



**Newfields Kicks Off 50 Years of *LOVE* Yearlong Celebration**  
*Robert Indiana's iconic piece is the first and largest LOVE sculpture in the world*



**INDIANAPOLIS**, Feb. 13, 2025 — Newfields is home to the original *LOVE* sculpture fabricated in 1970 by Robert Indiana. The signature sculpture was acquired by the Indianapolis Museum of Art on October 2, 1975. Now fifty years later, it stands prominently in the Pulliam Family Great Hall as a stalwart of the IMA's permanent collection.

In celebration of the magnificent work of art, Newfields is launching the [50 Years of \*LOVE\* campaign](#). Throughout 2025, *LOVE* will continue to be at the center of Newfields and invites community members to share your stories and join us as we look back on the history of *LOVE*.

"*LOVE* stands as a powerful symbol of Newfields' rich history," said Jonathan Berger, Newfields Vice President of Marketing and External Affairs. "While the message itself is simple, the profound impact of Robert Indiana's iconic work resonates with visitors from all walks of life, spanning generations. This campaign invites reflection and offers a warm welcome to revisit our doors, where the beauty of our collections and the strength of our community inspire new possibilities and experiences on this campus."

For five decades, *LOVE* has been the centerpiece of generations of Hoosiers' love stories — proposals, engagement photos, family portraits, weddings and friendships. We kick off the campaign this Valentine's Day and ask you to join in on the celebration by sharing your love stories, why you love Newfields, your favorite memory with the *LOVE* sculpture and much more by tagging us on social and using #LOVENewfields.

The sculpture is a beloved landmark of the Indianapolis Museum of Art, the city of Indianapolis and holds a significant place in art history. Completed in 1970, the Cor-Ten steel sculpture represents the beginning of Robert Indiana's foray

into large-scale works and helped establish the Hoosier native as a major player in the international pop art movement. This instantiation remains the largest sculptural version of *LOVE* ever produced.

Learn more about Robert Indiana, the history of *LOVE*, how you can support the campaign with a donation and much more at [LOVE :: Newfields](#).

**Image Credit:** Robert Indiana speaking at the dedication of *LOVE* at the Indianapolis Museum of Art, October 22, 1975. Registration Historical Files, 75.174 file, Newfields Archives. © 2025 Morgan Art Foundation / Artists Rights Society (ARS), New York.

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### **About Newfields:**

Newfields offers dynamic experiences with art and nature for guests of all ages. The 152-acre cultural campus features art galleries, lush gardens, a historic home, performance spaces, a nature preserve and sculpture park. From inspiring exhibitions in the IMA Galleries, to concerts in The Tobias Theater, to a stroll through The Garden with a glass of something cold, guests are invited to interact with art and nature in exciting new ways. Newfields is home to the Indianapolis Museum of Art, among the ten largest and ten oldest general art museums in the nation; the Lilly House, a National Historic Landmark; The Garden, featuring 40 acres of contemporary and historic gardens, a working greenhouse and an orchard; and The Virginia B. Fairbanks Art & Nature Park, one of the largest art and nature parks in the country. The Newfields campus extends outside of Indianapolis with Miller House and Garden in Columbus, Ind.—one of the nation's most highly regarded examples of mid-century Modernist architecture. For more information, visit [DiscoverNewfields.org](#).

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