

Worcester Art Museum's *Flora in Winter* 2015

Annual four-day floral art event opens
Thursday, January 29, 2015 with *Flora Euphoria!*



Worcester, MA - December 29, 2014 - Fragrant flowers and beautiful arrangements will be in bloom at the Worcester Art Museum's annual four-day fundraiser, *Flora in Winter*. The region's premier floral design event, from **Thursday, January 29 through Sunday, February 1, 2015**, showcases skilled arrangers' creations that feature captivating, imaginative interpretations of artworks on view in the Museum.

Visitors can enjoy a welcome flowery feast for the eyes and a glimpse of spring in the middle of winter. From the celebration of *Flora Euphoria! A Mid-Summer Knight's Dream* to floral demonstrations, docent-led tours of the floral creations, and origami-making lessons, there is something to delight audiences of all ages. The Museum is extending its hours to accommodate visitors, too. Be sure to check www.worcesterart.org/flora for details.

"*Flora in Winter* is such a success, because of the creativity it inspires in the floral artists that contribute each year; because it highlights art throughout the Museum; and because it gives a growing audience another reason to fall in love with the wonderful collection of the Worcester Art Museum, again and again," said WAM Director Matthias Waschek. "This event is also a great opportunity for different generations to visit and feel proud of their Museum and Worcester."

Flora in Winter is generously supported by People's United Bank and Unum, with additional support from Imperial Distributors. For more information about *Flora in Winter*: visit www.worcesterart.org/flora or call 508.799.4321.

Flora Euphoria! A Mid-Summer Knight's Dream kicks off *Flora in Winter* on **Thursday, January 29 from 5:30-8pm**. Celebrate knightly pleasures and Shakespearean delights among the beauty and fragrance of fresh flowers. *Flora Euphoria!* will transform the Museum into a space bursting with merriment and inspiration, music and charm. Enjoy period-costumed performers, hors d'oeuvres, and a cash bar. To purchase tickets for *Flora Euphoria! A Mid-Summer Knight's Dream*, visit www.worcesterart.org/flora or call 508.793.4450.

Following is the complete list of *Flora in Winter* programs. Except where indicated, all events are free with Museum admission and reservations are not required.

Interpretive Challenge Class Demonstration: The Judges Challenge: Friday, January 30, 3-4:30pm. Watch four talented floral design judges create flower arrangements inspired by the Worcester Hunt floor mosaic. The contestants will not be told in advance what floral materials or container they'll be using and must complete their creation during the allotted time. The finished arrangements will be on view for the remainder of *Flora* and raffled on Sunday, February 1.

The Wow Factor: Flower Ideas for your Next Party with Bill Taylor Designs: Saturday, January 31, 10:30am-1pm and 1:30-4pm.
Bill Taylor, an international floral designer with more than 30 years of experience, creates and shows fun, creative and festive floral designs for your table and home -- perfect for your next party, holiday, or special event. Join a docent after the program and tour the galleries to learn interesting details about the art and arrangements at *Flora*. \$40 WAM Members; \$60 nonmembers (includes Museum admission) Reservations required, space is limited. Call 508-793-4333 to register and for more information.

Origami Flowers -- Activity for Kids of All Ages: Sunday, February 1, 11:30am-12:30pm and 12:30-1:30pm.

Join WAM faculty member Harou Shiga for an interactive, drop-in, origami-making session -- the art of paper folding -- in the Museum's library. Space is limited and is first-come, first-served.

Flora Concert: Shrewsbury High School Women's and A Cappella Choir and The Master Singers to Go: Sunday, February 1, 2pm.

Two extraordinary and entertaining musical groups fill the Renaissance Court with sweet musical sounds and selections.

Flora in Winter Hours:

Museum & Shop

Thursday, January 29: 11am-5pm;

The Museum and Shop reopen from 5:30-8pm for *Flora Euphoria!*

Friday, January 30: 11am-8pm

Saturday, January 31: 10am-8pm

Sunday, February 1: 11am-5pm

The Museum Café

11am-3pm every day of *Flora*

For more information, please contact the Café Manager at 508.799.4406 x3068.

Parking

Valet parking available throughout *Flora in Winter* at the Salisbury Street entrance for a fee of \$5 per car.

Admission:

Members: Free during exhibition hours;

\$25 for *Flora Euphoria!* with RSVP by January 19, 2015, or \$30 at the door; youth \$4.

Nonmembers: Adults \$20 during exhibition hours; youth \$6

\$45 for *Flora Euphoria!* with RSVP by January 19, 2015, or \$50 at the door; youth \$6.

Membership

Members enjoy free admission except for *Flora Euphoria!* Please call 508.799.4406 x3122 to purchase your membership.

Public docent-led tours are free with Museum admission. Visit www.worcesterart.org/flora for schedule. Arrange for a private tour for groups of 10 or more by calling 508.799.4406 x3130.

ABOUT THE WORCESTER ART MUSEUM:

Founded in 1898, the Worcester Art Museum serves Worcester and the broader region. The Museum houses an encyclopedic collection of paintings, sculpture, decorative arts, photography, prints, drawings, and new media. WAM's collection has historically been strongest in European Renaissance paintings, but with recent acquisitions and donations, like Veronese's *Venus Disarming Cupid* and the integration of the collection from the Higgins Armory Museum, it continues to diversify and expand its curatorial and programmatic offerings. Symbolized by the opening of the Salisbury Street doors in 2012, the Museum continues toward its goal of accessibility for all visitors.

The Worcester Art Museum, located at 55 Salisbury Street in Worcester, Mass., is open Wednesday through Friday and Sunday from 11am to 5pm; Saturday from 10am to 5pm; and every third Thursday from 11am to 8pm. Admission is \$14 for adults, \$6 for children 4-17, \$12 for seniors 65+, \$12 for college students with ID. Members and children under 4 are free. Parking is free. Admission is free from 10am to 12pm pm the first Saturday of each month. For more information, visit worcesterart.org.

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