

**Art in Bloom Returns to the North Carolina Museum of Art**

*Festival of art and flowers features floral masterpieces, demonstrations, and more*

**Raleigh, N.C.**—The North Carolina Museum of Art will host its second *Art in Bloom*, a four-day festival of art and flowers, in April 2016. The event features 56 floral masterpieces inspired by the NCMA’s permanent collection and created by world-class floral designers—11 more designs than last year’s festival. *Art in Bloom* also includes master classes, floral demonstrations, and presentations by internationally renowned floral artists, designers, local florist owners, and lecturers.

“After last year’s successful launch of *Art in Bloom*, we are thrilled to host this flower-filled festival for our visitors once again,” says NCMA Director Lawrence J. Wheeler. “This year we have exciting new speakers, a different group of creative and talented floral designers, and even more works of art to be interpreted as beautiful floral arrangements. It will be the perfect event with which to welcome spring.”

In addition to floral arrangements on view in the Museum’s permanent collection galleries, *Art in Bloom* includes:

- **Presentations** by Olivier Giugni, David Beahm, Julieta Sherk, Ashley Woodson Bailey, Erica Anderson, the American Institute of Floral Designers, and more (see below for more information on presenters)
- **Demonstrations**, including one by the Triangle Bonsai Society
- **Master classes** by Olivier Giugni, David Beahm, and Ashley Woodson Bailey (lunch with the designer included; limited admission)
- **Workshops** by the Triangle Bonsai Society and papermaker Ann Marie Kennedy
- **Children’s and family-friendly activities**, including a scavenger hunt, origami and paper flower making, and family tours
- **Floral merchandise and trunk shows** at the Museum Store
- **Opening champagne reception** where visitors can meet the floral designers featured in *Art in Bloom*



Featured *Art in Bloom* presenters include:

- **French floral designer Olivier Giugni**, who has created arrangements for *Vogue*, *Vanity Fair*, Harry Winston, and more; and who has appeared on *The Martha Stewart Show* and *The Chew*
- **Event designer David Beahm**, who has designed events for the Discovery Channel, Victoria's Secret Beauty, Christian Dior, Louis Vuitton, and more; and who has been featured in *The New York Times*, *New York Magazine*, *Town and Country*, and *Style*
- **Julieta Sherk**, a registered landscape architect and an associate professor teaching landscape design at the NCSU College of Agriculture and Life Sciences
- **Ashley Woodson Bailey**, a popular floral photographer
- **Erica Anderson**, the first horticulture intern on Appledore Island—the island on which artist Childe Hassam spent painting the landscapes featured in the spring exhibition [American Impressionist: Childe Hassam and the Isles of Shoals](#)
- **The American Institute of Floral Designers**, the floral industry’s leading nonprofit organization dedicated to establishing, maintaining, and recognizing the highest standard of professional floral design

Proceeds from *Art in Bloom* support Museum programming and exhibitions and benefit the NCMA Foundation. The presenting sponsor of *Art in Bloom* is PNC Bank.

### **Art in Bloom**

April 7–10, 2016

North Carolina Museum of Art

\$10 Museum members

\$15 Nonmembers

Free for children 6 and under

Additional fees charged for select workshops, demonstrations, and events.

### **About the Festival**

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 Natural and Cultural Resources, Susan Kluttz, secretary.

### **About PNC**

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