

LIGHT! Art in Bloom October 17-20, 2019

The Cincinnati Art Museum's 10th biennial celebration of Fine Art and Flowers

Guidelines for Floral Arrangers

Art in Bloom is around the corner and we encourage you to submit a floral display, your creative interpretation of fine art and masterpieces. You may gaze at art works on the *Art in Bloom Selection List* while visiting the Cincinnati Art Museum, on its website, or at the front desk in the main entrance of the Museum. We broadly present you with Four Steps below.

Step 1. Registering As Floral Arranger to Display: March 13th, 10:00 a.m. – 1:00 p.m.

Cincinnati Art Museum, Fath Auditorium

From the Selection List, you will need to choose the art work you wish to interpret. The location where the display pedestal will be placed, left or right, relative to your chosen art work is noteworthy. Remember, most floral arrangements will be viewable from three sides.

Assignment of art works will be made on a first come, first serve basis. Once assigned to an Arranger, the art work becomes unavailable to others. Please pick two or three art works, in the event your first or second choice is unavailable when you register.

Registration in person is scheduled for March 13th at the Museum. During that time, the Guidelines will be discussed, questions answered, and Arrangers may receive confirmation of their art work and Registration.

Registration can also be done online at www.cincinnatiartmuseum.org/artinbloom starting March 14th. Or submit your selections to artinbloom2019@cincyart.org with the following required information starting March 14th. If you have any questions, please contact Molly Milano-Rifkind at the museum at 513-639-2962.

When registering in person or online, be prepared to provide:

Identification for Your Chosen Artwork

- Gallery Number
- Name of artwork
- Name of artist

Your Contact Information

- Name
- Street Address
- Email Address
- Phone Number

In early October, arrangers will be asked to send a brief written statement, expressing the creative intent or describing the display relative to the artwork. That statement will be placarded and displayed with your arrangement, once installed in the Museum.

Step 2. Assembling Your Floral Arrangement.

In the interest of preserving the atmosphere surrounding the Museum's invaluable art works, precautionary measures **must** be observed.

Do for Art in Bloom Floral Arrangement	Do NOT for Art in Bloom Floral Arrangements
Use flowers from a certified florist	Use potted soil, potted plants, gourds, feathers, fruit, vegetables, bird or animal nests
Use an airtight container that does not leak	Place colored water in container
Be imaginative and creative	Have accessories or anything between your container and its' pedestal or on the pedestal
Use organic materials purchased from a commercial flower market or retail florist	Have anything drape against or over the pedestal
Enjoy Art in Bloom arrangements and events	Use silk or artificial materials in your display
Have fun	Mist or water * your arrangement after it is brought into the Museum for Art in Bloom

Physical Requirements:

Dimensions. Each arrangement **must** fit on the Museum pedestal, measuring 36" tall with 19-1/2" diameter circular top. The container cannot be larger than the supplied pedestal.

Your arrangement can not extend more than 5" in any direction beyond the edge of the pedestal and must be under 48" high from the top of the pedestal. Consider, your container and arrangement should be well-balanced, as it must rest securely on the pedestal.

Nothing should be draped from your display over or beyond the pedestal. This maximizes mobility for the many visitors who will be viewing your arrangement as well as conserves the Museum's treasures and facility.

Museum staff will have placed each pedestal near the art work and the lights will be adjusted to highlight your arrangement. Thereafter the pedestals and lights will not be moved.

Water-tight Container. The vessel or container holding your display must be water-tight. Upon discovering any leakage during Art in Bloom, the Museum staff will remove your display immediately; and, inform you as soon as possible.

Floral Requirements:

Display Materials. The use of fresh flowers and greenery is mandatory. **All organic materials must be purchased from a commercial flower market or retail floral company to ensure the arrangements' materials are free of insects and other pests.**

While you may purchase your arrangement or display supplies elsewhere, Art in Bloom partners with and encourages you to shop at:

Les Hills, Cincinnati Wholesale Florist
1045 Township Street | Cincinnati, OH 45225
513-723-0110

Lillies-Caution: If using lilies in your display, for several reasons the stamens must be removed before bringing your display into the Museum. Any lily opening after installation will be tended by Art in Bloom staff.

If in doubt, please ask the Museum staff *before* you assemble your display. The Museum chief conservator **will inspect each arrangement** before it proceeds to a gallery. Detection of

prohibited floral material or an arrangement exceeding physical requirements is unacceptable by the Museum.

Watering: In advance you may request watering for your display. Art in Bloom volunteers will water displays on Saturday morning, October 19th before the Museum opens. To help preserve the Museum facility and your arrangement, you will not be allowed to mist or water your display.

Step 3. Installing Your Floral Display & Set up: Thursday October 17th, 7 a.m. – 10:30 a.m.

Your arrangement, completely assembled in display form, should be brought to the Museum on Installation Day, Oct. 17th anytime between 7 a.m. – 10:30 a.m. The Museum will offer rolling carts to help transport displays from your vehicle into the Museum.

Enter through the DeWitt Entrance of the Museum.

Check-in and receive your name tag. You'll also receive a placard with your statement of intent, listing of common names for your plant materials, and listing the arranger(s) name(s) for your display. In early October, you may anticipate being asked to send this information. Upon checking-in on October 17th, you may proofread your placard before proceeding with examination and escort for placement of your arrangement on the designated pedestal.

Placement of your display and placard on the pedestal will be handled by a Museum Staff. Specific Installation Day instructions will be forthcoming in September and sent to all Arrangers.

Step 4. Retrieving Your Floral Display: On Monday October 21st from 9 a.m. to 3 p.m., you may retrieve your floral display in the Castellini Foundation Room. After 3 p.m., arrangements left in the Museum will be discarded or donated.

With these Guidelines and Steps, we ask you now to take a deep breath and exhale. We're elated and hoping your Art in Bloom experience will be full of excitement, education, and enjoyment. Consider—Art in Bloom comes every other year and is a wonderful marriage of floral interpretation with fine art. We're hoping you'll join the fun.

Marilyn Duke & Sarah Stahl
Co-Chairs 2019 Art in Bloom