

FLAGLER MUSEUM

Flagler Museum Hosts Robert Rufino for Lecture on the Art of Window Dressing and Screening of *The Urban Electric Co.* Documentary

Palm Beach, Fla. — January 14, 2026 — The Flagler Museum welcomed legendary design editor Robert Rufino on Wednesday evening for a special lecture and documentary screening as part of its annual Flagler Museum Lecture Series. The event complemented the Museum’s current exhibition, *May I Help You, Madame? The Making of the Modern Department Store*, which explores the evolution of retail, display, and consumer culture.

Moderated by Amanda Skier, Director and CEO of the Flagler Museum, Rufino engaged in a conversation on the art of window dressing, sharing insights into visual storytelling, the power of display, and the enduring influence of department store windows as both commercial and cultural touchstones. Set against the historic backdrop of the Flagler Museum, the program underscored the intersection of design, narrative, and innovation explored in the Museum’s current exhibition.

Following a screening of *Street Theater*, a behind-the-scenes documentary created with The Urban Electric Co. that chronicles Rufino’s return to his early roots as a window dresser, guests were treated to a discussion with Flagler Museum Director and CEO, Amanda Skier, and Robert Rufino—whose career began directing visual merchandising at Henri Bendel and later Tiffany & Co.—as he brings the pages of The Urban Electric Co.’s annual magazine, *The Current*, to life by transforming 10th Street in New York City into a living canvas of imagination and craftsmanship.

Notable attendees included: Helen Bergin, Meg Braff, Dave Dawson, Charlotte Grimball, Missy Hulsey, Caitlin Kah, Ellen Kavanaugh, Nick Mele, Sara McCann, Caroline Rafferty, Danielle Rollins, Robert Rufino, Mish Tworkowski, Gil Walsh, Will Wischner.

The Annual Flagler Museum Lecture Series presents experts and authors speaking on subjects that align with the Museum’s new “Three Pillars” programming concept: Art & Design, Leadership & Philanthropy, and Technology & Innovation. For more information about upcoming events and membership, visit flaglERMuseum.org.

About the Flagler Museum

When it was completed in 1902, Whitehall, Henry Flagler’s Gilded Age estate in Palm Beach, was hailed by the New York Herald as “more wonderful than any palace in Europe, grander and more magnificent than any other private dwelling in the world.” Today, Whitehall is a National Historic Landmark and is open to the public as the Flagler Museum, featuring guided tours, changing exhibitions, and special programs. The Museum is located at Coconut Row and Whitehall Way, Palm Beach.

The Museum is open from 10:00 a.m. to 5:00 p.m., Tuesday through Saturday, and noon to 5:00 p.m. on Sunday. Admission is \$28 for adults (ages 13+), \$14 for children (ages 6–12), and free for children five and under.

PRESS CONTACTS:

Flagler Museum, David Carson, Public Affairs Director
dcarson@flaglERMuseum.org | (561) 655-2833 ext. 612

