



North Carolina Museum of Art

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A DECADE IN BLOOM: THE NORTH CAROLINA MUSEUM OF ART CELEBRATES 10TH ANNUAL ART IN BLOOM, PRESENTED BY PNC BANK

Raleigh, NC — The North Carolina Museum of Art (NCMA) is thrilled to announce the 10th edition of its annual Art in Bloom festival, a five-day Museum fundraising event showcasing local and national floral designers who interpret in flowers the works of art in the People's Collection. Presented by PNC Bank, this highly anticipated celebration of creativity will take place March 13–17, 2024. All funds raised by Art in Bloom support the Museum's public programming, annual exhibitions, and the NCMA Foundation, Inc.

Art in Bloom tickets went on sale to NCMA members Thurs., Jan. 18, and will go on sale to nonmembers at 10 am, Thurs., Feb. 8.

With limited capacity and time slots expected to sell out, those interested in attending are encouraged to join as members for early ticket access. All 2024 Art in Bloom tickets also include free entry to the NCMA's special exhibition *To Take Shape and Meaning: Form and Design in Contemporary American Indian Art*.

Over the past decade, Art in Bloom has been sponsored by PNC Bank and has displayed over 400 floral installations, welcomed over 130,000 attendees, and featured nearly 200 North Carolina floral artists.



“As one of the Triangle’s most anticipated and cherished annual events, Art in Bloom continues to inspire visitors, create local economic impact, and support the NCMA, an institution that is integral to our region’s cultural landscape,” said Jim Hansen, PNC Regional President for Eastern Carolinas. “All of us at PNC are proud to have supported this successful event since its inception and look forward to helping welcome visitors during this special milestone year of creativity and artistry.”

In honor of the event’s 10th year and the 100th anniversary of the founding of the North Carolina State Art Society, whose passionate advocacy led to the establishment of the North Carolina Museum of Art, Art in Bloom 2024 will showcase 10 feature installations themed per decade from the 1920s to the 2020s. NCMA Director Valerie Hillings expresses her excitement, stating, “Art in Bloom has become a cornerstone of artistic expression and community engagement, and we are thrilled to mark this significant milestone by celebrating in parallel one hundred years of support of the arts in North Carolina.”

In celebration of this year’s Art in Bloom, the Museum Store will feature a selection of local artisan collaborations with Cathy Boytos, Sophia Woo, Vietri, Layla Christie, and more. Dining options include Art of Tea in Bloom in East Building, a garden grill menu in West Building, and a gelato and popcorn cart in the Museum’s Gipson Plaza (weather permitting). Residents of the Triangle can also expect to see a series of NCMA community engagements with giveaways and pop-up floral displays in the weeks leading up to Art in Bloom.



Throughout the week, Art in Bloom programming will include a series of floral demonstrations, workshops, and artist-led events. Keynote speaker Ace Berry, owner of Ace in Full Bloom and Fulshear Floral Design in Houston, Texas, and participant on HBO's *Full Bloom*, will lead two live floral programs. See the full list of programming (attached) or visit ncartmuseum.org/bloom for details. All Art in Bloom-related programs are ticketed separately from the primary event.

Art in Bloom Ticket Details and Hours

- \$40 Members
- \$50 Nonmembers
- Free for children 6 and under

Art in Bloom tickets went on sale to NCMA members on Thurs., Jan. 18, and will go on sale to nonmembers on Thurs., Feb. 8. Tickets for related events are sold separately. During the five days of Art in Bloom, the Museum's West Building will operate on a special schedule, as follows:

- Wednesday, March 13, 10 am–3 pm
- Thursday, March 14, 10 am–5 pm
- Friday, March 15, 11 am–7 pm
- Saturday, March 16, 10 am–7 pm
- Sunday, March 17, 10 am–5 pm

For more information, including transportation updates, tours, and membership information, please visit ncartmuseum.org/bloom.

Image captions (top to bottom):

2022 platform installation; Courtesy of North Carolina Museum of Art
Ace Berry; Photo: Courtesy of Ace Berry

Images for press reproduction [HERE](#) [password: cat-fog-pineapple]

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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

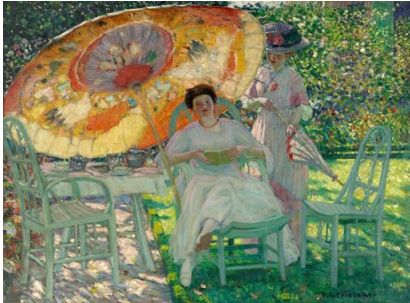
The North Carolina Museum of Art's collection spans more than 5,000 years, from antiquity to the present, making the institution one of the premier art museums in the South. The Museum's collection provides educational, aesthetic, intellectual, and cultural experiences for the citizens of North Carolina 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.

About the North Carolina Department of Natural and Cultural Resources

The NC Department of Natural and Cultural Resources (DNCR) manages, promotes, and enhances the things that people love about North Carolina—its diverse arts and culture, rich history, and spectacular natural areas. Through its programs, the Department enhances education, stimulates economic development, improves public health, expands accessibility, and strengthens community resiliency.

The Department manages over 100 locations across the state, including 27 historic sites, seven history museums, two art museums, five science museums, four aquariums, 35 state parks, four recreation areas, dozens of state trails and natural areas, the NC Zoo, the NC Symphony, the State Library, the State Archives, the NC Arts Council, the African American Heritage Commission, the American Indian Heritage Commission, the State Historic Preservation Office, the Office of State Archaeology, the Highway Historical Markers program, the NC Land and Water Fund, and the Natural Heritage Program. For more information, please visit ncdcr.gov.

