



FOR IMMEDIATE RELEASE
January 17, 2017

MEDIA CONTACT
Emily Kowalski | (919) 664-6795 | ekowalski@ncartmuseum.org

North Carolina Museum of Art Hosts Third Annual *Art in Bloom*

Festival of art and flowers, presented by PNC, features floral masterpieces, workshops, and more

Raleigh, N.C.—The North Carolina Museum of Art hosts its third [*Art in Bloom*](#), a four-day festival of art and flowers, March 30–April 2. The event features more than 50 floral masterpieces inspired by the NCMA’s permanent collection and created by world-class floral designers from North Carolina and beyond. During *Art in Bloom*, the NCMA also features master classes, presentations, family activities, an opening reception, Museum Store trunk shows, and other related events (schedule below).



This year’s special guest is Belgian-born and Portland-based Françoise Weeks, who specializes in textural woodlands and botanical haute couture pieces. She has taught floral design in China, Australia, England, Mexico, and around the United States. During *Art in Bloom*, she will lead presentations on woodland design and botanical couture as well as a master class focused on botanical couture headpieces.

Other featured presenters and workshop hosts include floral jewelry designer Anahit Hakobyan of Viva la Flora Designs, Steve Taras of Raleigh’s Watered Garden Florist, Carolyn Hassett of Escentuelle Signature Fragrances, the American Institute of Floral Designers, and the Triangle Bonsai Society.

In preparation for *Art in Bloom*, the Museum’s West Building (including the permanent collection galleries, Iris restaurant, and Museum Store) will be closed on Wednesday, March 29. East Building and the Museum Park will remain open for visitors.

During the four days of *Art in Bloom*, tickets will be required for admission to the permanent collection in the Museum’s West Building. East Building and the Museum Park will remain open and free to visitors.

Proceeds from *Art in Bloom* support Museum programming and exhibitions and benefit the NCMA Foundation.

Art in Bloom

March 30–April 2
North Carolina Museum of Art

Tickets

\$13 Museum members
\$18 Nonmembers
Free for children 6 and under
Tickets on sale now!

All events are ticketed separately. Additional fees are charged for select workshops, presentations, and other events (schedule below).

Visitors who purchase tickets to *Art in Bloom* will receive a \$2 voucher to use toward a ticket to special exhibitions [*Ansel Adams: Masterworks and Glory of Venice: Renaissance Paintings 1470–1520*](#) (ticketed together).

(continued)

Hours

Thursday, March 30, 9 am–5 pm

Friday, March 31, 9 am–9 pm

Saturday, April 1, 9 am–5 pm

Sunday, April 2, 9 am–5 pm

During the four days of *Art in Bloom*, the Museum's West Building will open at 9 am, an hour earlier than usual. The Box Office in East Building will open at 9 am, and East Building galleries will open at 10 am.

Schedule of Events

The NCMA hosts a series of special events in conjunction with *Art in Bloom*, including an opening reception, presentations, master classes, workshops, and family activities. Visitors can register for events online at ncartmuseum.org/artinbloom or by calling the Museum Box Office, (919) 715-5923.

Opening Reception

Opening Dessert Reception and Meet the Designers

Thursday, March 30, 7–9 pm

West Building

\$50 Members, \$65 Nonmembers

Meet the *Art in Bloom* designers while indulging in sweet treats and cocktails at this first-look fund-raiser.

Presentations

Woodland Design with [Françoise Weeks](#)

Thursday, March 30, 2 pm

East Building, SECU Auditorium

\$25 Members, \$30 Nonmembers

Françoise Weeks brings the woods of the Pacific Northwest to the NCMA stage using foliage, bark, berries, seedpods, twigs, mushrooms, herbs, and flowers to create lush centerpieces and bouquets.

Flowers of the Umstead and Beyond with Steve Taras, [Watered Garden Florist](#)

Friday, March 31, 10:30 am

East Building, SECU Auditorium

\$25 Members, \$30 Nonmembers

Florist Steve Taras demonstrates how he creates the designs that grace the lobbies and ballrooms of the Triangle's most luxurious establishments.

Botanical Couture with Françoise Weeks

Saturday, April 1, 2 pm

East Building, SECU Auditorium

\$25 Members, \$30 Nonmembers

Françoise Weeks combines the luxury of fresh flowers with the glamour of haute couture design, creating purses shoes, scarves and more in striking floral fashions.

Workshops

Floral Jewelry Workshop with Anahit Hakobyan, [Viva la Flora Designs](#)

Thursday, March 30, 11 am

East Building, Studio 1

\$65 Members, \$75 Nonmembers

Wear your art on your sleeve, on your lapel, or around your neck. Learn how to create jewelry from fresh flowers and succulents in this hands-on workshop.

The Art of Perfuming Workshop with Carolyn Hassett, [Escentuelle Signature Fragrances](#)

Saturday, April 1, 10:30 am
East Building, Studio 1
\$65 Members, \$75 Nonmembers

Create a one-of-a-kind perfume using the highest quality ingredients from Grasse, France.

Bonsai for Beginners Workshop I by the [Triangle Bonsai Society](#)

Saturday, April 1, 1 pm
East Building, Studio 1
\$65 Members, \$75 Nonmembers

Create your own bonsai with the guidance of bonsai expert Harold Johnson and members of the Triangle Bonsai Society.

Bonsai for Beginners Workshop II by the Triangle Bonsai Society

Sunday, April 2, 1 pm
East Building, Studio 1
\$65 Members, \$75 Nonmembers

Create your own bonsai with the guidance of bonsai expert Harold Johnson and members of the Triangle Bonsai Society. This class is a repeat of workshop I.

