



NEWFIELDS

A PLACE FOR NATURE & THE ARTS

Art in Bloom 2025 Floral Guidelines

The protection and preservation of works of art is a top priority of Newfields. The following rules regarding all Designer floral displays and entries will be strictly enforced by Newfields at all times. Failure to comply with these rules may result in the removal of a floral display.

1. Newfields General Guidelines

- a. Only approved plant material may be used (see list of prohibited materials below).
- b. Plants must be free of disease and pests. Any diseased or pest-infested plants or flowers discovered during installation must be immediately contained in a plastic bag and removed from the building. This rule will be enforced at all times during the run of the show, whenever the problem is identified.
- c. All stamens (lilies, tulips, alstroemeria, etc.) must be removed before being brought into the IMA Galleries and regularly removed throughout the run of show. If pollen lands on a work of art, it may adhere and stain the art.
- d. Dried materials which are pretreated, such as heat treated, fumigated, or glycerinated, are permitted.
- e. Arrangements should be primarily restricted to containers (see Section M below).
- f. Newfields will determine the location of the floral displays. All displays will be approximately four feet (4 ft.) from works of art in the IMA Galleries.
- g. Pedestals, tables, and risers may not be moved or repositioned as they are all carefully placed by Newfields personnel. The tops of pedestals may not be enlarged or draped.
- h. No floral display should be more than four feet (4 ft.) tall from the top of the pedestal. If the floral display exceeds that height limit, it will be up to Newfields' personnel to analyze the situation and require alterations if the floral display presents a danger to any work of art once installed in the IMA Galleries.
- i. Flash photography, tripods, monopods (including selfie sticks) and other photographic equipment are not permitted inside the IMA Galleries.
- j. No outside professional photography or videography can be booked by Designers. Newfields will make images available at no charge that designers can request copies of by emailing permissions@discovernewfields.org after the completion of Art in Bloom.
- k. Nothing may be affixed to the wall and no part of any floral display may come within an arm's length of any work of art as outlined in point 1.f. above.
- l. Newfields reserves the right to move or remove any floral display that poses a risk to the art collection.
- m. Floral display containers:
 - i. Containers must be labeled on the bottom with the designer's last name.
 - ii. Containers will be inspected upon arrival.
 - iii. Containers must be self-stable on their base. Floral displays must not be top-heavy.
 - iv. Container dimensions must not exceed/overlap the footprint of the table or pedestal.
 - v. Containers must be watertight. Plastic sheeting, tape, or foil cannot be used to seal a leaky container. Please test your container by letting it sit for several hours with water in it. Any floral display with a container that leaks will be removed.

- vi. Containers cannot be filled with standing water; designers must use an oasis or foam. Shallow bowls of water cannot be used.
- vii. The exterior of each container must be clean, dry, and watertight.
- viii. Standing water is not allowed outside of the container.
- n. Prohibited items:
 - i. **No artificial flower, plant, or other manufactured natural material is allowed in Art in Bloom. Any displays including synthetic flowers, plants, or natural materials will not be permitted into the show.**
 - ii. Small step stools or ladders are allowed for installation. Step stools or ladders cannot be more than three feet tall.
 - iii. Old wood, such as furniture, found wood, crates, driftwood, or twigs are not permitted.
 - iv. Flowers, foliage, and moss from home gardens are not permitted.
 - v. Cut fruits or vegetables, grains, and beans are not permitted.
 - vi. Potting soil, stumps, wood chips, or fungus are not permitted.
 - vii. Loose rocks, pebbles, or marbles are not permitted on the pedestal. Such items must be attached to or contained within the container.
 - viii. Glue or glue guns are not allowed in the IMA Galleries. If you are using applied items, all such items must be adhered to, fully dry for twenty-four (24) hours, and set before arrival at Newfields.
 - ix. Endangered or federally protected plant materials are not permitted (see: <https://cites.org/eng>).
 - x. Locally invasive plants, diseased plant material, artificial plant material, live animals (including fish), taxidermy, animal materials, natural birds' nests, and protected sea life, including coral, are not permitted. (see: [\[08\]](#)).
 - xi. Artificial materials or accessories such as plastic flowers, silk flowers, sequins, balloons, glitter, beads, rice, feathers, paper, as in old books or mats, and tripods are not permitted.
 - xii. All floral displays should have no more than three (3) dried materials in the display and the bulk, which means no more than fifty percent (50%) of the floral display, cannot be compromised mainly of dried materials. Floral displays with more than three (3) dried materials will not be allowed in the show.
 - xiii. Sharp objects, such as metal with pointed edges, broken glass, or garden tools, are not permitted.
 - xiv. Electrical devices, including light-emitting diode lights or speakers are not permitted.
 - xv. Battery-operated devices, such as battery-operated candles, are permitted, but must be turned off during closed hours and pre-approved by Newfields at least seven (7) days prior to installation.
 - xvi. Candles lit by fire, or any open flame are not permitted.
 - xvii. Wet paint is not permitted. Any paint in the display must be dry and off-gassed for at least forty-eight (48) hours before installation. Any paint that flakes off when shaken or placed on the ground or any materials that smell strongly of paint will not be permitted into the IMA Galleries.

