



North Carolina Museum of Art

FOR IMMEDIATE RELEASE

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Art in Bloom at the North Carolina Museum of Art Pairs Works of Art with Floral Bouquets March 21–24

*Presented by PNC Bank, the fifth annual festival of flowers
features new floral designers, workshops, and trunk shows*

Raleigh, N.C.—The North Carolina Museum of Art hosts its fifth annual Art in Bloom fundraiser, presented by PNC, March 21–24. The fundraiser features more than 50 floral designers from around the country, putting their creativity to the test to design floral installations based on works in the NCMA’s collection. The Museum’s 2018 fundraiser was the most successful to date, with more than 18,700 people attending the four days of floral exhibitions and sold-out events.



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

Art in Bloom’s popular trash can bouquets, which decorated five corners of downtown Raleigh last year, return to promote the event in the days leading up to Art in Bloom. Surprise locations

will be expanded around the Triangle, extending the floral fun beyond Raleigh, and will debut on the Museum’s social media channels in March. Community partnerships also include a custom floral ice cream flavor with Raleigh ice cream company Two Roosters and flower handout events.

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 20. 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 22, at 10 am, and for nonmembers on Friday, January 25, at 10 am.

(continued)

\$13 Members

\$18 Nonmembers

Free for children 6 and under

Tickets 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).

Hours

Thursday, March 21, 9 am–5 pm; last entry 4 pm

Friday, March 22, 9 am–9 pm; last entry 8 pm

Saturday, March 23, 9 am–9 pm; last entry 8 pm

Sunday, March 24, 9 am–5 pm; last entry 4 pm

During the four days of Art in Bloom, the Museum's West Building opens at 9 am, an hour earlier than usual. East Building galleries open at 10 am, as usual.

Getting to the Museum

Parking is available on the NCMA campus. During this popular event, visitors are encouraged to carpool or take public transportation via the GoRaleigh bus route 27 to the NCMA. Information about the bus is available on GoRaleigh's [website](#). The NCMA is also home to a [Citrix Cycles](#) bike station. For visitors who need assistance, marked shuttle vans will circle the parking lots during Art in Bloom.

Museum Store

West Building

Trunk shows daily, 11:30 am–2:30 pm

Thursday, March 21

Susan Devine, jewelry artist

Sugar Mountain, North Carolina

Jewelry made from found materials curated from world travels

Friday, March 22

Terry McManus, confectioner, That Damn Toffee

Raleigh, North Carolina

Handmade toffee

Saturday, March 23

Leigh-Kathryn Bonner, beekeeper, Bee Downtown

Durham, North Carolina

Honey from Museum Park hives and Bee Downtown

Sunday, March 24

Monica Linares, painter

Cary, North Carolina

Joyful floral and landscape paintings

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 and sell out quickly: (919) 664-6838. Iris will begin taking reservations Tuesday, January 22, at 10 am.

Thursday 11 am–2 pm (lunch)

Friday 11 am–2 pm (lunch), 5:30–8:30 pm (dinner)

Saturday 11 am–2 pm (brunch), 5:30–8:30 pm (dinner)

Sunday 10:30 am–2:30 pm (brunch)

Sip, West Building

Coffee kiosk featuring local Joe Van Gogh coffee, beer, wine, floral cocktails, sandwiches, salads, and pastries. Sip is located next to the Museum Store with limited lounge seating.

Thursday 9 am–5pm

Friday 9 am–9 pm

Saturday 9 am–9 pm

Sunday 9 am–5 pm

Blue Ridge Café, East Building, Level C

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

Thursday–Sunday 10 am–4:30 pm

Related Events

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

Thursday, March 21

[Build Your Crown Workshop with Floral Artist Heather Ann Miller](#)

10:30 am–12:30 pm

\$58 Members, \$65 Nonmembers

Channel your inner Frida Kahlo with floral artist Heather Ann Miller of Eclectic Sage. During this hands-on workshop, you'll create a bold and beautiful flower crown inspired by upcoming fall exhibition *Frida Kahlo, Diego Rivera, and Mexican Modernism*.

[Floral Demonstration with Steve Taras, "Because Not All Art Comes in a Frame"](#)

2–3:30 pm

\$27 Members, \$30 Nonmembers

Steve Taras came to floristry after years in the accounting field left him feeling unfulfilled. His creative vision now leads the team at Watered Garden Florist, premier floral designers for the NCMA. Learn about flowers both familiar and new in this dynamic demo.

