ART IN BLOOM KICKS OFF SPRING SEASON AT GRAM

6th annual exhibition celebrates beauty of art and floral design

FOR IMMEDIATE RELEASE
GRAND RAPIDS, MI, January 23, 2015 – Art in Bloom is an annual, one-weekend-only exhibition that celebrates the combined beauty of art and floral design. Visitors are invited to experience the first signs of spring at the Grand Rapids Art Museum while touring the galleries and enjoying extravagant floral sculptures, from Friday, March 20, 2015 through Sunday, March 22, 2015.

The region's most talented floral designers will create elegant and thought provoking arrangements inspired by works from the Museum's permanent collection. These floral sculptures emphasize, challenge, and build upon elements and concepts within the original work of art, creating an extraordinary dialogue between the two pieces. Visitors will be invited to select the People's Choice Award Winner by casting a vote for their favorite floral sculpture. This three-day exhibition is a must-see!

"I didn't know what to expect the first time I heard about Art in Bloom," explained Elizabeth Koenen, Art in Bloom Committee Chair. "Actually, I didn't expect much at all. I imagined a few nice floral arrangements alongside some beautiful art, but I was blown away! This is not your typical floral arranging; it is floral art. I am excited for our community to experience such a beautiful and unique exhibition here at GRAM, and I hope that each visitor will walk away with a renewed appreciation for the creativity and skill of these brilliant designers. Art in Bloom is a fantastic event that should not be missed."

The 2015 Art in Bloom line-up features 19 floral designers from the Midwest region and their interpretation of 17 works from the Museum's collection and exhibitions on view:

- Jim Ackerman, Independent Floral Designer, Grand Rapids, MI
  Assigned Artwork: Salomon van Ruysdael, Landscape with Travelers

- Caitlin Andler, Independent Floral Designer, Chicago, IL
  Assigned Artwork: Ben Whitehouse, Tree Tops

- Rueben Antonio, Rueben Antonio Floral & Events, Grand Rapids, MI
  Assigned Artwork: Alexander Calder, Quatre Pyramides (Four Pyramids)

- Doug Bates, Designs by Vogts, Sturgis, MI
  Assigned Artwork: Shannon Mossing, Based on Things That Happened (Somewhere We've Never Been)
In addition to the outstanding floral designs on view during Art in Bloom, local artists will be painting floral-themed landscapes and still lives in GRAM’s Wege Pavillion (lobby) from 10:00 am until 12:30 pm on Saturday, March 21. Museum guests will have the opportunity to witness the artists’ processes in action and talk with painters about their work and their inspiration. Featured painters include:

- Brenda Brown, Kennedy Floral, Grand Rapids, MI
  Assigned Artwork: N.C. Wyeth, The Red Dory

- Bob Friese, Nature’s Creative Edge, Fruitport, MI
  Assigned Artwork: Lucy Glendinning, Feather Child 3

- Maddie Gasper McCormack, Maddie Gasper Designs, Lowell, MI
  Assigned Artwork: Mathias J. Alten, The Last Load

- Leanna Gearhart-Theye, Horrocks Market, Kentwood, MI
  Assigned Artwork: Grace Hartigan, Riviera

- Beth Gumina, Gumina Flowers, Grand Rapids, MI
  Assigned Artwork: Jacques Lipschitz, Harlequin avec Clarinette

- Mari Ignatowski, Ginko Studios, Grand Rapids, MI
  Assigned Artwork: Lewis Luman Cross, Passenger Pigeons

- James P. Jaarda, Design Collective Floral, Grand Rapids, MI
  Assigned Artwork: Louis Sullivan: Baluster from the Schleisinger and Mayer Company Store

- Julie Johnson, Julie’s Flower Shop, Cascade, MI
  Assigned Artwork: Hans Arp, La Sainte de la Lisière

- Rachel Koert, Eastern Floral, Grand Rapids, MI
  Assigned Artwork: Alexis Rockman, Tropical Migrants

- Angela Mabin, Flowers & Fascinations, Marshall, MI
  George Hitchcock, Purple Hyacinths

- Skeeter Parkhouse, Wasserman’s Flower Shop, Muskegon, MI
  Childe Hassam, Seascape with Rocks

- Tonja Vander Veen, Designing Dreams, Grand Rapids, MI
  Assigned Artwork: Gerrit Albertus Beneker, Provincetown Pier, Summer

- Sue Wall, Eastern Floral, Grand Rapids, MI
  Assigned Artwork: Oskar Kokoschka, Vienna, View from Liebhartstal I