2. Installation-One Full Day Duration

- a. Installation hours will be as directed by Newfield personnel during orientation and subject to change.
- b. Installation will occur on Wednesday, March 19, 2025, from 9:30 AM to 3 PM EST.

- c. Designers should park in the museum's parking garage.
- d. Once parked, designers will enter via the Randolph H. Deer Special Event Pavilion with their floral displays and check-in with Newfields' personnel. If a designer needs a cart to assist with bringing in their supplies, a very limited supply will be available at the check-in area. All designers are strongly encouraged to bring their own hand carts.
- e. Upon check-in, floral displays will be inspected by Newfields' personnel to ensure that the displays adhere to the floral guidelines and pose no risk to the art collection.
 - i. Any displays not adhering to the floral guidelines will be given every reasonable opportunity to adjust the display prior to installation.
 - ii. Any displays that cannot meet the floral guidelines or are deemed a risk to the art collection will not be allowed to proceed and will be removed from the building.
- f. Once floral displays are inspected and approved, Newfields personnel will accompany the designer up to the IMA Galleries and may assist in transporting materials, if necessary.
- g. Once in the IMA Galleries, the designer will check in with their floor captain and begin install.
- h. Once placed on its assigned pedestal, designers will have an opportunity to make final adjustments. Newfields personnel will be positioned in the IMA Galleries to answer questions, offer museum putty for the bottoms of containers, and give directions around Newfields.
- i. Once installation is complete, the designer must notify their floor captain and be present for a final inspection by Newfields. Once the final inspection is approved, the designer is free to depart.
- j. After final inspection and approval, no changes may be made to the floral display without notifying the floor captain and another final inspection after alterations are made.
- k. All preparation areas must be kept clean and dry.
- l. Any materials left behind by designers are not the responsibility of Newfields and will be disposed of.

3. Watering and Refreshing Arrangements

- a. Designers or a designated representative of the designer must water and refresh displays daily through the run of the show: Thursday, March 20, 2025, through Sunday, March 23, 2025, between 8 AM and 9:30 AM EST. All displays must be refreshed, and designers must depart campus no later than 10 AM EST. The doors for Art in Bloom will open promptly to the public at 10 AM EST.
- b. If a floral display is not refreshed during the designated hours on any day, Newfields will pull the arrangement from the show. The designer will have twenty-four (24) hours to come and refresh their display from the time it is pulled (closed general admission hours are not available for refresh times) and every reasonable attempt will be made to contact the designer immediately if a display is pulled.
- c. If a floral display is not refreshed and not put back into the show, the designer will not receive the second (2nd) installment of their compensation. A floral display will not be put back into the show until it has been refreshed.
- d. Newfields reserves the right to remove dead flowers, materials, or entire displays if they are not refreshed, kept looking their best, reported as leaking or posing a threat to the art collection at any time.
- e. Designers must pay particular attention to watering their display carefully and wipe up any water drips immediately.
- f. Misting or spraying is not permitted.
- g. While Newfields is open to the public, designers or their representatives will not be permitted to take any supplies or water to their displays.
- h. Newfields will provide a limited amount of watering cans for refresh hours, but designers are encouraged to bring their own water.

