



FOR IMMEDIATE RELEASE

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North Carolina Museum of Art Hosts Fourth Annual Art in Bloom March 22–25

*Presented by PNC Bank, the festival of flowers
features new artists and workshops*

Raleigh, N.C.—The North Carolina Museum of Art turns its galleries into a greenhouse March 22–25 for its fourth annual Art in Bloom fundraiser. Featuring more than 50 florists from around the country, the event pairs paintings with peonies (and flora of all types) for a one-of-a-kind experience. Florists are randomly assigned a work of art in the NCMA’s permanent collection and tasked with building a floral display inspired by the art.

“This is one of the most exciting weeks at the Museum,” says Laura Finan, coordinator of programs. “The galleries are completely transformed and you get a new view of favorite pieces of art.”

This year’s featured florist is [Arthur Williams](#) from Denver, Colo. Williams runs Babylon Floral, producing edgy and avant-garde arrangements, as well as headpieces and crowns. He’s a two-time Colorado Florist of the Year winner and regularly featured in *International Floral Art*. Williams hosts the Saturday, March 24, Body Botanicals Master Class.

Other featured presenters and workshop hosts include Steve Taras of [Watered Garden](#), Megan George of the [Zen Succulent](#), and bonsai expert Harold Johnson.

“The North Carolina Museum of Art has been a cornerstone partner of PNC and is instrumental in bringing unique art forms to our region,” said Jim Hansen, PNC regional president for Eastern Carolinas. “We are excited to be the presenting sponsor of the fourth annual Art in Bloom event. Be on the lookout for pop-up floral installations that will be blooming throughout the community leading up to Art in Bloom.”

The four-day fundraiser will be packed with related events including floral workshops, lectures, and a floral tattoo party. The Museum will have special extended hours and food options, along with daily trunk shows in the Museum Store. See more information on related events below, or by visiting ncartmuseum.org/bloom or calling (919) 715-5923.



(continued)

In preparation for Art in Bloom, the Museum’s West Building (including the permanent collection galleries, Iris restaurant, and the Museum Store) will be closed on Wednesday, March 21. East Building and the Ann and Jim Goodnight Museum Park will remain open for visitors. Proceeds from Art in Bloom support Museum programming and exhibitions and benefit the NCMA Foundation.

Admission

During the four days of Art in Bloom, tickets are 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. Tickets for members go on sale Tuesday, January 23, and for nonmembers Friday, January 26.

\$13 Members

\$18 Nonmembers

Free for children 6 and under

Available at ncartmuseum.org/bloom or (919) 715-5923

Related 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 may use their ticket stub to receive a \$2 off a ticket to the special exhibition *You Are Here: Light, Color, and Sound Experiences*, opening April 7.

Hours

Thursday, March 22 9 am–9 pm

Friday, March 23 9 am–9 pm

Saturday, March 24 9 am–5 pm

Sunday, March 25 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.

“Ask Me” Docents

Thursday–Sunday, noon–2 pm

Docents will be in the galleries to answer art-related questions

Museum Store

West Building

Trunk shows daily, 11:30 am–1:30 pm

Thursday, March 22

Susan Devine, jewelry artist

Sugar Mountain, North Carolina

Jewelry made from found materials curated from world travels

Friday, March 23

Cynthia Drake and Tim Gavin, jewelry artists

Durham, North Carolina

Intensely colored jewelry completely handmade using ceramic and metal techniques

Saturday, March 24

Lucia Shaw, soap artist

Hillsborough, North Carolina

Intricate shea butter soap sculptures scented with essential oils

Sunday, March 25

Laura Weant Gullie, ceramic artist

Mebane, North Carolina

Handmade ceramic tiles inspired by the natural world

Food and Drink

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. Iris will begin taking reservations January 23.

Thursday 11 am–2 pm
Friday 11 am–2 pm and Iris after Dark 5:30–8:30 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–8:30 pm
Friday 9 am–4:30 pm (then becomes Iris after Dark 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

Related Events

Separate ticket required. Visitors can register for events online at ncartmuseum.org/bloom or by calling the Museum Box Office, (919) 715-5923.

