



## North Carolina Museum of Art

**FOR IMMEDIATE RELEASE**

January 16, 2020

**MEDIA CONTACT**

Kat Harding | (919) 664-6795

[kat.harding@ncdcr.gov](mailto:kat.harding@ncdcr.gov)

### **Art in Bloom at the North Carolina Museum of Art Returns March 19–22**

*Presented by PNC Bank, the annual festival of flowers pairs floral design and works of art*

**Raleigh, N.C.**—The North Carolina Museum of Art hosts its annual Art in Bloom fundraiser, presented by PNC, March 19–22. Featuring more than 50 floral designers from around the country, the popular fundraiser tasks designers to create unique floral pieces inspired by works in the NCMA’s collection. More than 21,000 people attended the 2019 fundraiser and sold-out related events, marking its most successful year to date.

The four-day event also includes floral workshops, lectures, and events, as well as special extended hours and expanded food options. See more information on related events below or by visiting [ncartmuseum.org/bloom](http://ncartmuseum.org/bloom) or calling (919) 715-5923.

The community-favorite trash can bouquets, which popped up around Raleigh, Durham, and Chapel Hill last year in anticipation of the event, will appear in new locations in the weeks leading up to Art in Bloom. Additional community partnerships, including specialty tea with [Heirloom Brewshop](#) in Raleigh, are also to come. Follow along on the Museum’s social media channels @ncartmuseum and hashtags #NCMAbloom and #PNCartinbloom.



In preparation for Art in Bloom, the Museum’s West Building (including the galleries, Iris restaurant, and the Museum Store) will be closed on Wednesday, March 18. 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 Museum’s collection in West Building. East Building and the Museum Park will remain open and free to visitors. Tickets for members go on sale Thursday, February 6, at 10 am, and for nonmembers Tuesday, February 18, at 10 am. Reservations for Iris restaurant open for members and nonmembers Tuesday, February 4.

\$16 Members

\$20 Nonmembers

Free for children 6 and under

Tickets available at [ncartmuseum.org/bloom](http://ncartmuseum.org/bloom) or (919) 715-5923

(continued)

Art in Bloom at the North Carolina Museum of Art Returns March 19–22

Art in Bloom tickets are good for same-day admission to the [NCMA's spring exhibitions \*Front Burner: Highlights in Contemporary North Carolina Painting\*, \*Art in Translation: Araya Rasdjarmrearnsook\*, and \*Christopher Holt: Contemporary Frescoes/Faith and Community\*](#).

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

### **Hours**

Thursday, March 19, 9 am–5 pm; last entry 4 pm  
Friday, March 20, 9 am–9 pm; last entry 8 pm  
Saturday, March 21, 9 am–9 pm; last entry 8 pm  
Sunday, March 22, 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**

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.

Free off-site parking with shuttle service is available Thursday–Sunday, 9:30 am–5:30 pm. The park-and-ride lot is located at the southwest corner of the intersection of Edwards Mill and Reedy Creek roads. Limited free parking is available on the NCMA campus. Valet parking will be available for presale when tickets go on sale and at the gate, if available. For visitors who need assistance, NCMA golf carts will be circling the parking lots during Art in Bloom.

### **Food and Drink**

#### **Iris, West Building**

Visitors are encouraged to make reservations for Iris before purchasing Art in Bloom tickets. Before tickets go on sale, reservation requests will begin Tuesday, February 4, at 10 am. Please call (919) 664-6838 and leave a message with your name, phone number, preferred date, preferred time, and number of diners. Our team will return your call within 24 hours. Please note that reservations are not guaranteed until a confirmation phone call is received.

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 specialty coffee from Raleigh Coffee Company, wine, beer, 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 crepes, salads, pastries, drip coffee, beer, wine, floral cocktails, and other bottled beverages. Indoor and outdoor patio seating available. No reservations needed.

Thursday–Sunday 11 am–4 pm

## **Related Events**

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

## **Opening Event**

### **Art in Bloom Opening Event: Rose Gold Party**

Thursday, March 19, 7:30–10 pm

West Building

\$45 Members, \$50 Nonmembers

Come dressed to dazzle! Designers will be on hand to talk about their interpretations, answer questions, and congratulate the winner of the Director's Choice ribbon. Ticket includes light snacks, beer and wine, and a specialty cocktail.

## **Classes and Workshops**

### **Master Class with Shean Strong**

Thursday, March 19, 10:30 am–3 pm

East Building, Studio 1

\$225 Members, \$250 Nonmembers

Create a large-scale floral installation as a group with Atlanta-based florist [Shean Strong](#), the 2019 design star from Mayesh, a leading wholesale flower distributor. This hands-on class is designed to expand your skills and engage your community spirit. The finished work will be on view through the weekend in East Building as part of Art in Bloom 2020. Ticket price includes boxed lunch.

