

During the worst of the Pandemic, Big Bugs provided a much needed respite and outdoor destination. *“I’m so glad we were able to host Big Bugs. Having an outdoor exhibition was truly a life-saver for us. In July August, and September, we had nearly 16,000 visitor and nearly met our entire admissions revenue goal for the year.”* –Nancy Huth, Deputy Director, Arts and Education, Museum of the Shenandoah Valley, 11.2020

**David Roger’s Big Bugs drew over 600,000 visitors in 3 months.**

*Announcement Date: January 1, 2007*

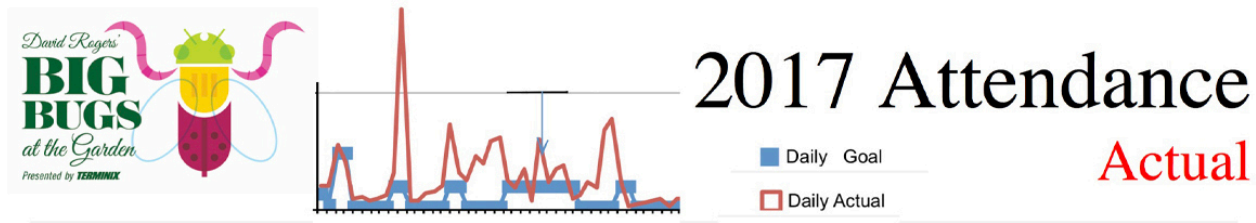


If the success of an artist lies in the ability to transcend his materials and achieve a deep emotional effect on the viewer, then Rogers triumphs with flying colors. The bugs don’t excite the intellect, they implore the most primal of emotions.

-Rachel Thurston, The Independent, Santa Barbara, 5.4.2000

“Although their size may make them a bit under-appreciated, insects, spiders and bugs act as many things from decomposers to pollinators, and even help with insect control,” Fernbank Vice President of Programming Bobbi Hohmann said. “With massive sculptures like the 17-foot tall dragonfly and the 7-foot wide ladybug, this outdoor installation offers an exciting new perspective on these creatures.”

Gwinnett Daily Post 4.27.2019



David Rogers Big Bugs is more popular than ever and openings in the schedule are few and far between. Many of the institutions that have exhibited this beautifully crafted and thought-provoking show, have shared with us how their attendance numbers have increased. As an example, the Inniswood Garden Society in Westerville, Ohio states on their website in 2007 that “David Rogers Big Bugs drew over 600,000 to their site... just northeast of Columbus... in 3 months”. In 2016 Harry P Lew Gardens in Orlando Florida showed an increase in visitation of 49-59% during key months and at least double their new members numbers for each month of the exhibition.

Smaller venues like Tyler Arboretum in Media Pa. located in the wooded countryside of Philadelphia stated in a Public Garden article: 2009, that their attendance rose by 400%.



Memphis Botanical Gardens’ data showed new visitors and revenue double what had been projected or even hoped for in the presentation of the exhibit. We feel these numbers are best expressed in the number of repeat clients.

Robert Logan New York Botanical Garden 1995 “With the gardens one-hundred-year-old trees and rhododendrons, we’re not plopping something plastic in here,” he says “We wanted to bring in something that’s fanciful, that sparks the imagination.” -Jessica Kowal, Newsday 5.21.1995

The statistical data which support the view that David Rogers’ Big Bugs indeed increases attendance are many. A sampling of that data includes:

- New England Wild Flower Society, +32% to +69%
- Minnesota Landscape and Arboretum, +27%
- Red Butte Garden, +96% to 272%
- Morton Arboretum, +22%