Thursday, March 22

Modern Succulent Terrarium Workshop

Thursday, March 22, 10 am–noon
East Building, Studio 1
Members \$58, Nonmembers \$65

In this hands-on class, Megan George of the Zen Succulent shows how to create a terrarium featuring North Carolina-grown plants. She covers plant selection, building techniques, choosing a container, and tips for maintenance and display. All materials are included, but participants are welcome to bring personal mementos as well. For all experience levels.

Flowers! Flowers! Flowers!

Thursday, March 22, 2–3:30 pm
East Building, SECU Auditorium
Members \$27, Nonmembers \$30

Steve Taras of the Watered Garden is known as the premier floral designer for the NCMA, but he's also an expert at gracious centerpieces that fit in any home. Taras lights up the stage with charm and wit amid a backdrop of sensational color. He shares tips for making flowers a part of everyday life.

Friday, March 23

Flower Care 101 Workshop

Friday, March 23, 10 am–noon
East Building, Studio 1
Members \$58, Nonmembers \$65

Which flowers last longest? Should I use flower food? How much water do I need? Learn the answer to these questions and more from Terry Godfrey, lead instructor of floral design at Anne Arundel Community College. Godfrey discusses conditioning procedures for the flowers most commonly used in floral design.

Influenced by the East—Elements of Sogetsu Ikebana

Friday, March 23, 2–3:30 pm
East Building, SECU Auditorium
Members \$27, Nonmembers \$30

Denver floral artist Arthur Williams uses elements of Japanese design to create extraordinary designs of organized chaos using straight lines, bold colors, and organic textures. Williams's vibrant designs are so full of life, you'll want to take one home. And some lucky participants will!

Flower Meditation

Friday, March 23, 6–7 pm or 7:30–8:30 pm
East Building, Level A, Threads of Experience Gallery
Members \$36, Nonmembers \$40

After a busy week of doing, experience the serenity of being. Take a walk through nature while sitting still amid the flowers in this mindful guided meditation. No supplies needed; wear comfortable clothing.

Saturday, March 24

Art in Bloom Scavenger Hunt

Saturday, March 24, 9 am–5 pm ongoing
Free with Art in Bloom admission

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

Body Botanicals Master Class

Saturday, March 24, 2–5 pm
East Building, Studio 1
Members \$225, Nonmembers \$250

Special guest speaker Arthur Williams is known for his floral headdresses and the use of natural tension in his work. Students in his master class will work on live models, and their work will be showcased at the [Pinks and Inks](#) party Saturday evening. Admission to [Pinks and Inks](#) and all materials included.

Pinks and Inks Party

Saturday, March 24, 7:30–10 pm
West Building
Members \$40, Nonmembers \$45



Live models “tattooed” in flowers in the style of guest speaker Arthur Williams roam the galleries during an evening version of Art in Bloom. Ticket includes admission to Art in Bloom, open bar, and a rose to take home courtesy of Witherspoon Rose Culture.

Sunday, March 25

Art in Bloom Scavenger Hunt

Sunday, March 25, 9 am–5 pm ongoing
Free with Art in Bloom admission

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

Bonsai for Beginners Workshop

Sunday, March 25, 10 am–noon
East Building, Studio 1
Members \$58, Nonmembers \$65

Bonsai expert Harold Johnson and members of the Triangle Bonsai Society return to teach our most popular class. Participants create bonsai under their guidance. All supplies are included.

Designers Challenge—Seeing Red

Sunday, March 25, 2–3 pm
East Building, SECU Auditorium
Members \$27, Nonmembers \$30

Learn about the color red in art, its meaning, and how it gets there from Museum conservator Perry Hurt, while two floral designers show how red influences their work. The winning designer of this fast-paced competition will go home with a prize, and a lucky participant will go home with their flowers! Sponsored by the Cleveland Plant and Flower Company.

About the Exhibition

Art in Bloom is organized by the North Carolina Museum of Art.

Image captions:

An award-winning floral design inspired by the painting *Joan of Arc*, workshop of Peter Paul Rubens.

Denver-based florist Arthur Williams of Babylon Floral works on an arrangement.

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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 Ann and Jim Goodnight 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, Susi Hamilton, secretary.

About PNC Bank

PNC Bank, National Association, is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC is one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking, including a full range of lending products; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; and asset management. For information about PNC, visit pnc.com.