GRAND RAPIDS ART MUSEUM ANNOUNCES FIFTH ANNUAL ART IN BLOOM EVENT, MARCH 21-23, 2014

Art in Bloom features floral designs inspired by works of art in GRAM's permanent collection with special guest designer René van Rems

GRAND RAPIDS, Mich., March 5, 2014 – Grand Rapids Art Museum announces its fifth annual Art in Bloom event, beginning Friday, March 21, through Sunday, March 23, 2014. This event features floral designs by local artists, inspired by works of art in the museum's collection, on view beginning at 5pm Friday, March 21. Art in Bloom includes an opportunity for guests to vote for their favorite arrangement as part of the People's Choice Award. Register to attend a demonstration by California floral designer, René van Rems or a painting class by Michigan artist, Carolyn Stich. Participate in a silent auction for works of art created by featured, on-site Art in Bloom painters at GRAM, and enjoy hands-on family art-making activities focused on flowers, and more.

Floral arrangements will be located throughout the Museum's galleries and lobby.

People's Choice Award voting begins at 5:00 pm on Friday, March 21 and runs through 2:30pm on Sunday, March 23. The winner will be announced at 3:00 pm on Sunday, following the Sunday Classical Concert Series performance.

Special guests for 2014:

René van Rems - René van Rems (AIFD, PFCI) is a world-renowned ambassador of the floral industry. Originally from Amsterdam, The Netherlands, René has called San Diego, California, home for over 20 years. A frequent speaker at leading art museums including the Minneapolis Art Institute and San Francisco’s de Young Museum, René has also been featured in numerous national publications and on television (HGTV).

Carolyn Stich - Carolyn Stich is an artist and photographer from Holland, Michigan. Carolyn has illustrated 10 children’s books as well as filling a portfolio full of commissioned work for various businesses around the West Michigan area for over 15 years. Her artwork and photographs have been seen in many publications promoting the beauty of the Holland area.

Art in Bloom related programs and events:
(*denotes registration required)

----Friday, March 21, 2014----

Art in Bloom galleries open
2:00 pm
Art in Bloom arrangements on view in the galleries, and people’s choice award voting beings.

**Floral Design Workshop: European Spring**
1:00 pm – 3:00 pm  
$75 Members, $85 non-members  
Work side by side with flower expert, René van Rems and create your own floral arrangement! René will share tips, tricks, and techniques for creating floral designs. All supplies are included in the workshop fee. This class is suitable for beginners as well as advanced flower designers. Space is limited; learn more and register at artmuseumgr.org

**Art in Bloom Cocktail Reception**
6:00 pm - 9:00 pm  
Members $75, non-members $85  
Meet the floral designers behind the amazing arrangements on view! Appetizers and cash bar available. Includes a silent art auction and the announcement of the Juried Design Award winner. Attendees will receive a complimentary ticket to the floral demonstration on Saturday for each paid reservation. Space is limited; learn more and register at artmuseumgr.org

---Saturday, March 22---

**Art in Bloom Studio Class with Carolyn Stich**
9:00 am - 12:30 pm  
Members $75, non-members $85  
Learn the art of floral painting with Carolyn Stich, a local artist from Holland, Michigan. Supplies and boxed lunch included with fee. Space is limited; learn more and register at artmuseumgr.org

**Galleries open**
10:00 am – 5:00 pm

**Drop-in Family Workshop: Rooms with Blooms**
1:00 pm – 4:00 pm  
During Art in Bloom 2014, guests visiting the Museum will be invited to contribute to a botanical mural on the Garden Room & Betz Studio windows. The mural will begin as a coloring book style illustration created with white window markers. Families and friends will bring the room to life by adding colors of their choice.

**Floral Demonstration: European Floral Interiors with René van Rems!**
1:00 pm - 2:00 pm  
Members $20, non-members $25  
Learn the basics of creating extraordinary centerpieces and floral compositions to brighten your tables for any event. Raffle tickets will be sold throughout the demonstration for a chance to take one of the arrangements home. Advanced ticket purchase recommended. Contact 616-831-1000 for details.

**Creativity Uncorked**
7:00 pm – 9:00 pm  
Members $50, non-members $60 *includes two drink tickets  
Grab a glass of wine and experience a lively and unforgettable night at the museum inspired by Art in Bloom. Guests must be 21 and over to attend.

---Sunday, March 23---

**Galleries open**
12:00 pm – 5:00 pm
Art in Bloom People’s Choice Winners Announcement

3:00 pm
After the Sunday Classical Concert Series performance, hear the announcement of the 2014 Art in Bloom People’s Choice Award winners. Floral designs will be on view until 5:00 pm Sunday, when the Museum closes for the day.

Participating floral designers (19 total):

Jim Ackerman
Freelance Designer

Rueben Antonio
Modern Day Floral

Brenda Brown
Kennedy’s Flowers & Gifts

Bob Friese, AIFD, CFD
Nature’s Creative Edge

Leanna Gearhart-Theye, CF, CFD
Horrocks Floral Department

Beth Gumina
Gumina’s Flowers

Nancy Harriman
Freelance Designer

James Jaarda
Design Collective Floral

Barry Jeter
Procedo Events

Julie Johnson
Julie’s Flower Shop

James Lutke
Freelance Designer

Skeeter Parkhouse
Eastern Floral

Robert Patterson
Patterson’s Flowers

Jeffery Roberts, ASID
Jeffery Roberts Design

Tonja VanderVeen, AIFD, MCF
Designing Dreams

Sue Wall
Eastern Floral
Gary Wells, AIFD, CFD
Premier Design
Derek Woodruff, AIFD, CFD, CF
The Floral Underground
Bradley Youngstrom
The Rare Hare Studio

Plein air artists
Cynthia Hagedorn
Marianna Heule
Kathleen Kalinowski
Sue Keen
Emerson Schreiner

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To learn more about Art in Bloom, visit www.artmuseumgr.org.

About the Grand Rapids Art Museum
Focusing on art, design, and creativity, GRAM will provide diverse platforms for experiences, ideas, and dialogue that enrich the human spirit and build practical learning skills.
Through dynamic exhibitions, collections, learning initiatives, and community collaborations, GRAM will increasingly serve as a cultural beacon and civic anchor.

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