

***Flora in Winter* takes place January 28 - 31**

Flowers are the medium of choice at the Worcester Art Museum's annual winter fundraiser



Worcester, Mass. (December 29, 2015) — From January 28 to 31, the Worcester Art Museum (WAM) will bloom with its annual *Flora in Winter* event. The Museum's major fundraiser of the year, [Flora in Winter](#) gives skilled arrangers an exciting opportunity to create artistic floral arrangements inspired by WAM's collections and exhibitions. This highly anticipated four-day event -- a sure antidote to the icy grip of winter -- fills the Museum with the fragrance and beauty of flowers and features a wide range of activities for all members of the family.

Festivities kick off with an opening night party on Thursday, January 28 from 5:30 to 8 p.m. Tickets for the opening event are \$30 for Museum members (\$4 member children ages 4-17), \$50 for non-members (\$6 non-member youth ages 4-17), and \$30 for students. Tickets may be purchased

in advance by calling 1-800-838-3006, online at worcesterart.org/flora, at the Museum during open hours, or at the door the night of the event.

In addition to the opening party, a variety of programs are planned during the run of *Flora in Winter*. They include docent-led tours of the floral arrangements, lectures and live demonstrations, an origami-flower scavenger hunt, and a Sun Print art workshop. During *Flora in Winter*, the Museum will be open from 11 a.m. to 8 p.m., on Friday, January 29 and Saturday, January 30 and from 11 a.m. to 5 p.m. on Sunday, January 31. Admission for *Flora in Winter* is \$20 for adults, \$6 for youth ages 4-17, and free for Museum members. A full schedule of tours and related programs is available at worcesterart.org/flora.

“The Worcester Art Museum has always been one of the region's most treasured places of inspiration,” says Matthias Waschek, The C. Jean and Myles McDonough Director of the Worcester Art Museum. “Visit on any day and you may see an artist sketching, a patron absorbed in the details of a painting, or a child creating a wrist band inspired by chain mail armor. During *Flora in Winter*, artists and floral designers use flowers to interpret the works in our galleries. Visitors of all ages come in from the cold to participate in this special community event.”

Flora in Winter is sponsored by People's United Bank and Unum.

Schedule of events

Flora Opening Night Party

Thursday, Jan. 28, 5:30–8 p.m

Before Jan. 19: \$25 WAM Members; \$45 nonmembers; \$25 students

After Jan. 19 or at the door: \$30 WAM Members; \$50 nonmembers; \$30 students

The popular kick-off party includes hors d'oeuvres, live music and a cash bar. Those attending are encouraged to dress in Winter White and Ice Blue — the evening's theme. Tickets: Call 1-800-838-3006, buy online at worcesterart.org/flora, or purchase at the Museum during open hours.

“Flora Rewind — Flora Live” Interpretation in the Gallery (Members Only)

Friday, Jan. 29, 9:30–11 a.m.

Members only \$35. Space is limited.

This new special Members' event taps the expertise of two *Flora* chairs, Kim Cutler and Kathy Michie. Coffee and pastry will be served during the illustrated talk, “Flora Rewind.” Members then move to the European galleries to view a live floral demonstration interpreting Niccolo Pisano's “Altarpiece: The Holy Family and Saints.” To make reservations, call 1-800-838-3006, buy online at worcesterart.org/flora, or purchase at the Museum during open hours.

Interpretive Challenge Class Demonstration: The Judges' Challenge

Friday, Jan. 29, 3:30–5 p.m.

Lancaster Lobby

Free with Museum admission

Three *Floral* design judges create flower arrangements inspired by the Samurai Murals in the Lancaster Lobby.

Origami Flower Scavenger Hunt

Saturday, Jan. 30, 11 a.m.–1 p.m. and 1:30–3:30 p.m.

Sunday, Jan. 31, 11 a.m.–1 p.m. and 1:30–3:30 p.m.

Throughout Museum galleries

Free with Museum admission

Museum educators and docents lead interactive drop-in origami-making scavenger hunts throughout the museum. Participants leave with a bouquet of three handmade flowers.

Floral Cyanotype Artist Demonstration, Lecture, Lunch and Tour

Saturday, Jan. 30, 10:30 a.m.–1 p.m.

Space is limited

Members \$30, nonmembers \$40, students \$10 (includes Museum admission and lunch)

Participants follow in the footsteps of 19th-century botanist Anna Atkins as artist Jesseca Ferguson demonstrates the cyanotype process using plant materials. Includes a buffet lunch and guided tour of [Cyanotypes: Photography's Blue Period](#). To make reservations, call 1-800-838-3006, buy online at worcesterart.org/flora, or purchase at the Museum during open hours.

Fresh Ideas with Fresh Flowers, Floral Demonstration, Lunch and Tour

Saturday, Jan. 30, 10:30 a.m.–1:30 p.m.

Members \$30, nonmembers \$40, students \$10 (includes Museum admission and lunch)

National Garden Club Master Judges Thelma Shoneman and Maureen Christmas demonstrate exciting combinations of plant materials and new design techniques. Includes a buffet-style lunch and special docent tour of *Flora in Winter*. To make reservations call 1-800-838-3006, buy online at worcesterart.org/flora, or purchase at the Museum during open hours.

Sun Prints: For Kids of All Ages

Sunday, Jan. 31, 10:30 a.m.–12:30 p.m.

Free with Museum admission. Space is limited.

Participants will create prints using plant material. This arts activity is inspired by the exhibition [*Cyanotypes: Photography's Blue Period*](#).

Lecture: Tulip Mania

Sunday, Jan. 31, 1 p.m.

Join Jim Welu, director emeritus, as he chronicles tulip mania, the 17th-century Dutch phenomena over tulip bulbs.

Free with Museum admission.

About the Worcester Art Museum

The Worcester Art Museum is located at 55 Salisbury St. in Worcester, MA. Founded in 1896, the Museum's encyclopedic 38,000-piece collection covers 51 centuries of art. Highlights include the Medieval Chapter House, Renaissance Court and Worcester Hunt Mosaic, as well as the recently integrated John Woodman Higgins Armory Collection of arms and armor. The Museum is internationally known for its collection of European and American art. It was the first in America to acquire paintings by Monet and Gauguin and one of the first to collect photography. As the first U.S. museum to focus on collaborating with local schools, it has been at the forefront of engaging audiences and giving them a meaningful and personal experience. For more information, visit worcesterart.org.

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