

2020 *Art in Bloom* at the Everhart Art Inspired Floral Exhibition and Community Event Call for Applicants



The Everhart Museum is pleased to announce **Art in Bloom** at the Everhart, a celebration of the Museum's collection as interpreted through fresh flowers, taking place on **April 24 and 25, 2020**. This two-day event will feature an evening reception on **April 24 at 6:00 pm**, showcasing fresh art-inspired floral arrangements created by local designers. On Saturday, **April 25 from 1:00 pm-4:00 pm**, a free public community day will offer guests the opportunity to participate in guided workshops, lectures, tours of the galleries and shop for nature-inspired creations by local fine artists and craftspeople.

Art in Bloom is an event held at museums across the country, drawing thousands of visitors to view interpretations of museum collections.

The Everhart Museum is now accepting applications from professional florists and designers to create stunning floral arrangements for *Art in Bloom*. Submissions will be juried and accepted designers will be notified. Deadline for the application to participate **is Friday, February 21, 2020**. Designers that are selected to participate will be able to choose an inspirational artwork from a list provided by the Museum.

Selection of artwork will be on a first come, first served basis. Designers will be contacted by the Everhart Museum marketing department. Please be prepared to provide a company logo, a sentence describing your inspiration, designer bio and any images that may be used for marketing.

Five designs will be awarded in the following categories: *Best in Show*, *Best Creative Design*, *Best Traditional Design*, *Honorable Mention* voted on by a panel of judges and announced at the opening reception and *Peoples' Choice* award which will be selected by public vote over the weekend.

Participation will benefit your business!

- All *Art in Bloom* attendees will view your business name and creation.
- Participants will be advertised on Everhart Museum social media outlets.
- Participating designers and one guest are invited to a special preview reception Friday, April 24.
- Photographs of award-winning creations will be featured on social media.
- Award winners will receive a family membership with exclusive benefits.
 - Benefits include: a year of free admission; invitations to special events; and discounts at the Museum Shop and museum education programs
- Materials used in your floral design may be considered tax deductible.
- Your participation supports the arts at Everhart Museum!

HOW TO APPLY

Complete the enclosed application and return with your company logo and five JPEG images of your best work to programs@everhart-museum.org with the subject line "**ART IN BLOOM DESIGN APPLICATION**"

ALL APPLICATIONS ARE DUE BY THE END OF DAY, **Friday, February 21, 2020**. The Art in Bloom submissions will be judged based on the five works submitted. Applicants will be notified by **March 6, 2020** if they have been selected to participate.

All applicants will receive an email confirming participation. Selection of artwork will be on a first come, first served basis. Designers will also be invited to a roundtable meeting at the Everhart on **Tuesday, March 10, from 10:00 am-12:00 pm** to see the artwork in person, discuss rules of the exhibition, and see what will be available for use to display. Each artwork will have a pedestal assigned to it. Designers will receive a packet detailing the specifications of the exhibition to review prior to the meeting. We ask that each designer/company sends a representative to ask any questions that may arise. Additionally, Everhart Museum marketing staff will use this opportunity to take any group photographs for marketing of the event.

Please contact Director of Programs and Events, Stefanie Colarusso at 570-346-7186 ext. 516 if you have any questions.

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PLEASE COMPLETE THIS FORM AND RETURN (by email to programs@everhart-museum.org with the subject line "ART IN BLOOM APPLICATION" by Friday, February 21, 2020

Full Name _____

Participant Type

____ Professional Florist

____ Professional Designer

____ Other, (explain) _____

Address _____

City and zip code _____ Email _____

Home/cell phone _____ Business Phone _____

Personal or company website _____

Years of service in industry _____

Would you like to also participate as a vendor on the April 25th community event? _____