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- **Visitors step into a busy Gilded Age household at The Elms in Newport, R.I., exploring 20 rooms of film, sound, character dialogue and custom scent**

- **Created with Emmy®-winning global creative studio Digital Kitchen over nearly three years**

- **Opens as Season 4 of Julian Fellowes' "The Gilded Age," filmed at The Elms, airs on HBO, and the holiday season begins at Newport Mansions**

NEWPORT, R.I. – **The Elms Experience**, America's first multi-sensory house museum experience, opens to the public today at The Elms, the 1901 Bellevue Avenue mansion built for coal magnate Edward Julius Berwind and his wife, Herminie. Created by **The Preservation Society of Newport County (Newport Mansions)** with Emmy®-winning global creative studio **Digital Kitchen**, the Experience invites visitors to move through the house as it was lived in at the turn of the 20th century, encountering stories of the family, their guests and the household staff who kept it running.

Tickets are available now at **NewportMansions.org/TheElms**.

As guests move from room to room, they encounter a series of story activations, each grounded in the Preservation Society's research into the people, events and objects of The Elms. Highlights include: the Ballroom, where a 1902 dinner dance is recreated with six professional dancers dressed in Gilded Age attire waltzing across five large, elegant displays; the Sitting Room, which displays five meticulously recreated outfits based on interpretations of early 20th-century design; and the Green Room, where guests can watch a bespoke short film about the design story of The Elms, then peer through custom-crafted monoculars to experience animations of the grounds from the early 1900s.

Guests enter in small groups of no more than 15, and the Experience takes about 90 minutes to complete.

Every element was designed to leave the mansion's architecture, interiors and collection untouched. As The Elms is a National Historic Landmark, the project followed the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties throughout.

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Trudy Coxe, CEO and Executive Director of The Preservation Society of Newport County, said: “Today, for the first time, visitors can experience The Elms as the Berwinds, their guests and the people who worked here knew it in 1901. For 125 years, this house has been admired for its architecture and its collection. Now it can also tell the stories of the people who made it a home. The Elms Experience reflects what we believe about the future of the house museum: historic places matter most when people feel connected to the lives lived in them. With careful research and deep respect for the house, we’re inviting a new generation to make that connection.”

Andrew Julien, Creative Director of Digital Kitchen, said: "After nearly three years of collaboration—from research, narrative development, production, to installation—the whole team at Digital Kitchen is incredibly excited to finally welcome the public to The Elms. We set out to blend innovative, multi-sensory technology with our unique approach to storytelling, offering a fresh perspective on the house’s extraordinary history. For Digital Kitchen, our hope is to create an experience that resonates with both those who know and love The Elms, and those discovering it for the first time. The Elms remains The Elms, but by seamlessly integrating these experiences into the historic environment, we bring the stories of those who built it, worked behind the scenes, and filled its rooms with life to the forefront, giving visitors a deeper, more personal connection to this incredible home."

Jack Murphy, President and CEO, BankNewport, founding partner of The Elms Experience, said: “BankNewport is proud to build on our longstanding partnership with The Preservation Society of Newport County and support this exciting new visitor experience at The Elms. By using innovative technology to bring Newport’s history to life, this project will offer visitors a new way to experience one of our community’s most treasured landmarks while helping preserve its history for future generations.”

The Research Behind the Experience

Because many of the Berwind family's private papers were not saved, the Preservation Society's curatorial team, led by **Leslie B. Jones**, Director of Museum Affairs and Chief Curator, spent nearly three years reconstructing life at The Elms from surviving records. Their research uncovered new information about the house, its objects, its designers, the family and the household staff.

Visitors can explore these stories further through **TheElmsExperience.com**, accessible on mobile throughout the house by QR code. Designed to cite the primary sources behind each story, it allows visitors to see the research behind what they hear and see, before, during and after their visit.

A Timely Opening

The Elms Experience opens as Season 4 of HBO's "The Gilded Age" airs. The Elms has appeared in the series as both the Russells' Newport summer home and their New York mansion, and the Preservation Society's properties and research have helped inform the show since its first season. The opening also comes just ahead of the holiday season at the Newport Mansions, which begins November 21.

Creation of The Elms Experience is supported by founding partners Patrick Kerins and Terry Morgenthaler, Janis and John Raguin, and BankNewport.

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ABOUT THE ELMS

The Elms was the summer residence of Edward Julius Berwind and his wife, Herminie. Architect Horace Trumbauer modeled much of the house after the 18th-century Château d'Asnières outside Paris, and it was completed in 1901. Its interiors, designed by Allard et Fils of Paris and New York, were the setting for the Berwinds' collection of Italian Renaissance ceramics, 18th-century French fine art, 17th-century Venetian paintings and Chinese jades.

ABOUT NEWPORT MANSIONS | THE PRESERVATION SOCIETY OF NEWPORT COUNTY

The Preservation Society of Newport County is Rhode Island's largest cultural organization, protecting, preserving and presenting the best of Newport County's architectural heritage. As a nonprofit organization accredited by the American Alliance of Museums, the Preservation Society's 11 historic properties – seven of them National Historic Landmarks – span more than 250 years of American architectural and social development from the Colonial era to the Gilded Age.

Through its historic properties, educational programs, and related activities the Preservation Society engages the public in the story of America's vibrant cultural heritage. Today, these "Newport Mansions" are an integral part of the living fabric of the city in which they stand.

For more information, please visit **NewportMansions.org**.

ABOUT DIGITAL KITCHEN

Digital Kitchen is a global creative studio that merges Emmy®-winning storytelling, design, and content to captivate audiences. Renowned for bringing worlds to life through iconic main titles, multimedia content, imaginative experiences, and immersive spaces, Digital Kitchen has worked with prestigious clients such as Warner Bros., Netflix, Apple, HBO, Canada Goose, and Amazon. For more information, visit **thisisdk.com**.

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