

1280 PEACHTREE STREET, N.E. • ATLANTA, GEORGIA 30309

## FOR IMMEDIATE RELEASE

## ATLANTA FLORISTS' IMAGINATIVE DESIGNS CELEBRATE HIGH PERMANENT COLLECTION DURING "ART IN BLOOM" WEEKEND JAN. 10-12

**ATLANTA, December 2, 2013** – Up to 50 metro Atlanta floral designers will participate in the High Museum of Art's <u>Art in Bloom</u> fundraiser, a special weekend during which works on view from the Museum's permanent collection will be celebrated through floral designs inspired by the art.

Participating florists will create exotic and imaginative floral interpretations of selected works, which will be presented alongside the art from Jan. 10-12, 2014. The weekend will also feature the following special events and programming:

- Opening Night: Evening in Bloom Friday, Jan. 10, 6:30 p.m.
- Lunch & Lecture Series Saturday, Jan. 11 from 11 a.m. to 3 p.m.
- Family Programming Sunday, Jan. 12 from 3 to 5 p.m.
- "High" Tea Sunday, Jan. 12 at 3 p.m.

Art in Bloom provides visitors an exciting and botanic new way to experience the permanent collection.

Admission to Art in Bloom is included with regular museum admission, with tickets to special programming available for purchase. For tickets and more information, visit www.high.org/art-in-bloom.

For interested florists, Art in Bloom is a non-juried event open to professional florists, garden club members and amateur arrangers whose participation is key to the success of the event. Florists who wish to participate in Art in Bloom may download entry forms or get more information about exhibitor guidelines at www.high.org/art-in-bloom. Dec. 31 is the deadline to register.

"Art in Bloom is a program the High previously hosted in 1991," said Kris Delaney, director of marketing and museum advancement at the High. "The occasion of hosting our current exhibition 'The Art of the Louvre's Tuileries Garden' inspired our team to bring back this event from the High's programming history. It's a really fun way for us to celebrate the Museum's permanent collection with a garden theme."

## **High Museum of Art**

The High is the leading art museum in the Southeastern U.S. With more than 13,000 works of art in its permanent collection, the High has an extensive anthology of 19th- and 20th-century American and decorative art; significant holdings of European paintings; a growing collection of African American art; and burgeoning collections of modern and contemporary art, photography and African art. The High is also dedicated to supporting and collecting works by Southern

artists. This year, the High celebrates the 30th anniversary of the Stent Family Wing, designed by architect Richard Meier. For more information visit <u>High.org</u>.

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