- Derek Woodruff, Floral Underground, Traverse City, MI
  Assigned Artwork: Robert Motherwell, Black Plant and Window (formerly titled Black Figuration on Blue)

- Bradley Youngstrom, The Rare Hare Studio, Grand Rapids, MI
  Assigned Artwork: Seth Eastman, Sunset on the Mississippi
• Marianna Heule, Grand Rapids, MI
• Kathleen Kalinowski, Comstock Park, MI
• Cynthia Hagedorn, Zeeland, MI
• Susan Keen, Holland, MI
• Beth Charles, Holland, MI
• Emerson Schreiner, Grand Rapids, MI

**Art in Bloom Related Programming:**

**Creativity Uncorked: Art in Bloom Edition**  
Friday, March 20, 2015  
7:00 pm – 9:30 pm  
$50 members, $65 non-members (benefit pricing for Art In Bloom, includes two adult beverages, ages 21+ only)  
Grab a glass of wine and experience a lively and unforgettable night at the museum! You and your friends are invited to socialize and create your own floral-inspired masterpiece. No experience is necessary—just an open mind and a willingness to try something new. Due to the "intoxicating" nature of the fun, participation is limited to 21+. For more information, please contact Katie Williams at katiwilliams@artmuseumgr.org.

**A Flourish of Flowers: Art in Bloom Floral Demonstration**  
Saturday, March 21, 2015  
1:00 pm – 2:30 pm  
$20 members, $25 non-members  
Professional floral designer, Laura L. Parker AIFD, CF, CFD, will take you on a journey that explores this inspiring phenomenon through floral design. She will share beautiful floral designs that range from simple concepts that can easily be recreated at home, to intricately detailed works of floral art that will stretch your imagination.

**Fête de la Fleur: Children’s Education Benefit & Art in Bloom Awards Celebration**  
Saturday, March 21, 2015  
6:30 pm – 9:30 pm  
$50 members, $65 non-members  
Fête de la Fleur is sensational event where you can enjoy live jazz all night long! This annual benefit provides essential financial support of the Museum’s programming for underserved children in our community. Purchase your tickets today at artmuseumgr.org/bloom to ensure that our award-winning programming is accessible to all. For more information, please contact Guest Services at 616.831.1000 or guestservices@artmuseumgr.org.

**Concurrent Exhibitions:**

**Edward Burtynsky: Water**  
February 1, 2015 – April 26, 2015  
Over a five-year period between 2009 and 2013, acclaimed fine art photographer Edward Burtynsky traveled the globe, shooting from the skies above North America, China, India, Iceland, and Spain, creating a body of work that addresses the various roles water plays in the world today. The images that he captured explore humanity’s increasingly mediated relationship with our world’s most vital natural resource: water. Sixty of these large-scale photographs will fill the first and second floor galleries of GRAM.
Michigan Artist Series: David Greenwood
February 12, 2015 – May 17, 2015
GRAM presents recent sculptures by Grand Rapids artist David Greenwood that demonstrate his use of symbols and allegory in reflecting on the human condition. The exhibition includes an array of Greenwood’s inventive, realist works that demonstrate his confident handling of wood, metal, and other materials. He continues to straddle the boundary between the conscious and unconscious mind, “searching for those images that are both unique and universal.” Greenwood was recently honored with the title of Professor Emeritus upon his retirement from Kendall College of Art and Design, where taught Sculpture and Functional Art for over 30 years.

GRAM Selects ArtPrize 2014: Encore
Through October 11, 2015
During ArtPrize 2014, GRAM's curatorial team explored the entries on view throughout the city and selected works from 11 different artists with strong resonances to other works in the Museum's collection. This year's collection features photography, installations, print, film, drawing, and sculpture. GRAM Selects ArtPrize 2014: Encore showcases these works throughout the Museum in context beside works in GRAM's permanent collection, encouraging guests to explore the connections between them. This curation of select works underscores the significance of Grand Rapids' annual ArtPrize event by presenting selected highlights from ArtPrize on a year-round basis. The chosen works will rotate on and off view with the Museum's permanent collection through ArtPrize 2015.

About the Grand Rapids Art Museum
Focusing on art, design, and creativity, GRAM provides 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 increasingly serves as a cultural beacon and civic anchor. Established in the heart of downtown Grand Rapids, the 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 3,000 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.

Museum Hours:
Tuesday, Wednesday, Friday, Saturday: 10am-5pm
Thursday: 10am-9pm
Sunday: 12pm-5pm
Closed Mondays

Museum Admission:
GRAM Members - Free
Adults - $8.00
Senior Adults & College Students (w/ID) - $7.00
Youth (ages 6-17) - $5.00
Children under 6 - Free

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