

FESTIVAL HISTORY!

“The history of people is found in its songs.”
~ George Jellinek

Mission Statement:

To bring people together to celebrate the impact of music in our lives by creating access to a broad array of musical experiences and to encourage the education, development, and appreciation of diverse music genres.

The ***Wildflower!*** Arts & Music Festival began in 1993 as a small community event held in a local park in northeast Richardson, Texas. In just thirteen years the festival has grown to become the area’s most recognized and anticipated musical event.



What began as a springtime community event to celebrate the wild flowers planted throughout the city quickly “blossomed” after only the second year when national headlining entertainment was added.



Growing crowds and subsequent logistical challenges lead the event to its first move from Breckinridge Park to the Greenway Corporate Office Park at US75 and Campbell Rd.



It was here that fledgling event was able to expand and eventually grew to cover over 30 acres featuring multiple stages, arts, music, exhibits, and family activities.

In 1998, the ***Wildflower Nights!*** program was added bringing an additional weekend of concert-style entertainment to the event. ***Wildflower Nights!*** featured evening concerts in an



amphitheatre setting and the program quickly gained popularity as bigger and better artists were added to the lineup each year.

As we entered our 10th year we once again relocated to accommodate the growing needs of the festival. Our new location is Galatyn

Park, a newly designed urban center complete with a four star hotel, corporate regional offices of Countrywide and Nortel, the Eisemann Center for Performing Arts, a festival plaza, and a DART rail station.



Through the years some of the biggest names in the music industry

have performed at **Wildflower!** - KC & the Sunshine Band, Jimmie Vaughan, Joan Jett & the Blackhearts, Lisa Loeb, Bowling For Soup, The Spinners, Shawn Colvin, The Knack, Gregg Rolie of Santana, Peter Frampton, Collective Soul, the Dixie Chicks, The Polyphonic Spree, The Go Go's, Blues Traveler, The Doobie Brothers, Ryan Cabrera, Hank Williams Jr., The Neville Brothers, Smash Mouth, Rick Springfield, En Vogue, Wilson Pickett, Michael McDonald, Sister Hazel, Jonny Lang, Taylor Dayne, Cowboy Mouth, Neil McCoy, Roberta

Flack, Big Bad Voodoo Daddy, The Gin Blossoms, Grand Funk Railroad, the Old 97's, Leon Russell, Miranda Lambert, The Robert Cray Band, Blue Oyster Cult, Tanya Tucker, Chuck Mangione, Cheap Trick, Huey Lewis and the News, the Temptations, Eddie Money, The Kingston Trio, Joe Ely, and Kenny Loggins... just to name a few!



What's in a name?

“**What's in a name?**” The ***Wildflower!*** Arts & Music Festival got its name from the March through May celebration season when wildflowers blossom throughout the City of Richardson. Covering approximately 80 acres and growing in parks, medians, and roadsides, the City plants 7 different species of domestic and native Texas wildflowers.

The name ***Wildflower!***, when referring to the festival, is always spelled with an exclamation point after it to signify that it's much more than a small beacon of color. At any one time and at any one place inside the festival you can be exposed to multiple elements of culture, music, food, and the arts.

