

# THE WESTMORELAND MUSEUM of AMERICAN ART



## ART IN BLOOM

**ART IN BLOOM RETURNS TO THE WESTMORELAND!**  
WEDNESDAY, MARCH 26–SUNDAY, MARCH 30, 2025

The Westmoreland Museum of American Art invites talented floral designers to compete in **Art in Bloom 2025**, an exciting showcase of creativity and artistry running from March 26–30, 2025. This unique event challenges participants to design floral arrangements inspired by specific artworks from the Museum's esteemed collection. Following last year's remarkable success, this event promises to once again enchant visitors with stunning floral arrangements inspired by masterpieces from the Museum's collection.



Over the course of five days, the Museum’s galleries will transform into a breathtaking display of creativity and color, featuring imaginative floral interpretations designed by some of the region’s most skilled florists. These captivating installations will enhance the beauty of the Museum’s artwork and create picture-perfect moments for guests.

Visitors can also get involved by voting for their favorite arrangement to determine the **People’s Choice Award**, while the **(To Be Determined) Award** and **Director’s Choice Award** will recognize another exceptional design, highlighting the incredible talent on display.

Beyond the floral displays, Art in Bloom will offer a lineup of engaging programs and activities for visitors of all ages, ensuring a lively and multifaceted experience. Join us for this spectacular fusion of art and nature as Art in Bloom continues to grow as one of the Museum’s most beloved events

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## FLORIST GUIDELINES

Florists participating in Art in Bloom 2025 must create original floral arrangements inspired by a specific artwork from the Museum’s collection. Designs should complement the assigned piece while showcasing creativity and artistry, using primarily fresh flowers and natural materials—artificial or preserved elements are not permitted. Arrangements must be structurally sound, stable, and designed to remain fresh for the five-day duration of the event. Florists will be assigned a specific location in the Museum and must adhere to the size limitations provided and load-in/load-out schedules.

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## WHY PARTICIPATE?

Becoming a floral designer for Art in Bloom offers numerous benefits including:

### CREATIVE FREEDOM

Bring your vision to life by crafting a floral masterpiece inspired by a specific artwork from the Museum's collection.

### RECOGNITION

Gain visibility in the Museum galleries, official website, email campaigns, and social media platforms.

### PRESTIGIOUS AWARDS

Compete for three distinguished honors:

- **People's Choice Award**  
Selected by public votes throughout the event.
- **(To Be Determined) Award**  
Recognizing exceptional artistry.
- **Director's Choice Award**  
Recognizing exceptional artistry, chosen by the Museum's leadership.

### CASH PRIZES AND ACCLAIM

Winners receive \$250 and widespread acknowledgment through Museum promotions and digital platforms.

### EXCLUSIVE PERKS

Enjoy two complimentary tickets to Flowers After Hours and eight general admission tickets to Art in Bloom 2025.

### NETWORKING OPPORTUNITIES

An invitation to attend the Sponsor Breakfast to connect with Museum supporters and fellow artists.

With over 2,000 visitors anticipated during the five-day event, Art in Bloom provides a unique platform to showcase your talent and elevate your business to a broader audience. Don't miss this unparalleled opportunity to merge art and nature in a truly inspiring setting!

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## IMPORTANT DATES

To be considered for this competition, applicants are required to be available during the following dates and times:

- **Application Deadline:** Sunday, January 12, 2025
- **Notification of Acceptance:** Saturday, January 18, 2025
- **Orientation:** Tuesday, February 11, 2025 (10am-12pm or 6-8pm)
- **Proposal Deadline:** Tuesday, February 25, 2025
- **Proposal Confirmation:** Friday, February 28, 2025
- **Floral Installation:** Tuesday, March 25, 2025 (9am-5pm)
- **Floral Refresh:** Thursday, March 27, 2025 (8-9am)
- **Sponsor & Florist Breakfast:** Thursday, March 27, 2025 (9-10am)
- **Floral Refresh:** Saturday, March 29, 2025 (8-9:45am)
- **Winners Announcement:** Sunday, March 30, 2025
- **Floral De-installation:** Sunday, March 30, 2025 (5-7pm)

## HOW TO APPLY

Interested florists are invited to apply by submitting the following materials via email to the Public Programs and Community Engagement Manager, Elle Marshall at [emarshall@thewestmoreland.org](mailto:emarshall@thewestmoreland.org):

- **Your First and Last Name**  
Please provide your full name to ensure proper identification during the selection process.
- **The Name of Your Floral Business**  
We ask for your business name to better understand your brand and to credit you appropriately during the event.
- **A Link to Your Website**  
This helps us learn more about your business and services, showcasing your previous work
- **A Link to Your Social Media Profiles**  
Sharing your social media accounts, such as Instagram or Facebook, allows us to explore your design style and how you engage with your audience. Additionally, these profiles help us include you in our promotional efforts.
- **Three Images of Past Compositions**
  - Please submit three high-quality images of floral arrangements you've created in the past. We are looking for compositions that reflect your unique style, creativity, and ability to interpret art through flowers. Be sure the images represent the range and quality of your work.
  - Please ensure the images are well-lit and show your floral designs in full.
  - If possible, include a mix of compositions that have been inspired by artwork or have a thematic design approach.
- **Additional Requirements (Optional, but Encouraged)**  
Include any additional information that highlights your design philosophy, past events you've participated in, or a brief description of your business's focus. This will help us get to know you and your work better.

We look forward to reviewing your application and hope to see your beautiful floral designs at this year's Art in Bloom event!

**Applications are due by January 12, 2025.** Once submissions close, they will be reviewed, and participants will be **notified of their acceptance by January 18, 2025.**

**The Orientation session(s) will take place on Tuesday, February 11, 2025,** at The Westmoreland. Designers will review guidelines, view available artworks, and participate in a blind draw to select their artwork for interpretation. Swaps with other designers are welcome if desired.

**We look forward to seeing your artistry come to life and sharing the magic of Art in Bloom 2025 with our community!**

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