



**FOR IMMEDIATE RELEASE**  
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**North Carolina Museum of Art Presents Inaugural Festival of Art and Flowers**  
*Art in Bloom features floral masterpieces inspired by the NCMA's permanent collection*

**Raleigh, N.C.**—This March the North Carolina Museum of Art (NCMA) presents Art in Bloom, the NCMA's inaugural festival of art and flowers. The four-day event features 45 floral masterpieces inspired by the NCMA's permanent collection and created by world-class floral designers. The festival also includes master classes, floral demonstrations, and presentations by the floral designer for the Royal Family, internationally renowned floral artists, and local florist owners and lecturers.

In addition to floral arrangements on view in the Museum's permanent collection galleries, Art in Bloom features:

- **Lectures** by Shane Connolly, floral designer for the Royal Family; Hitomi Gilliam, internationally renowned floral artist; Bryce Lane, host of UNC-TV's Emmy Award-winning show "In the Garden with Bryce Lane"; and Joseph Covington, NCMA lecturer
- **Demonstrations**, including a floral demonstration by Steve Taras, owner of Watered Garden Florist and primary florist for the NCMA and The Umstead Hotel, and a sugar flower demonstration by Jennifer Hicks, the NCMA's special events designer and head pastry chef
- **Master classes** by Shane Connolly and Hitomi Gilliam (limited admission)
- **Guided weekend Museum Park tours** for children and adults
- **Weekend children's activities**, including a scavenger hunt, origami and flower making, and story time
- **Floral merchandise and trunk shows** at the Museum Store
- **Wine tasting** at the NCMA's Friday evening wine bar and live-music event, Art in the Evening

"We are always looking for different ways to present exceptional art and create memorable experiences for our visitors, and Art in Bloom is the perfect opportunity," says NCMA Director Lawrence J. Wheeler. "This festival will not only highlight work by some of the best floral designers in North Carolina and beyond, but it will also allow guests to view the art in our permanent collection in a whole new way."

Designers featured in Art in Bloom include members of the American Institute of Floral Design (AIFD), the Judges Council of the Garden Club of North Carolina (GCNC), and professional and independent floral designers.

All proceeds from Art in Bloom support Museum programming and exhibitions and benefit the North Carolina Museum of Art Foundation. The presenting sponsor of Art in Bloom is PNC Bank.

**Art in Bloom**

March 19–22, 2015  
North Carolina Museum of Art  
\$15 Adults  
\$10 Museum members  
Free for children 6 and under

**Related Event**

Opening Reception  
Thursday, March 19, 6:30 pm  
North Carolina Museum of Art, West Building  
\$50 Museum members, \$65 Nonmembers

Opening reception fundraiser featuring champagne, hors d'oeuvres, and music.

**About the Festival**

(continued)

Organized by the North Carolina Museum of Art

Presenting sponsor: PNC Bank

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**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, Pat McCrory, governor, and an agency of the Department of Cultural Resources, Susan Kluttz, secretary.

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