

WAM “KAHBAHBLOOMS” with *Flora in Winter* event

Museum’s annual fundraiser takes place January 26 – 29

Worcester, MA (November 28, 2016) — [Flora in Winter](#), one of Worcester’s most beloved traditions, takes place January 26 through 29 at the Worcester Art Museum. For four days, scores of imaginative floral displays transform the Museum into a wonderland awash in color, light, and a profusion of delicate perfumes—the perfect antidote to winter’s icy grip. Floral designers interpret works from WAM’s permanent collection and fill the Museum with decorative creations intended to delight and amaze. Related programming scheduled throughout the event makes *Flora in Winter* a truly immersive experience at just the right time of year. *Flora in Winter* is free with Museum admission; a separate ticket price applies to the opening party and Members-only programs.

“People really look forward to *Flora*, when WAM puts winter on ‘pause,’” says Public Events Coordinator Megan J. Blomgren Burgess. “They come every year with friends and family, full of energy, because this event piques all of your senses. There’s so much going on, and it’s delightful to see and smell flowers in the galleries. And the related programs give everyone close-up opportunities to see and learn more about floral design.”

Flora in Winter kicks off Thursday, January 26 from 5:30 to 8 p.m. with KABAHBLOOM: An Explosion of Color, an opening night party with refreshments, music, and a cash bar. This year’s theme is inspired by [KABAHBLOOM: The Art and Storytelling of Ed Emberley](#), a WAM exhibition that brings to the fore children’s book illustrator Ed Emberley’s vibrant, creative drive, and happy energy—the perfect complement to *Flora*. Partygoers are encouraged to dress up in honor of the show’s colorful themes. Tickets can be purchased online at worcesterart.org/flora or by calling 1-800-838-3006.

Flora in Winter public programs—including guided tours, floral demonstrations, a lecture by local art historian Antonella Doucette on the role of flowers in mythology and art, and a performance of Swedish melodies and original compositions by Oskar Stenmark & Piatruba—are free with Museum admission and do not require reservations. Space is limited for these popular programs, so people are encouraged to arrive early. Special Members-only programs delve more deeply into the themes and floral design techniques. Advance registration is required and space is limited. Tickets can be purchased at worcesterart.org/flora or by calling 1-800-838-3006.

Programming for kids of all ages includes Thumbprint Flowers, inspired by illustrator Ed Emberley’s thumbprint creations. The Origami Flower Scavenger Hunt, on both weekend days, invites participants to find Art Carts at different locations in the Museum. At each cart, materials are available to make an origami flower, which can be brought home as a bouquet, to keep alive *Flora in Winter*’s explosion of color.

Flora in Winter is sponsored by [People’s United Bank](#) and [Unum](#).

For more information about *Flora in Winter*, visit worcesterart.org/flora.

Flora in Winter Schedule of Events

Public Docent-led Tours

Free with Museum admission.

Visit worcesterart.org/flora for schedule.

Arrange for a private tour for groups of 10 or more by calling 508-793-4338

Thursday, January 26

KABAHBLOOM: An Explosion of Color!

Flora in Winter opening party

5:30–8 p.m.

Reserve by January 22 for discount: \$30 WAM members; \$50 nonmembers

After January 22 or at the door: \$35 WAM members; \$55 nonmembers

\$5 youth; \$30 student

Those attending will be the first to experience this year's *Flora in Winter*. Hors d'oeuvres, live music, and cash bar. Dress in the event's colorful theme.

Valet available at both Lancaster and Salisbury Streets: \$5 per car.

Tickets: 1-800-838-3006, or buy online at worcesterart.org/flora

Friday, January 27

Subjective Flora: Flora Live Interpretation in the Gallery

Members only

9 a.m. Tour in the European Galleries; 9:30–10 a.m. Conference Room

\$35. Limited to 30 members

This special event taps the expertise of floral designer Sally Jablonski and *Flora in Winter* Chair Kim Cutler. Coffee and pastry, an illustrated talk, "Subjective Flora," and a live floral design demonstration inspired by artist Cornelis van Haarlem's painting, *Paris and Oenone*.

Tickets: 1-800-838-3006, or buy online at worcesterart.org/flora

Interpretive Challenge Class Demonstration: The Judges' Challenge

3:30–5 p.m.

Free to the public with Museum admission

Lancaster Lobby

Three floral design judges create flower arrangements inspired by the modern sculpture, *Rotante dal Foro Centrale*, by Arnaldo Pomodoro on view in the Stoddard Garden Courtyard.

Saturday, January 28

The Craft of Modern Floral Design: Floral Demonstration, Lunch and Tour

10:30 a.m.–1 p.m.

Higgins Education Wing

Members \$35; nonmembers \$45; students \$15 (includes Museum admission)

Mary Ellen O'Brien and Diana French explore contemporary floral design. Their demonstration presents exciting combinations of plant materials and new design techniques. A buffet-style lunch and a special

docent-led tour of *Flora in Winter* follows the demonstration.

Tickets: 1-800-838-3006, or buy online at worcesterart.org/flora

Origami Flower Scavenger Hunt

11 a.m.–1 p.m. and 1:30–3:30 p.m.

Free to the public with Museum admission

Throughout Museum galleries

Museum educators lead an interactive drop-in origami-making scavenger hunt throughout the Museum.

Participants bring home their origami bouquets.

Sunday, January 29

Thumbprint Flowers: For kids of all ages

10:30 a.m.–12:30 p.m.

Higgins Education Wing, Studio 100

Free to the public with Museum admission

Space is limited; first-come, first-served

All are invited to create thumbprint flowers like those seen in *KABAHBLOOM: The Art and Storytelling of Ed Emberley*.

Origami Flower Scavenger Hunt

11 a.m.–1 p.m. and 1:30–3:30 p.m.

Free to the public with Museum admission

Throughout Museum galleries

Museum educators and docents lead an interactive drop-in origami-making scavenger hunt throughout the Museum. Participants bring home their origami bouquets.

The Role of Flowers in Mythology and Art

Lecture with Antonella Doucette

1 p.m., Conference Room

Free to the public with Museum admission

Beloved WAM faculty member Antonella Doucette discusses the role of flowers in mythology and art.

Oskar Stenmark & Piatruba

2:30 p.m.

Renaissance Court

Free to the public with Museum admission

Piatruba plays traditional folk melodies from Sweden, as well as original compositions mixed with improvisation and contemporary sounds.

Hours and Parking

Museum & Shop

Thursday, January 26: 11 a.m.–5 p.m.

The Museum and Shop reopen from 5:30–8 p.m. for the *Flora in Winter* opening party.

Friday, January 27: 11 a.m.–8 p.m.

Saturday, January 28: 10 a.m.–8 p.m.

Sunday, January 29: 11 a.m.–5 p.m.

The Museum Café

Thursday, January 26: 11 a.m.–3 p.m.

Friday, January 27: 11 a.m.–3 p.m.

Saturday, January 28: 11 a.m.–3 p.m.

Sunday, January 29: 11 a.m.–3 p.m.

For questions, please contact the Café Manager at 508-793-4330.

Museum Library

Thursday, January 28: 11 a.m.–5 p.m.

Friday, January 29: 11 a.m.–5 p.m.

Saturday, January 30: 10 a.m.–5 p.m.

Sunday, January 31: Closed

Membership

Members enjoy free admission for all four days except *Flora Opening Party*.

Call 508-793-4300 or go to worcesterart.org/membership/ to purchase a membership.

Parking

Valet parking is available throughout *Flora in Winter* at the Lancaster Street entrance for \$5 per car.