



**FOR IMMEDIATE RELEASE**

*Images available upon request.*

**Fifth Annual Art in Bloom Returns to Newfields 3/20 through 3/23**  
*Explore the IMA Galleries with floral designs from 55 local and national designers*



**INDIANAPOLIS**, Feb. 12, 2025 — In the [fifth annual Art in Bloom](#), guests will be wowed by pedestals, showstoppers, paper flower designs and more from 55 local, national and international florists in the Indianapolis Museum of Art at Newfields. Each arrangement is inspired by a work of art currently on view in the IMA. Centerpiece designer [Jennifer Reed](#) is commemorating 50 years since the acquisition of Robert Indiana’s iconic *LOVE* sculpture in Pulliam Family Great Hall. Tickets for Members go on sale tomorrow, February 13, and public tickets will be available for purchase beginning Tuesday, February 18. Both ticket sales open at 11 a.m.

“This wonderful experience continues to attract more and more visitors each year because of its unique pairing of art and nature,” stated Belinda Tate, The Melvin & Bren Simon Director of the Indianapolis Museum of Art. “The exquisite floral displays set in conversation with artworks on view in the galleries illuminate the beauty and depth of the museum’s exceptional and enjoyable art collection.”

New this year is the [Fête of Florals](#), the 21+ event taking place on Friday, March 21, from 7–10 p.m. Mingle with this year’s floral designers, savor bites from five local chefs, enjoy complimentary beer and wine, dance to DJ Gabby Love’s beats and watch the Awards Ceremony at 8 p.m. Winners will be crowned in Excellence in Art, Excellence in Nature and

the coveted Crowd Favorite ribbon. Dress in your favorite floral fashion to mark the start of the season. Art in Bloom weekend is not complete without a signature cocktail; The Gallery Gardener bar will usher all into Pulliam Family Great Hall for the evening's festivities in addition to its availability throughout the entirety of the show.

"Art in Bloom catapults Newfields and all who join us right into the spring season," said Jonathan Wright, The Ruth Lilly Director of The Garden and Fairbanks Park. "The designers, whether local or traveling in from as far as Puerto Rico, pour so much passion into their displays, and that passion shines through on each day of the festival."

Lightborne, a creative studio out of Cincinnati, Ohio, has created the breathtaking digital display, [Inflorescence](#), to play on the Clowes Pavilion LED ceiling for the run of Art in Bloom only. At the Art in Bloom Market in Randolph H. Deer Special Events Pavilion, flower crowns are available to make and take for \$15, alongside artworks for sale from four local, women-owned businesses: Earth & Fire, Sav J. Art, Kassie Woodworth Art and Plant Shop hosted by Serendipity Plants. In DeBoest Lecture Hall, floral demonstrations will be held at no additional cost to ticket holders. Finally, a pass through the Stout Reference Library will feature a paper flower showcase and archival display of what the Newfields grounds looked like in 1970.

For Members, Art in Bloom will be exclusively yours to explore at [Member Preview Night](#) on Wednesday, March 19 from 5–8 p.m. and each morning thereafter from 10–11 a.m. Purchase a mimosa at Pop Up: Wine to begin the sipping and strolling through the flowerful day at Newfields. For those who are not yet Members, Art in Bloom is the perfect time to make the spring leap into membership with 20% off on-site purchases (and renewals).

Newfields is again partnering with non-profit organization [Random Acts of Flowers Indianapolis](#), donating recycled flowers from Art in Bloom for delivery to individuals in healthcare facilities in need of a mental and emotional boost during a difficult time.

#### **Art in Bloom Pricing:**

##### Public

Adult	\$32
Senior 55 & Up	\$28
Public Youth 6-17	\$23
Children 5 & Under	Free

##### Members

Adult	\$16
Public Youth 6-17	\$9
Children 5 & Under	Free

#### **Fête of Florals Pricing:**

<u>Members</u>	\$70
<u>Public</u>	\$80

**Image Credit:** Floral display by Rubymoon. John C. Clarke (American, 1937–2021), *Fragonard - The Meeting*, 1967, oil on canvas, 84-1/4 × 56-1/8 in. Indianapolis Museum of Art at Newfields, Gift of Robert and Ann Rohn, 2002.242. © John Clem Clarke.

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#### **About Newfields:**

Newfields offers dynamic experiences with art and nature for guests of all ages. The 152-acre cultural campus features art galleries, lush gardens, a historic home, performance spaces, a nature preserve and sculpture park. From inspiring exhibitions in the IMA Galleries, to concerts in The Tobias Theater, to a stroll through The Garden with a glass of something cold, guests are invited to interact with art and nature in exciting new ways. Newfields is home to the Indianapolis Museum of Art, among the ten largest and ten oldest general art museums in the nation; the Lilly House, a National Historic Landmark; The Garden, featuring 40 acres of contemporary and historic gardens, a working greenhouse

and an orchard; and The Virginia B. Fairbanks Art & Nature Park, one of the largest art and nature parks in the country. The Newfields campus extends outside of Indianapolis with Miller House and Garden in Columbus, Ind.—one of the nation’s most highly regarded examples of mid-century Modernist architecture. For more information, visit [DiscoverNewfields.org](http://DiscoverNewfields.org).

**Media Contact:**

Mattie Wethington  
Director of Communications  
317-923-1331 ext. 265  
[mwethington@discovernewfields.org](mailto:mwethington@discovernewfields.org)

Jack Wright  
Public Relations Manager  
317-923-1331 ext. 174  
[jhwright@discovernewfields.org](mailto:jhwright@discovernewfields.org)