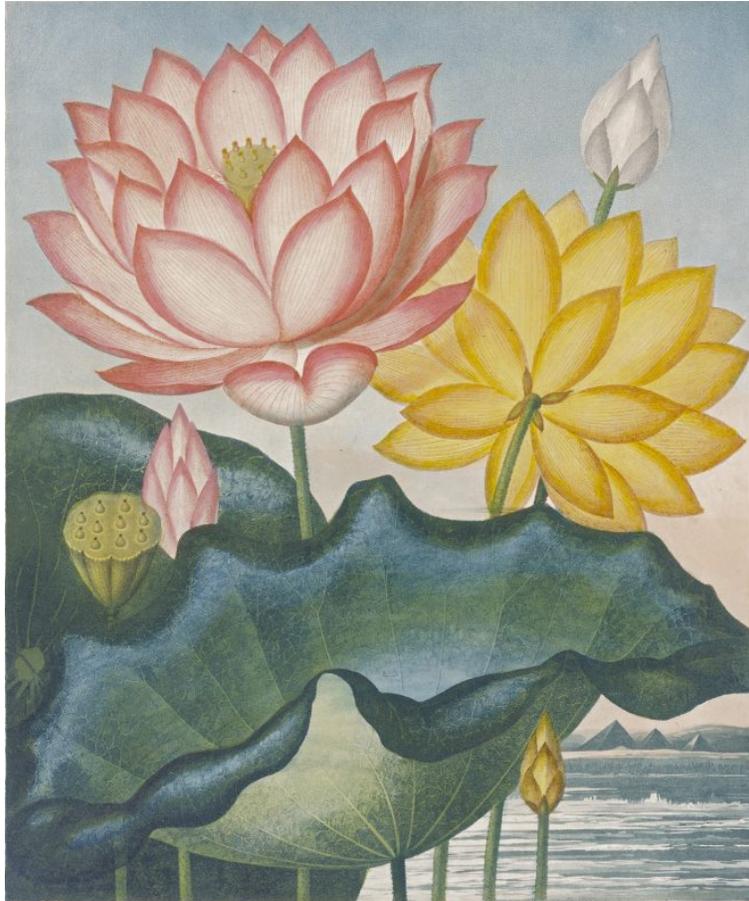


PRESS RELEASE

Art in Bloom 2019



P. Henderson, English, 1799–1829, *The Sacred Egyptian Bean*, from *New Illustration of the Sexual System of Linnaeus, Part Three. The Temple of Flora*, 1804, hand-colored aquatint and stipple, The Minnich Collection The Ethel Morrison Van Derlip Fund

Minneapolis Institute of Art
2400 Third Avenue South
Minneapolis, MN 55404
artsmia.org

MINNEAPOLIS—March 14, 2019—The Minneapolis Institute of Art (Mia) will celebrate the arrival of spring at its perennial Art in Bloom festival, during which talented volunteer and commercial floral artists interpret artworks in the collection. Presented by Friends of the Institute and now in its 36th year, Art in Bloom takes place April 11–14, 2019. The four-day festival will showcase over 160 fresh floral arrangements as well as impressive commercial florist installations.

Art in Bloom is Mia's most popular fundraiser, last year drawing a record-breaking 52,000 visitors. Highlights this year include speakers, parties, a spring-themed fashion show, hands-on floral workshops, family activities, and mixology classes.

The festive rite of spring kicks off the morning of Thursday, April 11 with a lecture from Joseph Massie, one of Europe's top botanical artists and five-time winner of the world-renowned RHS Chelsea Flower Show, who will share his fascinating journey. Referred to as "the floral artist of his generation," in 2016, Massie was commissioned to create the floral installation at the Chelsea Flower show to celebrate the 90th birthday of Her Majesty the Queen.

Later that evening is the Flowers After Hours celebration. Jason DeRusha of WCCO will host a fashion show of floral couture and the evening will include a first look at the art-inspired floral works—with free admission, sponsored by Bachman's, and refreshments for sale.

