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Media Contacts:

Olivia Wall | Director of Marketing & Communications | 901-636-4120 |

olivia.wall@membg.org

Jeff Hulett | Jeff Hulett PR | 901-859-9430 | jeff@jeffhulettpr.com



Live at the Garden Unveils Brand Refresh Inspired by Memphis and the Garden It Calls Home

New logo, website, and mobile web app debut ahead of the 2026 concert season

Memphis, TN, April 10, 2026—After twenty-five years as one of Memphis’ most beloved summer traditions, **Live at the Garden** is stepping into its next chapter with a vibrant new look inspired by the natural beauty of the Memphis Botanic Garden.

The concert series today announced a brand refresh, new website, and upcoming mobile web app designed to enhance the guest experience while reconnecting the event with the Garden that makes it unique.

The updated visual identity blends the spirit of live music with botanical inspiration. At the center of the new logo is the Tennessee Coneflower, one of the state’s official wildflowers, chosen as a symbol of resilience, color, and local pride. The design also incorporates a subtle retro influence—echoing the joy and free-spirited energy of classic outdoor concerts—with bold colors and sun-soaked optimism.

“Live at the Garden has always been about more than a concert,” said **Jamison Totten, Director of Live at the Garden and Radians Amphitheater**. “It’s about the experience of music under the stars, surrounded by the beauty of the Garden and the energy of Memphis. This refresh brings those elements together in a way that feels authentic to who we are and where we’re going.”

The reimagined brand was developed with Memphis designer **Celene Clark**, whose work helped translate the Garden’s landscape and the series’ musical legacy into a modern, expressive visual identity.

The refresh arrives alongside two new digital tools designed to make the Live at the Garden experience even easier for guests:

A **new website** will serve as the central hub for the concert series, offering streamlined ticket access, event information, and updated content for fans preparing for the season.

A **mobile web app** has also launched for the 2026 season, providing guests with an interactive guide to the amphitheater experience; no downloads required. Features will include digital maps, concert information, food and vendor details, and helpful tools to navigate the evening—from arrival to encore.

Together, the new brand and digital platforms aim to elevate the experience for the thousands of guests who gather each summer at the Radians Amphitheater at Memphis Botanic Garden.

“Live at the Garden is a Memphis tradition that continues to grow,” said **Olivia Wall, Director of Marketing and Communications at Memphis Botanic Garden**. “This refresh reconnects the series to the beauty and spirit of the Garden while giving our audience new ways to engage with the experience before, during, and after each show.”

The refreshed brand will roll out publicly this spring as Live at the Garden prepares to announce its 2026 concert season.

For more information on Live at the Garden, visit the new website at liveatthegarden.com or the new mobile web app at <https://bycell.co/ddrqd>.

Live at the Garden is made possible by Title Sponsor Regions Bank, Legacy Sponsor Duncan Williams Asset Management, alongside Presenting Sponsors AutoZone, Gossett Motor Cars, The Lilly Company, Mahaffey Event & Tent Rentals, ProShow Systems, and TruGreen.

About Live at the Garden

Live at the Garden is Memphis Botanic Garden’s premier outdoor concert series, held each summer at the Radians Amphitheater. For twenty-five years, the series has brought nationally recognized artists and unforgettable nights of music to one of Memphis’ most scenic settings. Proceeds support the Garden’s mission to connect people with nature through education, outreach, and environmental stewardship.

About Memphis Botanic Garden

The Memphis Botanic Garden is a not-for-profit 501(c)(3) organization dedicated to being an exemplary center for horticulture and environmental enrichment. Serving over 40,000 school-aged children annually, and hosting 260,000 visitors each year, Memphis Botanic Garden strives to enhance lives by connecting people with nature, increasing awareness and appreciation of our environment.

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