



FOR IMMEDIATE RELEASE

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North Carolina Museum of Art Plants Excitement for Art in Bloom, presented by PNC Bank, with Floral-Inspired, Family-Fun Events throughout the Triangle

Build-a-bouquet pop-up booths, scavenger hunt and unique installations coming to the Triangle ahead of floral fundraiser



Raleigh, NC – The North Carolina Museum of Art (NCMA) is getting ready for Art in Bloom, presented by PNC Bank, with a series of floral-inspired community events leading up to the March 15-19 floral fundraiser. Designed to expand the reach of the annual event in an interactive, accessible and community-centered way, the special events and installations will include build-a-bouquet pop-up booths in Raleigh and Durham, unique installations at Moore Square’s Art Piano and the Ackland Art Museum in Chapel Hill, and a build-a-bouquet scavenger hunt at the Museum Park.

The full schedule of events, installations and locations is below. Media are encouraged to coordinate with the NCMA to cover these events and installations.

Build-a-Bouquet in Raleigh

Copperline Plant Company, 300 Blake St., Raleigh
Wednesday, March 1, 2023
5–9 pm

Visitors to the Copperline Plant Company during Raleigh Night Market will have the opportunity to take photos in front of a large floral installation and create free bouquets with beautiful flowers provided by the English Garden. Event-branded items, including stickers, coloring sheets and more, also will be available.

Music in Bloom

Moore Square Park, 201 S. Blount St., Raleigh
Friday, March 3, 2023
5–9 pm

During the First Friday Market and Movie in March, the NCMA will debut an Art in Bloom–inspired floral installation by Watered Garden Florist on the updated Moore Square Art Piano. Pianist Emilie Powell

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from the Community Music School will perform prior to the movie screening on First Friday from 5:45 pm-6:15 pm. Visitors can enjoy local Raleigh vendors, live music, a screening of *The Princess Bride* at sundown and more.

Build-a-Bouquet Scavenger Hunt

Museum Park, 2110 Blue Ridge Rd., Raleigh

Saturday, March 4, 2023

Noon–3 pm

For the first time in the history of Art in Bloom, the NCMA will host a build-a-bouquet scavenger hunt, during which visitors will follow clues in the Museum Park to find a collection of stations where they can select their favorite colorful flowers, provided by Wild Flora Flowers. By the end of the journey, participants will have a free beautiful bouquet to take home. In the event of rain, this scavenger hunt will be held at the Museum Park Welcome Center. Visitors will be encouraged to take a photo at the Museum Park photo frame with a unique installation by Watered Garden Florist.

Floral Installation at the Ackland Art Museum

ACKLAND

The Ackland Art Museum, 101 S. Columbia St., Chapel Hill

Friday, March 10, 2023

5–9 pm

The 2nd Friday ArtWalk at the Ackland Art Museum in Chapel Hill will feature an interactive floral installation led by Morgan Moylan of West Queen Floral Studio. People are encouraged to watch, ask questions and add floral elements to the installation with Morgan’s guidance. Admission to the floral installation, which will include an Art in Bloom-inspired display by Wild Flora Flowers, is free. Additionally, Team Vino will lead a ticketed wine and art experience, guiding guests through a taste exploration of three wines selected to complement three artworks on view, with thoughtfully paired nibbles from the Root Cellar Cafe & Catering. Learn more about 2nd Friday ArtWalk at <http://bit.ly/3ltgGeH>.

Build-a-Bouquet in Durham

Durham County Library, 300 N. Roxboro St., Durham

Saturday, March 11, 2023

10 am–2 pm

Visitors will enjoy a large floral installation and have the opportunity to create free bouquets with beautiful flowers provided by Wild Flora Flowers. Stickers, coloring sheets and exciting features from the Durham County Library also will be available.

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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 collection spans more than 5,000 years, from antiquity 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 special exhibitions, classes, lectures, family activities, films, and concerts. The Museum is located at 2110 Blue Ridge Road in Raleigh and is home to the People's Collection. It is the art museum of the State of North Carolina, under the auspices of Governor Roy Cooper; an agency of the Department of Natural and Cultural Resources, guided by the direction of Secretary D. Reid Wilson; and led by Director Valerie Hillings.