[Art in Bloom Opening Event, "Frida's Floral Fiesta"](#)

7:30–10 pm

\$40 Members, \$45 Nonmembers

Frida Kahlo said, "I paint flowers so they will not die." In honor of Frida, grab your rebozo, put on your eyebrows, and head to the Art in Bloom opening reception! Designers will be available for part of the evening to talk about their interpretations and answer questions.

Friday, March 22

[Painting Workshop with Watercolorist Amy Richards](#)

10:30 am–1:30 pm

\$58 Members, \$65 Nonmembers

Amy Richards, creator of whimsical illustrations, shows how to paint sweet and simple watercolor bouquets. She teaches easy watercolor techniques that will enable you to create your own finished notecards and illustrated place settings.

Floral Demonstration with Special Guest Holly Heider Chapple

2–3:30 pm

\$27 Members, \$30 Nonmembers

Dubbed the “Flower Mama” by her peers, Holly Heider Chapple is a visionary and an advocate for floristry and farming. She owns Hope Flower Farm in Waterford, Virginia, and is the founder of Chapel Designers, an organization that connects florists across the world. Learn from her about what makes a master designer.



Friday Flora Club

6–8 pm

\$12 Members, \$14 Nonmembers

The crazy-cool folks from Edge of Urge, a maker incubator with ties to independent designers, join us to launch the weekend. Design a fun floral project, ink yourself with a scented floral tattoo, and grab a cocktail at Iris after Dark.

Saturday, March 23

Macramé Hanging Planter Workshop

10:30 am–12:30 pm

\$58 Members, \$65 Nonmembers

Here’s a chance to practice the time-honored art of macramé. Workshop includes hands-on instruction on knotting techniques and all you need to make a lovely hanging macramé planter out of cotton cord.

Floral Demonstration with AIFD Designers, “Inspiration to Expression”

2–3:30 pm

\$27 Members, \$30 Nonmembers

What inspired the design? Was it color, line, emotion? Watch and learn as designers Aisha Crivens, Marcella Lopez-Villejo, and Sherene Tan from the American Institute of Floral Design delve into how they find their inspiration through art, poetry, music, the flavor of wine, and other sources that spark the imagination.

Little Flower Shop of Horrors Lounge

7–8:30 pm

Free with Art in Bloom admission

If you’ve ever wondered what kinds of plants could kill you, here is your chance to find out. Alamo Drafthouse cooks up a concoction of not-so-friendly garden-variety fun that will make you see flowers in a new light.

Tours

Private Group Tours of Art in Bloom

Thursday, March 21, 9:15 am, 2:30 pm, 3:30 pm

Friday, March 22, 9:15 am, 2:30 pm, 3:30 pm, 6:30 pm, 7:30 pm
Saturday, March 23, and Sunday, March 24, 9:15 am, 2:30 pm, 3:30 pm

\$50 plus tax and fees for each group of up to 10; schedule multiple docents for larger groups. Paid tickets to Art in Bloom are required (purchase separately). To schedule a tour, complete [this form](#). For information call (919) 664-6785 or email toursforadults@ncartmuseum.org.

Bouquet Tours of Art in Bloom

Friday, March 22, and Saturday, March 23, 6 pm and 7 pm
\$6 Members, \$8 Nonmembers

Join other interested people to learn about the art that inspired the floral designers and discover the relationships between the art and the flowers. Limit five tickets per order. Paid tickets to Art in Bloom are required (purchase separately).

Museum Park Tours during Art in Bloom

Thursday–Sunday, March 21–24, 11:30 am
Free; no ticket required

Hats and comfortable shoes recommended for this 45-minute tour. Meet your guide in the Plaza.

“Ask Me” Docents during Art in Bloom

Thursday–Sunday, March 21–24, noon–2 pm

Docents are available in the galleries to answer questions, share inside stories about the works on display, or talk about the interaction between the floral designs and the art that inspired them.



About the Exhibition

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

Image captions (top to bottom):

Visitors at Art in Bloom 2018 at the North Carolina Museum of Art

Master designer and Art in Bloom presenter Holly Heider Chapple

A trash can bouquet by Watered Garden Florist in March 2018 at Raleigh’s Five Points intersection

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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.

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, Valerie Hillings, 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.