ART IN BLOOM 2024 PROGRAMMING AND RELATED EVENTS



Frederick Carl Frieseke, *The Garden Parasol*, 1910, oil on canvas, 57 1/8 x 77 in., Purchased with funds from the State of North Carolina, 1973, and dedicated in memory of Moussa M. Domit, director of the North Carolina Museum of Art (1974-1980), by the NC Board of Trustees, 2008

Chef's Table: Art in Bloom

March 8, 2024, 6:30–9 pm

Join us for a special “pre-emergent” Art in Bloom event. Executive Chef Rich Carter’s menu inspiration is the painting *The Garden Parasol*, and the dinner incorporates the colors, textures, and emotions portrayed in the artwork. Guests are treated to a multicourse dinner that emphasizes the fresh and bright flavors of a spring garden with luscious boutique wine pairings. The blending of nature’s beauty and culinary finesse offers a dining experience that invokes tranquility and appreciation for both art and cuisine.

Reservations close Wednesday, February 28.



Photo: Courtesy of Steve Taras

Zoe Webster Floral Demonstration with Steve Taras

March 13, 2024, noon–1:30 pm

Raleigh’s premier floral designer Steve Taras of Watered Garden Florist shares his favorite Art in Bloom memories and designs from the stage, all while creating sumptuous arrangements live. Audience members receive a chance to take home arrangements as door prizes.



Photo: NCMA Digital Imaging/Christopher Ciccone

Avant Garden Designer Reception

March 13, 2024, 7–9 pm

Step into a whimsical garden inspired by fashion and art for an evening full of creativity. Talk with the designers who bring the Museum’s floral elements to life and congratulate the winner of the Director’s Choice Award. Your ticket includes light hors d’oeuvres and a specialty cocktail.



Photo: Hans Rosemond Photography

Art of Tea in Bloom

March 13–17, 2024, 10 am–3 pm

Join us for the Art of Tea in Bloom at East Café each day of Art in Bloom. This afternoon tea experience features a fixed price menu including savory canapés, finger sandwiches, and floral-inspired pâtisserie. Premium teas or coffee is included. Floral-inspired cocktails are available for purchase.



Photo: Molly Hull

Sensory Journey through Flowers with GiGi's Playhouse

March 14, 2024, 10 am–noon

Join us and GiGi's Playhouse for an in-person sensory journey inspired by flowers. For this Art in Bloom edition, we explore a floral arrangement through the engagement of the senses. This event is designed to provide an opportunity to learn for individuals with Down syndrome and other similar conditions.



Photo: Courtesy of Brie Arthur

Crafting Nature's Canvas: Building a Native Garden with Brie Arthur

March 14, 2024, noon–1:30 pm

Whether you are a seasoned gardening enthusiast or just starting out, this presentation offers insights and inspiration for everyone to garden with the amazing variety of native plants North Carolina has to offer. Join local horticulturist Brie Arthur for an engaging discussion that unravels the art of constructing a native garden from its inception.



Photo: Courtesy of Ace Berry

Ace Berry, Beyond the Ordinary Floral Workshop

March 14, 2024, 2–4 pm

Ace Berry is the owner of Ace in Full Bloom and the owner and lead designer of Fulshear Floral Design in Houston, Texas. You may be familiar with Berry from his appearance on HBO's show *Full Bloom*. This hands-on workshop led by Berry focuses on creating a unique

centerpiece for your table or special event. The workshop includes all the materials to complete a floral arrangement plus a glass of wine and light snacks.



Photo: Courtesy of Ace Berry

The Beauty in the Broken Floral Demonstration with Special Guest Ace Berry

March 15, 2024, noon–1:30 pm

This live floral design presentation features Ace Berry, owner of Ace in Full Bloom and Fulshear Floral Design in Houston, Texas, who left his career in the oil field to follow his artistic instincts. His decision gained him a spot on HBO's show *Full Bloom* and opened a world of possibilities. Audience members receive a chance to take home arrangements as door prizes.



Photo: Courtesy of Once Gathered

Floral Perspectives Demonstration with Once Gathered

March 16, 2024, noon–1:30 pm

Explore the world of floral design with husband-and-wife team Francisco and Jenn of Once Gathered. Illustrating spring through the abundance of locally sourced flowers, this two-in-one demonstration showcases their differing design styles using the same floral elements.



Photo: Courtesy of Lisa Pearce

Floral Impressions: Paper Pulp and Dried Flowers Workshop with Lisa Pearce

March 16, 2024, 2–4 pm

Join us for a handmade papermaking experience for all skill levels. Inspired by Art in Bloom, this workshop teaches participants to make handmade paper using floral and other organic and mixed-media inclusions. We'll also explore pulp painting for unique visual effects.



Photo: Courtesy of Olivia Chisholm

The Blooming: A Floral and Social Workshop with Olivia Chisholm

March 17, 2024, 11 am–12:30 pm

Olivia Chisholm of To Live in Color hosts this in-person, hands-on workshop focused on wellness, community, affirmation, and creativity. Gather your friends and meet new ones surrounded by floral goodness. Includes all the materials to complete a floral arrangement plus mimosas and light snacks.