

NEWS



from the Worcester Art Museum

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IMMEDIATE RELEASE

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BREATHE IN A BIT OF SPRING AT WORCESTER ART MUSEUM *Flora in Winter's Mix of Art and Flower Arrangements Delights Mind and Senses*

(WORCESTER, Mass., January 23, 2009) — The Worcester Art Museum will host the seventh annual *Flora in Winter* celebration on Thursday, February 5th through Sunday, February 8th. Garden Club members and independent floral designers throughout New England volunteer to create gorgeous arrangements that interpret works of art at the Museum, making *Flora in Winter* a must-see event of the year.

Artisans design floral arrangements that are inspired by artworks in the Museum's galleries. The 23 arrangements are the designers' interpretation of the artwork through flowers. In the Museum's public spaces, florists and floral designers create masterful arrangements to compliment the architecture of the Museum.

"Each year the arrangements are more spectacular than the previous year," said Museum *Flora in Winter* and Development Coordinator Nancy Jeppson. "The goal of each of the 23 arrangements is to help our visitors see something new in each of the artworks that are interpreted."

Additionally, visitors may participate in *Flora in Winter* special events, including the opening celebration with live music and hors d'oeuvres, interpretive demonstrations by floral artisans, guided tours, a floral-design challenge, and a performance by Worcester's own *All Saints Choirs*.

In honor of this event, The Museum Shop will sell items inspired by *Flora in Winter* and The Museum Café will have extended hours for the duration of *Flora*. The Museum will also have extended gallery hours throughout the weekend.

Flora in Winter is presented in partnership with Tower Hill Botanic Garden in Boylston, MA. Please visit their website at www.towerhillbg.org for a full list of special events at Tower Hill.

Located on Salisbury St., in Worcester, Massachusetts, the Worcester Art Museum opened in 1898 and is one of America's most respected art Museums. The Museum is world-renowned for its 35,000-piece collection of paintings, sculpture, decorative arts, photography, prints, drawings and new media.

*Worcester Art Museum's presentation of *Flora in Winter* is generously sponsored by Unum and Flagship Bank and Trust. Additional generous support provided by Fallon Community Health Plan and WICN Public Radio 90.5 FM, New England's Jazz and Folk Station. For more information, visit www.worcesterart.org.*

Flora in Winter Special Events Schedule

Opening Celebration: Flora Euphoria

Thursday, February 5, 5:30-8pm

Renaissance Court/Galleries

No RSVP required. \$10 for WAM or THBG Members; \$20 for non-members.

Arrive on Thursday night to enjoy the flowers at their freshest. Breathe in the aroma of spring, wander the galleries, visit with friends, or just be inspired. Live music, hors d'oeuvres and a cash bar add to the evening's festivities.

Demonstration: Interpretive Challenge Class

Friday, February 6, 2-4pm

Renaissance Court

No RSVP required. Free with admission.

Watch and learn as arrangers craft interesting floral designs inspired by the Wall at WAM: Actions Speak. The finished arrangements will be on view to enjoy for the duration of *Flora*.

Demonstration and Boxed Lunch: Turning Over a New Leaf

Saturday, February 7, 12-2pm

Conference Room, Higgins Education Wing

\$18 for WAM and THBG Members; \$28 for non-members (includes Museum admission). For reservations call 508.799.4406 x3025. Instructor/Flower Designer Cathy Walsh reveals great ideas used by professionals and flower enthusiasts alike to create floral masterpieces with a "green" theme.

Artist Demonstration

Saturday, February 7, 3-6pm

Join a WAM faculty member as he/she creates a work of art based on a floral display.

A Cappella Concert

Sunday, February 8, 3pm

Renaissance Court. No RSVP required. Free with admission.

The All Saints Choirs under the direction of Peter Stoltzfus-Berton will provide ambience for the final afternoon of *Flora in Winter*.

Flora “Beyond the Seen”

Sunday, February 8, 11am- 4pm

Discovery Gallery

No RSVP required. Free with admission.

Worcester Art Museum and Audio Journal join forces to make the popular *Flora in Winter* arrangements accessible to people with visual impairments. All are welcome!

Public Tours

Free with Museum admission.

Friday, February 6: 12:30, 1, 1:30, 2, 5:30, 6:30pm

Saturday, February 7: 11 & 11:30 am., 1, 1:30, 2, 2:30, 3, 5:30, 6:30pm

Sunday, February 8: 12:30, 1, 1:30, 2pm

For private tours for groups of 10 or more, please call 508.799.4406, x3130.

Museum and The Museum Shop Hours - *Flora in Winter*

Thursday, February 5: 11am – 5pm; Museum re-opens from 5:30-8pm for *Flora Euphoria*

Friday, February 6: 11am – 8pm

Saturday, February 7: 10am– 8pm

Sunday, February 8: 11am. – 5pm

The Museum Café Hours – *Flora in Winter*

Thursday, February 5: 11am – 3pm serving lunch

Friday, February 6: 11am – 3pm serving lunch

Saturday, February 7: 11am– 3pm serving lunch; 3-7pm serving prepared plates, desserts, and specialty drinks

Sunday, February 8: 11am – 3pm

Museum Admission - *Flora in Winter*

Adults: \$10

Senior citizens and full-time students with ID: \$8

Youth 17 and under: FREE

With the exception of Museum members, there will not be free admission on Saturday, February 7. Free Saturday mornings will resume following *Flora in Winter* 2009.

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