

WORCESTER ART MUSEUM

Worcester Art Museum Blooms with Flora in Winter January 23 through January 26, 2020

Worcester, MA (December 19, 2019) — [Flora in Winter](#), a colorful four-day celebration of art and creativity at the Worcester Art Museum (WAM), kicks off Thursday, January 23, and continues through Sunday, January 26. An elegant evening celebration, “Floral Euphoria,” is Friday night, January 24. One of the region’s most anticipated events of the year, Flora in Winter displays floral arrangements inspired by art from WAM’s encyclopedic collection. For the 18th year, visitors explore the galleries, encountering beautiful and evocative floral designs by some of the area’s most talented floral artists. This year’s theme, Epic Bloom, is influenced by the current exhibition, “Photo Revolution: Andy Warhol to Cindy Sherman.” Related programming includes special tours, floral design demonstrations, musical performances, family crafts and intriguing ‘tablescapes’ inspired by “Photo Revolution.” Admission is free for members, \$25 for nonmembers, \$8 for youth 4–17, \$12 for institutional members, \$12 for business partners, and no cost for EBT participants. Additional costs apply for some related programming. Those interested may purchase tickets or register for related programs at flora2020.eventbrite.com.

Although Flora in Winter is a beloved tradition at WAM, it is always a delight and full of surprises. Coming as it does in the darkest days of winter, it is a welcome jolt of color and an explosion of creativity. “Witnessing something lively and beautiful amidst the darkness is what art is really all about,” says Marnie Weir, director of education and experience at WAM. “It’s a tradition we hold very dear here, creating opportunities for joy and discovery.” For Weir, Flora in Winter is a divergence, a “fun and fascinating way to bring people together through the experience of art.”

Sally Jablonski, a nationally acclaimed floral designer and veteran participant in Flora in Winter, has been interpreting art at WAM since 1987. “I love the show,” she says. “It’s my absolute favorite event at WAM, and I would not miss it for the world.” (Sidebar interview with Sally Jablonski appears at the end of this press release.)

Flora Euphoria, the show’s elegant evening event, is Friday, January 24, from 5:30 to 8 p.m. Music, hors d’oeuvres, a cash bar, and opportunities to tour the floral creations are all part of the event. Cost for members is \$25, nonmembers \$40, youth 4–17 \$10. Salisbury members are invited to attend free of charge. Valet parking is available. Tickets are available at flora2020.eventbrite.com.

Other programs include a felt flower workshop, a two-hour workshop on leaf manipulation, floral design demonstrations, a lecture on the art and technique of floral design, Flower Power Art Carts with face painting and flower making, a demonstration on how to make floral centerpieces for entertaining, Post Road

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Chorus *a cappella* and Seele Musicale Chamber Ensemble performances, a lecture on flora and art in the Age of Aquarius and an installation of unique tablescapes inspired by “Photo Revolution.”

In addition, “Sculpted Flora,” a community exhibit featuring multi-media, flora-inspired sculptures by local artists, will be on display throughout Flora in Winter in the Higgins Education Wing. Individuals interested in submitting works of art to “Sculpted Flora” are encouraged to contact the Museum by emailing ginasantosucci@worchesterart.org no later than Friday, January 17, 2020.

This year’s Flora in Winter chairs are Kathy Michie, Sarah Ribeiro and Kim Cutler. Their team oversees the event and maintains the flora designs throughout the four days of tours and festivities. Flora in Winter is supported in part by the Bernard G. and Louise B. Palitz Fund and the Spear Fund for Public Programs. Flora is sponsored by UniBank.

For more information, visit www.worcesterart.org/events/flora-in-winter/

Schedule of events and programs

“FLORA EUPHORIA” CELEBRATION

Friday, January 24, 5:30–8 p.m.

Members \$25, nonmembers \$40, youth 4–17 \$10, business partner \$25, institutional member \$25, EBT \$25, Salisbury members free.

“Flora Euphoria” is an elegant evening event celebrating Flora in Winter, with the theme, Epic Bloom—inspired by the Museum’s exhibition, “Photo Revolution: Andy Warhol to Cindy Sherman.” Entertainment includes live music in the Museum’s Renaissance Court, hearty hors d’oeuvres and a cash bar. Valet parking is available at the Lancaster Street entrance for \$5 per car. Tickets can be purchased at the door the night of the event, or online at flora2020.eventbrite.com.

Chairman’s Tours of Flora in Winter

Salisbury Society members only

Friday, January 24, 3:30 and 3:45 p.m.

Those interested in joining the Salisbury Society, a group of committed Museum members who take leadership roles, may call 508-793-4325 or email nancyjeppson@worchesterart.org.

