GRAND RAPIDS ART MUSEUM ANNOUNCES THIRD ANNUAL ART IN BLOOM EVENT, MARCH 16-18, 2012

Art in Bloom features floral designs inspired by works of art in GRAM’s permanent collection, event includes special guest James Lutke

GRAND RAPIDS, Mich., March 8, 2012 – Grand Rapids Art Museum announces its third annual Art in Bloom event from Friday, March 16 through Sunday, March 18, 2012, featuring floral designs by local artists, inspired by works of art in GRAM's Permanent Collection. This event includes a floral demonstration with special guest James Lutke, an accomplished floral designer who has designed the White House's Christmas decorations in 2010—work that was featured on HGTV.

During Art in Bloom, guests can vote for their favorite arrangement as part of the Peoples Choice Award, attend an acrylic painting class by Michigan artist Beth Charles, participate in a silent auction for works of art created en plein air (on-site) at GRAM, and much more. Floral arrangements will be located throughout the galleries and lobby.

The Peoples Choice Award voting is open through 3:30pm on Saturday. At that time, the floral design selected to win the $1,000 Peoples Choice Award will be announced.

The silent auction also concludes at 3:30pm Saturday, March 17.

Special guests for this year's Art in Bloom include:

James Lutke - An artist and designer, James Lutke creates unique works of art that incorporate materials and textures from nature and reflect his love of the outdoors. He is a vital part of the Nature’s Creative Edge
exhibitions, and was selected to create the White House Christmas decorations in 2010—work which earned him a feature on HGTV's *A White House Christmas*. James Lutke will be presenting a live floral demonstration during *Art in Bloom*.

**Beth Charles** - Living in Holland, Michigan, Beth Charles earned her Bachelors of Fine Arts from the University of Michigan, with a concentration in painting, drawing, and illustration. Her work, *Drama Queens*, was the 2011 Tulip Time Festival Poster Contest-winning work. Beth Charles will be teaching an acrylic painting class during this year's *Art in Bloom*.

Many events for *Art in Bloom* are free with Museum admission. Events requiring reservations and events with different pricing are noted below. For reservations, call 616-831-1000.

**Events and Programs**

**Friday, March 16**

**Galleries open**
10:00am – 9:00pm

**Plein air artists painting on site**
Silent auction (concludes at 3:30pm on Saturday)
5:30pm – 9:00pm

**Friday Nights at GRAM**
5:00pm – 9:00pm
Conversation: Flower Arranging Tips
Cash bar until 8:30pm

**VIP cocktail reception with floral designers**
6:00pm – 9:00pm
Meet the artists behind the floral designs on view. Appetizers and cash bar available. Members: $75, non-members: $85. Reservations required.
*Attendees for this event will receive complimentary admission to James Lutke’s demonstration on Saturday.*

**Saturday, March 17**

**Beth Charles Acrylic Painting Class**
9:00am – 12:30pm
Learn the art of floral painting in the Education Studio from Tulip Time 2011’s Festival Poster Contest-winning artist. Members: $75, non-members: $85. Reservations required.
Galleries open
10:00am – 5:00pm

Plein air artists painting on site
10:00am – 2:30pm

Saturday All Day with the Arts
10:00am – 3:00pm
Family activities in the Education Studio
Theme: Peculiar Plants

Special Guest James Lutke Floral Demonstration
1:00pm – 2:30pm
Join James Lutke for a live demonstration in the Cook Auditorium.
Members: $20, non-members: $25. Reservations required.

People's Choice voting & silent auction for plein air art concludes. Winners announced.
3:30pm

Sunday, March 18

Galleries open
12:00pm – 5:00pm

Sunday Classical Concert
2:00pm – 3:00pm
Enjoy a classical music performance in the beautiful surroundings of the Art Museum.

Participating Floral Designers:

Rueben Antonio
Modern Day Floral

Brenda Brown
Kennedy's Flowers & Gifts

Loma Fowler
Crystal Springs Florist

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

Leanna Gearhart-Theye, CF
Eastern Floral

Beth Gumina
Gumina’s Flowers

James Jaarda
Design Collective Floral

Barry Jeter
Procedo Events

Julie Johnson
Julie’s Flower Shop

Robert Patterson
Patterson’s Flowers

Jeffery Roberts
Jeffery Roberts Designs

Tonja VanderVeen, AIFD, CF
Designing Dreams

Gary Wells, AIFD, CFD
Designing Dreams

Derek C. Woodruff, AIFD, CFD, CF
The Floral Underground

Bradley Youngstrom
Ball Park Floral

Plein Air Artists

Margo Burian
Beth Charles
Cynthia Hagedorn
Marianna Heule
Kathleen Kalinowski

Art In Bloom sponsors:
Patricia and Karl Betz
Rajene and Gregg Betz
Kimberly and David Moorhead

Porter Foundation

Nordlie, Inc.
Kathleen and Tim Gietzen
Jane and John Meilner

Art in Bloom Committee
Jane Boyles Meilner, Chairperson

Alice Waterous, AIFD, CF, CFD, PFCI, Event Floral Coordinator
Mimi Amash
Patricia Betz
Kathleen Gietzen
Megan Knoor
Kim Moorhead

Event Coordinator:
Alice Waterous AIFD, CF, CFD, PFCI
Alice Waterous Floral Consultant LLC

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

About the Grand Rapids Art Museum
The mission of the Grand Rapids Art Museum (GRAM) is: to inspire discovery, enjoyment, and learning about art; to serve as a welcoming and inclusive cultural resource; to collect, conserve, and interpret works of art of the finest quality. 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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