### **Floral Demonstration with Steve Taras**

Thursday, March 19, 2–3:30 pm

East Building, SECU

Auditorium

\$25 Members, \$30

Nonmembers

Turning the stage into a vibrant palette is Raleigh floral designer [Steve Taras](#)'s forte. In this color-filled demonstration, he and the crew from Watered Garden Florist share their sophisticated southern design and storytelling charm.



### **Studio Workshop on the Symbolism of Flowers with Patricia Savage**

Friday, March 20, [10 am–noon](#) and [2–4 pm](#)

East Building, Studio 2

\$60 Members, \$65 Nonmembers

Since antiquity, flowers have been used in paintings to symbolize feelings, power, and historical and political events. Using images of art from the Museum's collection for reference, artist Patricia Savage discusses the ways flowers are used in art to convey meaning. Workshop includes observational painting from real flower petals using watercolors. Savage currently teaches in the North Carolina Botanical Garden's Botanical Art and Illustration Program.

**Hands-on Workshop: Bring Your Own Container with Jody McLeod**

Friday, March 20, 10:30 am–noon  
East Building, Studio 1  
\$60 Members, \$65 Nonmembers

No vase handy? Flowers look great in almost anything, says Jody McLeod, a Teleflora educator and American Institute of Floral Design representative. Bring your favorite teapot, mug, or something unusual to create a one-of-a-kind arrangement that only you imagine.

**Floral Demonstration with Shean Strong**

Friday, March 20, 2–3:30 pm  
East Building, SECU Auditorium  
\$25 Members, \$30 Nonmembers

Atlanta-based florist [Shean Strong](#), the 2019 design star from Mayesh, a leading wholesale flower distributor, is a true romantic and an avid dog lover. Join us as he combines his interests, creating beautiful moments through floral design and sharing the stage with three local dogs, courtesy of the American Kennel Club of Raleigh.

**Hands-on Wreath Making Workshop with Erin Weston**

Saturday, March 21, 2–3:30 pm  
East Building, Studio 1  
\$60 Members, \$65 Nonmembers

Claim your Carolina pride as Erin Weston, creative director at [Weston Farms](#), guides you in creating a spring wreath from Weston Farms' signature brown velvet Southern magnolia.

**Demonstration with Francisco Xelhua and Irma Mayo**

Saturday, March 21, 2 pm  
East Building, SECU Auditorium  
\$25 Members, \$30 Nonmembers

Francisco Xelhua and Irma Mayo have worked together for years, creating magical arrangements for the public to enjoy as part of the Watered Garden Florist team. This Spanish-language presentation highlights their unique talents and offers tips for designing flowers for the home.

**Tours**

**Private Tours of Art in Bloom**

Thursday, March 19, 3:30 pm  
Friday, March 20, 3:30 pm, 6:30 pm, 7:30 pm  
Saturday, March 21, 9:15 am, 2:30 pm, 3:30 pm, 6:30 pm, 7:30 pm  
Sunday, March 22, 9:15 am, 2:30 pm, 3:30 pm

Tours are \$50 plus tax and fees for each group of up to 10 participants. Schedule multiple docents for larger groups. Paid tickets are required for this event. To schedule, [complete the online form](#). For more information call (919) 664-6790 or email [toursforadults@ncartmuseum.org](mailto:toursforadults@ncartmuseum.org).

**"Ask Me" Docents**

Thursday–Sunday, March 19–22, Noon–2 pm

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

**Museum Park Tours during Art in Bloom**

Thursday–Sunday, March 19–22, 11:30 am  
Free; no ticket required

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

**Bouquets and Bubbles  
Tours**

Friday and Saturday,  
March 20 and 21, 6 pm  
and 7 pm  
\$15 Members, \$20  
Nonmembers

Discover relationships between the art and the flowers by taking a docent-led group tour, and make a toast to newfound friends with a glass of champagne. Limit six tickets per order. Paid tickets to Art in Bloom are required (purchase separately).



**Image captions (top to bottom):**

A floral display in the Contemporary Gallery of the North Carolina Museum of Art during Art in Bloom 2019.

Steve Taras gives a floral demonstration during Art in Bloom at the North Carolina Museum of Art.

Visitors attend Art in Bloom 2019 at the North Carolina Museum of Art.

###

**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](http://pnc.com).

**About the North Carolina Museum of Art**

The North Carolina Museum of Art’s 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 North Carolina Museum of Art is led by Director Valerie Hillings, PhD. Located at 2110 Blue Ridge Road in Raleigh, the NCMA is the art museum of the State of North Carolina and an agency of

Art in Bloom at the North Carolina Museum of Art Returns March 19–22

the Department of Natural and Cultural Resources, serving under the leadership of Governor Roy Cooper and the direction of Secretary Susi Hamilton, DNCR.