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FLORA IN WINTER PROGRAMMING

Workshop: Leaf Manipulation with expert Thelma Shoneman

Thursday, January 23, 11 a.m.–1 p.m.

Conference Room

\$50. Limited to 24 participants. [Online registration required.](#)

Floral design enthusiasts create a living “quilt square” design to take home. Shoneman uses fresh foliage and flowers to demonstrate leaf manipulation techniques such as pleating and weaving. Those attending are asked to bring clippers and a stapler.

Workshop: “Groovy” Felt Flower Pins with Ellen Donaldson

Thursday, January 23, 1:30–3:30 p.m.

Studio 100

\$15, [Online registration is required.](#)

Flower enthusiasts create fun and colorful felt flower pins inspired by Flora in Winter in this two-hour workshop. Felt flowers are trendy, fetching accessories for use with clothing and accessories. For all ages. Materials included.

Flora Live Interpretation in the Gallery: Two Impressions, One Renoir

Friday, January 24, 8 a.m.–10 a.m.

Café and European Galleries

Members \$20, nonmembers \$40 (includes Flora in Winter admission). Limited to 30. [Online registration required.](#)

Guests are invited to look on as talented floral designers Katie Barrack and Sarah Ribeiro create separate interpretations of a 19th-century masterpiece. Coffee and pastries, followed by a tour of Flora in Winter.

Lecture: Elemental Flora, with Kim Cutler

Friday, January 24, 10:30 a.m.–11:30 a.m.

Conference Room

Longtime Flora in Winter co-chair Kim Cutler reveals how floral designers look for clues such as color, line and texture in works of art when they create interpretive flower arrangements. She references striking examples from past Flora in Winter exhibitions. Free with Flora admission.

Flower Power Art Carts

Saturday, January 25, 10 a.m.–1 p.m. and 1:30–3:30 p.m.

Sunday, January 26, 11 a.m.–1 p.m. and 1:30–3:30 p.m.

Face painting in Lancaster Lobby

Chenille stem flower making in Salisbury Hall

All are invited to join Museum educators in these interactive drop-in activities throughout the Museum. Free with Flora admission.

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Fresh, Festive, Fantastic: Demonstrating a mix of traditional and “way out” floral creations for home entertaining

Saturday, January 25, 9:30 a.m. — coffee and pastry; 10 a.m.–11:30 a.m. — demonstration; 11:30 a.m.–12:30 p.m. — tour

Conference Room

Members \$20, nonmembers \$40 (includes Flora in Winter admission and tour)

[Online registration is required.](#)

Sally Jablonski, owner of Herbert E. Berg Florist and World Cup of Flower Arranging finalist, demonstrates how to create centerpieces for dining room tables and entertaining spaces. She shares award-winning design techniques as she works. Program includes refreshments and a docent-led tour of Flora in Winter.

Concert: Post Road Chorus

Saturday, January 25, 2 p.m.

Renaissance Court

With infectious joy, Post Road Chorus, a Sweet Adeline’s International chorus, performs favorite tunes in a *cappella* four-part harmony. Free with Flora admission.

Lecture: “Artificial Flowers in the Age of Aquarius,” presented by Nancy Burns

Sunday, January 26, 1 p.m.

Conference Room

\$10. Pre-registration required. Seating is limited. [Online registration is required.](#)

Stoddard Associate Curator of Prints, Drawings and Photographs Nancy Burns talks about various kinds of flora in art during the 1960s, ’70s and ’80s, as a complement to the exhibition, “Photo Revolution: Andy Warhol to Cindy Sherman.”

Concert: Seele Musicale Chamber Ensemble concert

Sunday, January 26, 2 p.m.

Renaissance Court

A Flora in Winter favorite, the sublime Seele Musicale Chamber Ensemble performs musical selections from the 17th and 18th centuries. Free with Flora admission.

New This Year!

Dine with a Pop Artist

Three unique tablescapes inspired by the “Photo Revolution” exhibition and created by Sparkle, Sparrow Lane and P.S Event rentals are exhibited in the McDonough Court. Tables designed by Petal & Wren are on display on the Renaissance Court balcony.

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Admission

Members — Free during exhibition hours

Nonmembers — \$25

Youth (4–17) — \$8

Institutional members — \$12

Business Partner — \$12

EBT — No cost

Membership

Members enjoy free admission all four days except during the Flora Euphoria Celebration on Friday, January 24, from 5:30 to 8 p.m.

Tours of Flora in Winter

Free with Museum admission.

- Hour-long docent tours: Friday–Sunday, 11 a.m., 1 p.m. and 2 p.m. Meet in Salisbury Hall.
- Docents in the galleries: 10:30 a.m. until 2:30 p.m., sharing information on the interpretive arrangements.

Private group tours

Those interested may arrange a private tour for groups of 10 or more by calling Jan Ewick at 508-793-4338. Two weeks advance notice requested.