Master Class

Botanical Couture Headpieces Master Class and Luncheon with Françoise Weeks

Friday, March 31, Noon
East Building, Studio 1
\$225 Members, \$250 Nonmembers

After joining Françoise Weeks for a floral-inspired buffet lunch, create your own glamorous headpiece. Weeks's stunning couture designs would be at home on any runway. Ticket includes admission to *Art in Bloom*, floral materials, and all supplies.

Performances and Demonstrations

Horti-Couture: Fresh Flower Fashions on Stage

Friday, March 31, 3 pm
East Building, SECU Auditorium
\$25 Members, \$30 Nonmembers

Enjoy a program of floral fashion clothing and accessories created by AIFD designers and friends, inspired by the tropics of Tahiti. Designers and models will be on hand afterward to talk about the techniques and products used for these creations.

Sponsored by Oasis Floral Products

Pedestal Demo

Saturday, April 1, 11 am
West Building, Iris Lounge
Free, no ticket required; standing room only

Observe a designer create a pedestal arrangement.

War of the Roses

Sunday, April 2, 2 pm
East Building, SECU Auditorium
\$25 Members, \$30 Nonmembers

Inspired by [History and Mystery: Discoveries in the NCMA British Collection](#), two floral designers battle to see whose interpretation of a work of art is deemed best. Audience members cast the deciding votes.

Family Activities

Scavenger Hunt

Saturday and Sunday, 9 am–5 pm ongoing
West Building
Free with *Art in Bloom* admission. No reservations required.

Pick up a scavenger hunt card at the Information Desk in West Building, and follow the clues to find fragrant flowers and artful treasures in the galleries.

Pop-Up Art: Gouache Flower Paintings

Saturday and Sunday, Noon–3 pm
East Building, Studio 1
Free for all ages. No reservations required.

Look closely at petals, stems, and vases to create your own vibrant still-life painting using gouache paints.

Family Tour

Saturday and Sunday, 1 pm and 2 pm
West Building
Free with *Art in Bloom* admission. No reservations required.

45-minute interactive tour for kids ages 5–11 and their adult companions.

Museum Store Trunk Shows

Thursday–Sunday, 11:30 am–1:30 pm each day West Building

Thursday, March 30: Greenwich Bay Soaps

Raleigh-based artisan French-milled vegetable soaps enriched with shea butter, essential oils, and natural extracts in captivating botanical scents, artfully paper-wrapped in charming original designs.

Friday, March 31: Videri Chocolate

Raleigh-made handcrafted bean-to-bar chocolate. Chocolate lovers can taste the products and meet artisan Starr Sink.

Saturday, April 1: The Qi Garden

Hillsborough artisan Lucia Shaw's handmade intricate shea butter soap sculptures, scented with essential oils. Each one is a work of art.

Sunday, April 2: Escentuelle

Scent artist Carolyn Hassett demonstrates the French science of fragrance design. Sample unique essences and discover what your personal scent might be.

Tours

Guided Tours of *Art in Bloom*

Thursday–Sunday 1 pm, 1:30 pm, 2 pm, 2:30 pm
Free with *Art in Bloom* admission. No reservations required, but space is limited.
Meet docents at designated points on the exhibition map.

Each docent-led tour covers one portion of the galleries. Take one or more tours to learn about the art that inspired the floral designs on display.

***Art in Bloom* Friday Tour with the NCMA Contemporaries**

Friday, March 31, Happy Hour 6:30 pm, Tour 7:30 pm
West Building
Free tour with paid admission to *Art in Bloom*.

Young professionals are invited to mingle at the wine bar before enjoying a guided tour of *Art in Bloom*.

Family Tour

Saturday and Sunday, 1 pm and 2 pm

West Building

Free with *Art in Bloom* admission. No reservations required.

45-minute interactive tour for kids ages 5–11 and their adult companions.

Dining

Iris

West Building

Sophisticated full-service restaurant specializing in seasonal fare using many locally sourced ingredients. During *Art in Bloom*, some menu items feature edible flowers. Reservations encouraged: (919) 664-6838

Thursday 11 am–2 pm

Friday 11 am–2 pm and 5:30–10 pm (last seating 8:30 pm)

Saturday 11 am–2 pm

Sunday 10:30 am–2:30 pm

Brunch served Saturday and Sunday

Sip

West Building

Coffee kiosk featuring local [Joe Van Gogh](#) coffee, espresso-based drinks, sandwiches, salads, and pastries. Sip is located next to the Museum Store with limited lounge seating.

Thursday 9 am–4:30 pm

Friday 9 am–5:30 pm (then becomes Art in the Evening wine bar)

Saturday 9 am–4:30 pm

Sunday: 9 am–4:30 pm

Blue Ridge Café

East Building, Level C

Casual, quick-service café featuring sandwiches, salads, snacks, coffee, beer, wine, and other beverages. No reservations needed.

Thursday–Sunday 10 am–4:30 pm

About the Festival

Organized by the North Carolina Museum of Art

###

About the North Carolina Museum of Art

The North Carolina Museum of Art's permanent collection spans more than 5,000 years, from ancient Egypt to the present, making the institution one of the premier art museums in the South. The Museum's collection provides educational, aesthetic, intellectual, and cultural experiences for the citizens of North Carolina and beyond. The 164-acre Museum Park showcases the connection between art and nature through site-specific works of environmental art. The Museum offers changing national touring exhibitions, classes, lectures, family activities, films, and concerts.

The Museum opened West Building, home to the permanent collection, in 2010. The North Carolina Museum of Art, Lawrence J. Wheeler, director, is located at 2110 Blue Ridge Road in Raleigh. It is the art museum of the State of North Carolina, Roy Cooper, governor, and an agency of the Department of Natural and Cultural Resources.