4. Deinstalling Arrangements

- a. Deinstallation will occur from 5:30–7 PM EST on Sunday, March 23, 2025, with all displays and extra materials removed from the building by 7 PM EST.
- b. Designers should park in the bus parking lane along the Sutphin Mall or in the museum's parking garage.
- c. Once parked, designers will enter via the Efroymsen Family Entrance Pavilion to check-in with Newfields' personnel. If someone else is picking up for the designer, their name and contact information (phone number and email) must be provided twenty-four (24) hours in advance to Newfields.
- d. Newfields' personnel will accompany the designer to remove the floral display and materials and bring them back to the Efroymsen Family Entrance Pavilion to be discarded.
- e. No installations can be carried throughout the IMA Galleries; they must be placed on a cart or wagon. A limited number of carts will be provided; designers are encouraged to bring their own carts or wagons.
- f. All designers must be onsite no later than 6 PM EST to begin deinstall. If they are not present at that time, Newfields will begin deinstallation of their display and materials will not be available for pick-up nor will Newfields be able to donate or save any materials upon request.
- g. Trash bins and plastic bags will be available for discarded floral material.
- h. Any containers, displays, or materials remaining after 7 PM EST on Sunday, March 23, 2025, will be discarded.

5. Art in Bloom: Designer Onsite Requirements & Complimentary Tickets

- a. Wednesday, January 29, 2025: Designer Orientation & Artwork Viewing, 6–8 PM EST.
 - Any designer within a thirty (30) minute drive of Newfields is required to be onsite for Orientation.
- b. Thursday, January 30, 2025: Virtual Designer Orientation, 1 PM
- c. Wednesday, March 19, 2025: Install, 9:30 AM–3 PM EST
 - You will be assigned a time to come and install throughout the day based on which gallery your inspiration artwork is located in. The first install time will start at 9:30 AM EST and the last install time will start at 12 PM EST with all installation and final inspections completed by 3 PM EST. If you are unable to be present for your assigned time, please get in touch with Newfields personnel to make alternate arrangements.
- d. Thursday, March 20, 2025: Daily Refresh, 8:30–9:30 AM EST
- e. Friday, March 21, 2025: Daily Refresh, 8:30–9:30 AM EST
- f. Friday, March 21, 2025: Fête of Florals, 6–10 PM EST
 - Two (2) tickets will be provided for each designer. These tickets are meant for the designer and one (1) guest to attend the party.
- g. Saturday, March 22, 2025: Daily Refresh, 8:30–9:30 AM EST
- h. Sunday, March 23, 2025: Daily Refresh, 8:30–9:30 AM EST
- i. Sunday, March 23, 2025: Deinstall, 5:30–7 PM EST
 - Deinstall is open to everyone starting at 5:30 PM and you must be onsite by 6 PM EST to begin deinstall.
- j. Five (5) tickets will be given to each designer for friends and family to attend Art in Bloom total, tickets can be redeemed for any day of the show during General Admission Hours (Thursday & Saturday, 11 AM–8 PM; Friday 11 AM–5:30 PM and Sunday, 11 AM–5 PM). A ticket does not need to be used for the designer or assistant; an Art in Bloom badge will get them into the show at any time.
- k. Designers and assistants are not required to be by their pedestals during the run of Art in Bloom. They can, however, be at their display as much or as little as they like to interact with

guests and hand out business cards. Business cards, flyers or orders sheets cannot be displayed on the pedestal or platform.