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Media Web site: <http://newsdesk.si.edu>

Media Advisory

WHAT: Hope Diamond is displayed for the first time ever out of its setting and a new commemorative setting is revealed.

WHEN: Wednesday, Sept. 23
9 - 10 a.m.

WHERE: Gem Hall, second floor
Smithsonian's National Museum of Natural History
10th Street and Constitution Avenue N.W.

WHO: Cristián Samper, director, National Museum of Natural History
Jeffrey Post, curator of the Gem and Mineral Collection, National Museum of Natural History
David Royle, executive vice president for programming and production, Smithsonian Networks

To mark the 50th anniversary of the Hope Diamond at the Smithsonian's National Museum of Natural History, the diamond will be exhibited for the first time ever as a stand-alone gem, with no setting.

A new temporary setting is being fabricated by Harry Winston Inc. for display in April 2010. It was selected in an online vote by more than 100,000 people visiting smithsonianchannel.com. The winning design will be announced at this news event.

The unveiling of the diamond in its new setting next spring will coincide with the premiere of Smithsonian Channel's "Mystery of the Hope Diamond" documentary—a high-definition film about the diamond, from its origins in a mine in India about 350 years ago to its mysterious journey through Europe and its final home at the Smithsonian.

The 45.52-carat Hope Diamond is the world's most renowned gem stone and is one of the most popular objects in the Smithsonian's collections.

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