

Art in Bloom 2024
GUIDELINES FOR INTERPRETERS

Interpreter Selection Form

Name(s): _____

Affiliation(s): _____

Address: _____

Telephone*: _____

Email*: _____

Gallery: _____

Painting/Object: _____

*If multiple names are listed, please specify the proper contact information for each individual (i.e. (978) 424-4509 (CF), (978) 345-4207 (FD))

Return this completed form to the front desk or:

Aimee Cotnoir
Membership and Events Manager
acotnoir@fitchburgartmuseum.org
(978) 424-4506
185 Elm Street, Fitchburg, MA



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The Fitchburg Art Museum and Laurelwood Garden Club are pleased to present the **26th Annual Art in Bloom** from **Thursday, April 25 through Sunday, April 28**. Thank you for participating in this popular event by creating a floral display to represent a piece of art in the museum.

This year FAM will showcase 40 works for interpretation. Our four new exhibitions include *Ria Brodell: Butch Heroes*; *Portrayed by Eakins: Ella Crowell as Model and Student*; *On Her Terms: Feminine Power Embodied*; and *Africa Rising: 21st Century African Photography*. Our permanent exhibitions continue to include *Evoking Eleanor*, and *Discover Ancient Egypt*.

The Museum will be open for extended hours throughout the Art in Bloom weekend. Allowing time for installation, the museum will be open from 1 until 5 pm on Thursday, April 25; and from 11 am to 5 pm Friday, April 26, through Sunday, April 28.

Interpreters will have free admission during Art in Bloom and a complimentary ticket to the Champagne Reception on Friday, April 26. Pre-registration will be available on our website as well as through the front desk.

Important dates to remember:

List of artworks available at the front desk: **Friday, March 8 at 12 pm**
Interpreter selection/ response form due: **Wednesday, April 3 by 4 pm**
Set-up of floral interpretations: **Thursday, April 25; 9 am to 12 pm**

***FAM will be open from 10 to 11 am, Friday, April 25 through Sunday, April 28 for interpreters to water and refresh their interpretations. Please be respectful of this timeframe and contact the Event Manager if you need assistance.**

***Interpreters should submit the names of the plant material for the pedestal by Monday, April 23. Final edits to plant material lists due by 10 am on Thursday, April 25.**

Champagne Reception: **Friday, April 26; 6 to 8 pm**
Material Pick-up: **Sunday, April 28; 5 to 6:30 pm or Monday, April 29 by appointment**

Please review the guidelines on the opposite page. Then complete the interpreter selection form to reserve your space. These instructions are important to ensure the safety of the Museum collection.

If you have any questions, don't hesitate to get in touch with Aimee Cotnoir at 978-424-4506, or by email at acotnoir@fitchburgartmuseum.org.



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Your arrangement should express the essence or spirit of the selected work of art and be in scale with the object or painting. The arrangement should not overpower the subject or obscure it from view. Your challenge is to create an arrangement that is safe, stable, does not leak, and is easy to maintain.

Material

- Use freshly cut plant material and avoid artificial supplies. All plant materials must come from a commercial flower market/florist to ensure they are free of insects and other pests.
- Soil brought into the building must be commercially fumigated and sealed during transport. Use of dried, organic material and limited amounts of fruits or vegetables are acceptable.
- The galleries do not have controlled humidity.
- Do not use peripheral material (knickknacks, drapes, etc.) Cloth or fabric may be used as long as they fit within the top of the pedestal (black, 16" x 16"). Added adornment can be distracting and problematic (tempting for children to handle, easily broken).
- Use a container that does not leak and is stable. Test your container with water and a plant material similar to what you will use to be sure it works. *Please do this before displaying it in the museum.* Arrangements that put artwork at risk will be removed.
- All materials must be transported safely from the door to the gallery, so please tie or bag as compactly as possible.

Set-up

- Pedestals will be provided by Fitchburg Art Museum.
- Fitchburg Art Museum will provide signage for each display.
- Set-up is **Thursday, April 25 from 9 am until 12 pm.**
- Provide museum staff with the list of plant materials in your arrangement for the signage.
- Water must be in a closed container. We recommend a liter-sized water bottle. No one is allowed to walk through the Museum with open containers of water. You must water arrangements with a long-necked watering can, and carefully filled near the working area. Containers can be filled after arrival.
- Misting is **NOT** allowed anywhere in the Museum. Do not bring spray bottles.
- All property left at the Museum through the Art in Bloom weekend (i.e. extra plant material) should be marked with your name. The Museum is not responsible for damage or loss to the arrangements or containers.
- The Museum will not be responsible for refreshing individual arrangements. Please make your arrangements for freshening your work.

