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Grand Rapids Art Museum Launches a New Springtime Tradition: Art In Bloom

Floral Design Inspired by Works in the Collection on View During Mother's Day Weekend

GRAND RAPIDS, Mich., April 9, 2010 – The Grand Rapids Art Museum (GRAM), a leading cultural destination, presents **Art In Bloom**. The event will take place over Mother's Day Weekend, May 7, 8 and 9, 2010, and will feature floral designs by a selection of the region's most talented designers inspired by works of art from the Museum's permanent collection. The floral designs will be on display throughout the weekend, each positioned in the galleries near the work of art that inspired its creation. A variety of programming is planned throughout the event, as well as several awards for best floral design including a People's Choice Award.

Art In Bloom is a three-day event, organized by a committee chaired by Museum Trustee Patricia Betz with assistance by event coordinator Barry Jeter. The schedule includes:

Friday, May 7

5:00 to 9:00pm

Floral Designs on view in the galleries
People's Choice Ballots available
Piano music and cash bar in lobby

7:00pm

Awards Ceremony
Judging panel includes Master Judges from Michigan Garden Clubs, Inc. (People's Choice Awards presented on Sunday)
Cook Auditorium
\$1000 Grand Prize
\$500 Second Prize
\$250 Third Place

Saturday, May 8

10:00am to 3:00pm

All Day with the Arts in Bloom
Education Center Studio
Family Friendly Saturday Programming

2:00pm

Guest Speaker: Chris Giftos
Cook Auditorium
\$10 Members, \$20 Non-members
Chris Giftos, Master Florist at New York City's Metropolitan Museum of Art presents a lecture and floral demonstration. A raffle will be held after the demonstration and Giftos' designs will be given to the winners. For more than 30 years, Chris Giftos created arrangements for the Met's Great Hall and period rooms. He has appeared on the Martha Stewart and Oprah Winfrey Shows, and created arrangements for private clients like Jackie Onassis.

3:30pm

Art In Bloom Tea
Museum Café, \$20 per person
Reservations 616-831-2924

Sunday, May 9

11:00am to 3:00pm

Mother's Day Brunch
Cook Auditorium, \$15 per person
Seatings at 11:00am, 1:00pm and 3:00pm
Reservations required 616-831-2924

12:00noon to 3:00pm

Mother's Day Photo Shoot
The Motley Cat Studio, Tim Motley
Blodgett Balcony, \$30 donation
Receive four digital images

2:00pm

Musical Performance with Diane Penning, Soprano, and Sheryl Iott, Pianist.
Also: Special guest performance from Youth Symphony.
Museum Lobby

3:00pm

People's Choice Award Announcement
\$250 Award Prize

About the Grand Rapids Art Museum

The Grand Rapids Art Museum (GRAM) celebrates 100 years of art, legacy and vision with its Centennial Year in 2010. The mission of the Grand Rapids Art Museum 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 over 3,000 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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