent several renovations including new windows with a wider view of Overton Park. Now named the Terrace Room it is now a premiere rental space for corporate and social events. The renovations are all part of the museum's centennial celebration.

Mission:

Founded in 1916 and located at 1934 Poplar Ave. in historic Overton Park, Memphis Brooks Museum of Art is home to Tennessee's oldest and largest major collection of world art. More than 9,000 works make up the Brooks Museum's permanent collection, including works from ancient Greece, Rome and the Americas; Renaissance masterpieces from Italy; English portraiture; American painting and decorative arts; contemporary art; and a survey of African art. The Brooks Museum enriches the lives of our diverse community through the museum's expanding collection, varied exhibitions, and dynamic programs that reflect the art of world cultures from antiquity to the present. For more information about the Brooks and all other exhibitions and programs, call 901.544.6200 or visit www.brooksmuseum.org.

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