Hours and Parking

- Museum & Shop
Thursday, January 23, 10 a.m.–4 p.m.
Friday, January 24, 10 a.m.–5 p.m. The Museum and Shop reopen from 5:30–8 p.m. for Flora Euphoria
Saturday, January 25, 10 a.m.–5 p.m.
Sunday, January 26, 10 a.m.–5 p.m.
- The Museum Café (For questions, please contact the Café manager at 508-793-4330.)
Thursday, January 23, 11 a.m.–3 p.m.
Friday, January 24, 11 a.m.–2 p.m.
Saturday, January 25, 11 a.m.–3 p.m.
Sunday, January 26, 11 a.m.–3 p.m.
- Museum Library
Thursday, January 23, 12–4 p.m.
Friday, January 24, 12–4 p.m.
Saturday, January 25, 12–4 p.m.
Sunday, January 26, closed

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- **Parking**

Valet parking will be available at the Lancaster Street entrance for \$5 per car.

Friday 2:30–8 p.m.

Saturday 9:30 a.m.–5 p.m.

Sunday 9:30 a.m.–5 p.m.

About the Worcester Art Museum

The Worcester Art Museum creates transformative programs and exhibitions, drawing on its exceptional collection of art. Dating from 3,000 BC to the present, these works provide the foundation for a focus on audience engagement, connecting visitors of all ages and abilities with inspiring art and demonstrating its enduring relevance to daily life. Creative initiatives— including pioneering collaborative programs with local schools, fresh approaches to exhibition design and in-gallery teaching, and a long history of studio class instruction—offer opportunities for diverse audiences to experience art and learn both from and with artists.

Since its founding in 1896, the Worcester Art Museum has assembled a collection of 38,000 objects: from the ancient Near East and Asia, to European and American paintings and sculptures, and continuing with works by contemporary artists from around the world. WAM has a history of making large scale acquisitions, such as its Medieval Chapter House, the Worcester Hunt Mosaic, its 15th-century Spanish ceiling, and the Flemish *Last Judgment* tapestry. In 2013, the Museum acquired the John Woodman Higgins Armory Collection, comprising two thousand arms and armor objects. It continues to commission and present new works, such as 2017's installation of the interactive *Reusable Universes* and *Organic Concept* works by Shih Chieh Huang. For more information about the Worcester Art Museum, visit worcesterart.org.

For more information, please contact:

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508-793-4373

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SIDEBAR: Interview with Sally Jablonski, longtime Flora in Winter designer.

Sally Jablonski created her first floral design for the Worcester Art Museum in 1987. That's also when the first iteration of Flora in Winter began. Called Tribute to Flora, the show was held in the fall and run a bit differently. Jablonski has stayed involved ever since.

"It gives me a chance to be really creative," she says. "I get to come out from my own design and my thoughts. It's a very good opportunity to break free."

A floral designer who steps out of her commercial studio and into an encyclopedic art museum like WAM is both courageous and creative. Participating in an event like Flora in Winter is an opportunity to recharge and dig deep as an artist. The tradition of artists inspired by art is both ancient and powerful. Jablonski has found energy and inspiration in her association with WAM.

"The process is never a replication. It's about taking an element of a painting or sculpture and responding to what strikes you," she says. "One of my favorite pieces I ever did was the 'Betrayal of Christ,' an early 17th-century painting by Giulio Cesare Procaccini. What struck me in that painting was what I could see — the pain of Christ. I wanted to create something that represented pain and struggle. My aim is to get into the painting to see what the feeling of the painting is for me. Someone once told me that I am a good storyteller in my work."

Jablonski's process with flowers and foliage closely mirrors any artist's creative process. "You tell a story by the design, by the colors and the textures you use." She looks at line, color, theme, texture in the work of art. Then, she says, "I bombard myself with images. I do some sketching. I spend a month working on it, looking at design, studying masters from Europe and Asia."

She is constrained, to some degree, by the medium. Some flowers, like hydrangeas, don't fare well. And structure must be sturdy enough to withstand four long days and evenings in a climate-controlled museum where enthusiastic crowds gather in admiration. "Last year, I wanted a certain flower and couldn't get it anywhere on the East Coast. I called a friend in California and finally located what I wanted in Hawaii." She always orders more than required so that the designs can be refreshed in the Museum, if necessary.

What is she contemplating this year? "I'm playing with the idea of a secret. It's still too early to know if it will work out. But I really like the idea of a secret."

Two years ago Jablonski was chosen as one of the top ten designers in the America's World Cup of floral design. While she was not selected as the final winner, she participated in the international competition that followed. She has been the owner of Herbert Berg Florist Inc., Worcester, for 25 years.