Mia

Friday, April 12, brings the dazzling Art in Bloom Fashion Show & Formal Luncheon at 10:30 a.m. After gathering with a Champagne social, guests will enjoy a spring-trends fashion show presented by Galleria Edina and emceed by stylist Grant Whittaker. A multi-course lunch follows. (Tickets required.)

Mia continues its tradition of inviting distinguished speakers to lead lectures and demonstrations during Art in Bloom, as well as special events, tours, workshops, and the pop-up Art in Bloom Shop, located in Cargill Gallery, next to General Mills Lobby. Art in Bloom hours match the museum's normal hours all weekend. Funds raised benefit activities by the Friends in service of Mia's mission of inspiring wonder through the power of art.

Thursday, April 11

Lecture: Joseph Massie, "*Into the Light*," 10 a.m.

Attendees will have the opportunity to bid on and win Massie's floral creations to take home. Tickets: \$35.

Floral Master Class: Joseph Massie, "*The Art of Dinner Tablescapes*," 1:30 p.m.

Following his lecture, Massie will lead workshop attendees step by step to make their own take-home arrangements. Tickets: \$150.

Mixology Workshop: *Art of the Perfect Cocktail*, 1 and 3 p.m. sessions

Norseman Distillery will teach attendees to make three different cocktails, each with a distinctive floral twist. Tickets: \$75.

Flowers After Hours, 5:30–9 p.m.

Floral-couture shows, cash bar, and a first look at the art-inspired floral works. Free; no tickets required.

Friday, April 12

Fashion Show and Formal Luncheon, 10:30 a.m. Tickets: \$85, VIP tickets: \$150.

TGI Flowers, 5:30–9 p.m.

Socializing, floral displays, cash bar, and pop-up performances by Minnesota Dance Collaborative. Free; no tickets required.

Make & Take Workshop: *Orchid Kokedama*, 5:30 and 7:30 p.m. sessions

Learn the Japanese planting style of *kokedama*, a unique and easy way to display plants. Tickets: \$40.

Saturday, April 13

Mixology Workshop: *Art of the Perfect Cocktail*, 1 and 3 p.m. sessions

Two additional opportunities to learn from Norseman Distillery how to make three cocktails, each with a distinctive floral twist. Tickets: \$75.

Sunday, April 14

Family Day Event, 11–1:30 p.m.

Storytelling, crafts, and more. Free; no tickets required.

Proceeds from the ticketed lectures, demonstrations, and luncheons, as well as sales from the Art in Bloom Shop, provide the Friends of the Institute with funds to bring more than 81,000 school-aged children to the museum each year, and provide off-site arts education to nearly 93,000 pre-K–Grade 12 students.

Visit the [Art in Bloom page](#) on Mia's website for the complete 2019 Art in Bloom program and ticket information. General admission to Art in Bloom is free.

Lead Sponsor: Bachman's

Generous Sponsors: Martha Head, Hirshfield's, Galleria Edina, Lakewood Cemetery, Norseman Distillery, SeaChange Print Innovations, Samuel and Patricia McCullough, and the Tom and Lynn Schaefer Charitable Trust

Additional generous support: Mary Grau, Christine and Robert D. Salmen, Bob and Barbara Scott, the League of Catholic Women, California Closets, and Marly Miller and Katie Miller Remole



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About The Minneapolis Institute Of Art

Home to more than 90,000 works of art representing 5,000 years of world history, the Minneapolis Institute of Art (Mia) inspires wonder, spurs creativity, and nourishes the imagination. With extraordinary exhibitions and one of the finest wide-ranging art collections in the country—Rembrandt to van Gogh, Monet to Matisse, Asian to African—Mia links the past to the present, enables global conversations, and offers an exceptional setting for inspiration.

General admission to Mia is always free. Some special exhibitions have a nominal admission fee.

Museum Hours

Tuesday, Wednesday, Saturday	10am–5pm
Thursday, Friday	10am–9pm
Sunday	11am–5pm
Monday	Closed

For more information, call + 1 612 870 3000 or visit artsmia.org

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