



NEWFIELDS

A PLACE FOR NATURE & THE ARTS

Art in Bloom 2024

Frequently Asked Questions

1. What is Art in Bloom?

Art in Bloom is a tradition of creating floral designs based on and inspired by works of art.

2. Where can I look for examples of Art in Bloom?

Many art institutions offer a version of Art in Bloom and can be searched easily online. Some examples of note include:

- Museum of Fine Art Boston
- North Carolina Museum of Art
- Saint Louis Art Museum
- San Diego Museum of Art

3. Who can apply to participate?

Art in Bloom is open to professional florists, garden club members and those with floral design experience.

4. What can't I include in my design?

We have a list of guidelines that you can find on the website and will be included in your orientation packet. It is a long list and not meant to hamper your creativity, but rather to protect Newfields' art and living collections and keep guests safe during busy times.

5. How do I check if a material is permitted?

Please email AIB@discovernewfields.org with the specifics of your material and how it will be used. Newfields will only answer these inquiries after acceptance to Art in Bloom and will not pre-approve any materials during the application phase.

6. Are synthetic flowers (silk, plastic, fiber, etc.), synthetic plants or other synthetic materials allowed?

No. Under no circumstances are synthetic flowers, synthetic plant materials or synthetic natural materials (paper butterflies, etc.) allowed into Art in Bloom. If you bring these materials with you during inspection, they will not be approved and cannot be used in your display.

7. Are dried flowers allowed?

Yes, but they must be used sparingly, and the bulk of your design cannot be dried materials.

8. I can't attend all the listed time requirements; can I still participate?

All floral designers or a designated representative of the floral designer(s) are required to be at all listed time requirements on the application webpage. The only time commitment that is optional is the Designer Happy Hour on Friday, March 22, 2024. This is not to be confused with Meet the Designer Night on Friday, March 22, 2024, from 5:30 PM to 8 PM which is mandatory.

9. Is refresh really mandatory every day?

Yes. To provide exceptional experiences for all our guests, it is important that each display looks like it was just installed, making refresh vital to the success of the show. You are allowed to send a designated representative to refresh if you cannot make it each morning. That information along with the contact information of your representative must be sent to AIB@discovernewfields.org at least twenty-four (24) hours in advance.

10. Something happened and I can't get to Newfields to refresh my piece, what do I do?

Please alert Newfields as quickly as possible by calling or texting your contact AND emailing AIB@discovernewfields.org to make alternate arrangements and inform us of your absence. If you or a designated representative do not contact us and do not come refresh, your piece will be pulled from the show.

11. I don't like where my pedestal or platform is located, can I move it?

No, all pedestals and platforms are carefully placed by Newfields staff and cannot be moved.

12. When do I find out what artwork I have been assigned?

Upon acceptance to the show in your onboarding email, you will receive a link to your artwork to be viewed in the digital collection.

13. I don't like my assigned artwork; can I pick something else?

No, artwork cannot be reassigned or swapped. If you object to your assigned artwork for moral, religious or other community beliefs reason(s), please get in touch with Newfields staff at AIB@discovernewfields.org to discuss next steps.

14. Can I visit Newfields to see where my design will be and view my inspiration artwork?

Yes! After orientation all designers are taken upstairs into the IMA Galleries to view their artwork. Additional viewing time can be accommodated by emailing AIB@discovernewfields.org.

15. How big are the pedestals?

Pedestals are 18"x18"x32" and 24"x24"x36". Designers will be notified of their pedestal size in their acceptance email.

16. Will I be paid for participation in Art in Bloom?

Yes! You will be informed of compensation in your acceptance email.

17. Can I do a floral demonstration during Art in Bloom?

Yes! You can apply to host a floral demonstration during Art in Bloom when you apply to the show. Demonstrations are selected based on originality of the demonstration subject and strength of the overall application. If your demonstration is picked, you will be notified in your acceptance email along with your day and time. An additional honorarium is available for each designer that is picked to host a demonstration.

18. Is there a prize?

Yes! There are three ribbons for Art in Bloom: Excellence in Art, Excellence in Nature and Crowd Favorite. The Excellence ribbons will be awarded at the opening reception. These two ribbons are selected by Newfields staff. The Crowd Favorite will be selected via voting by guests at the Opening Reception and awarded Thursday morning. There are no purses associated and only pedestals are eligible for these ribbons.

19. Do I get to bring guests to Art in Bloom?

Yes! Each designer has two tickets for the Opening Reception. These tickets are meant for the designer and one guest. On Friday night during Meet the Designer, each designer will be given five (5) tickets for friends and family to attend. Tickets cannot be scheduled for any other day of Art in Bloom. No additional tickets will be issued.

20. How can I get to know my fellow designers?

Join us for Designer Happy hour at Garden Terrace on Friday! This is meant as a meet and greet and appreciation time for designers only. Guests of Newfields and personal guests of designers are not permitted to join in this happy hour.

21. What are the days and hours of Art in Bloom?

Thursday, March 21, 2024: 11 AM to 8 PM EST

Friday, March 22, 2024: 11 AM to 8 PM EST

Saturday, March 23, 2024: 11 AM to 8 PM EST

Sunday, March 24, 2024: 11 AM to 5:00 PM EST

22. Do I have to be at my pedestal every day? How will guests know how to contact me or my business?

You are not required to be at your pedestal every day. You can determine how much or how little you are by your piece. The only time you are required to be by your piece and interacting with guests is Friday evening during Meet the Designer and the Opening Reception. Your pedestal will have your name and your business name (if applicable) on the label, and you will also be listed in the Art in Bloom guide that is available to guests. Anytime you are at your pedestal, you are welcome to hand out business cards to guests.

23. Can I hire outside photography or videography to come during the show?

No. Newfields has onsite photography and videography teams that will be filming during all aspects of Art in Bloom. Images are available to designers after successful completion of the show by emailing permissions@discovernewfields.org