



FOR IMMEDIATE RELEASE

CONTACT

Kerri VanderHoff
Grand Rapids Art Museum
616.831.2914
kvanderhoff@artmuseumgr.org

**GRAND RAPIDS ART MUSEUM ANNOUNCES 2ND ANNUAL ART IN BLOOM EVENT
SCHEDULED APRIL 28 THROUGH MAY 1, 2011**

Special Guest Remco van Vliet Joins in Unique Celebration of Timeless Art and Fresh Flowers

GRAND RAPIDS, Mich., March 10, 2011 – The Grand Rapids Art Museum (GRAM) announces the schedule and special guest for the second annual Art In Bloom event. The event, which is planned for Thursday, April 28 through May 1, 2011, features expanded programming including an Afternoon Tea and a special workshop with Remco van Vliet. Remco is founder of van Vliet and Trap, and is the preferred event designer for some of the most prestigious institutions of the Arts in New York City. Remco is the protégé and chosen successor of Chris Giftos, who was the honored guest at Art In Bloom 2010, and is now decorator for in-house events at the museum. Born in Holland and raised within the flower industry, Remco is a third generation floral designer trained as a Master Florist.

Art In Bloom includes a competition by a selection of the region's most talented floral designers inspired by works of art in the Museum's permanent collection. Arrangements are located throughout the galleries and lobby of the Museum. Voting for the People's Choice Award is open all weekend with a prize of \$250. Professional jury awards will be announced on Thursday evening and consist of a Grand Prize of \$1000, 2nd Prize of \$500, and 3rd Prize of \$250. Participating floral designers include:

Beth Gumina
Guminas Flowers

Barry Jeter
Procedo Events, Inc.

Maddie McCormick
Maddie Gasper Designs

Julie Johnson
Julie's Flower Shop

Jeffrey Roberts
Jeffrey Roberts Design

Alice Waterous, AIFD, CF, CFD, PFCI
Alice Waterous Floral Consultants LLC

Leanna Gearhart-Theye, CF
Eastern Floral

Robert H. Friese, AIFD, CFD
Nature's Creative Edge

Mari Ignatoski
Ginko Studios Floral Design

Brenda Brown
Kennedy's Floral and Gifts

James Jaarda
Design Collective Floral

Sue Wall
Eastern Floral

Full schedule of events at a glance:

Event Schedule:

Thursday, April 28

6:00 – 7:30 pm

Member Opening Reception
Professional Award Presentation at 7:00 pm
RSVP at 616-831-2910 by April 20
Complimentary refreshments and cash bar available.

Friday, April 29

10:00 am – 9:00 pm

Galleries open
Remco van Vliet Floral Design Workshop
Reserve your space for a very special opportunity to work side by side with Remco van Vliet and create your own specific arrangement under his guidance.
Advance Reservations required. Workshop fee includes floral needs and general admission to the Museum and is \$100 for members and \$125 for nonmembers.
Seating is limited to the first 30 registrants.

4:00 pm

5:00 pm – 9:00 pm

Friday Nights at GRAM program
5:30 – 7:00pm Live piano music
Conversation: Poetry In Bloom, words inspired by flowers
5:00 – 8:30pm Cash bar available

Saturday, April 30

10:00 am – 5:00 pm

Galleries open.

10:00 am – 2:30 pm

Be inspired by regional artists painting floral masterpieces in the Peter M. Wege Pavilion and Museum Plaza, *en plein air* – in the open air for our observational enjoyment! A silent auction of their “fresh” works will start at 10:00 am and conclude at 2:30 pm.

10:00 am - 3:00 pm Saturday All Day with the Arts Family Programming
Blooms and Birds: Celebrate the season with a project inspired by the spring and the natural environments of John James Audubon. Create a colorful space to perch your hand-made bird using recycled materials and found objects.

12:30 – 2:00 pm Remco van Vliet Live Demonstration
Members \$10, Non-members \$20
Advanced ticket purchase recommended.
Ticket price includes general admission to the Museum.

There will be a chance to take one of the spectacular arrangements home.
More information on drawing coming soon.
Winners announced at 2:00 pm.

2:30 – 4:00 pm Art in Bloom Tea, Art Museum Café
\$20 Advance reservations required, seating is limited.
(Fee for tea does not include general admission to the Museum)

May Day!
Sunday, May 1

10:00 am – 5:00 pm Galleries open

3:00 pm People’s Choice Award announcement

Visit artmuseumgr.org for more information. For Group Tour Information call 616-831-2931

About the Grand Rapids Art Museum

The mission of the Grand Rapids Art Museum (GRAM) is to provide a gathering place where people of all ages and backgrounds can enrich their lives through interaction with works of art in a thought-provoking and creative way. Established in the heart of downtown Grand Rapids, the new art museum is internationally known for its distinguished design and LEED Gold certified status. Established in 1910 as the Grand Rapids Art Association, GRAM has grown to include more than 5,000 works of art, including American and European 19th and 20th century painting and sculpture and more than 3,500 works on paper. Embracing the city’s legacy as a leading center of design and manufacturing, GRAM has a growing collection in the area of design and modern craft.

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