

FOR IMMEDIATE RELEASE

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Fine Arts & Flowers to Bloom Oct. 24-28

Biennial exhibition to benefit inaugural tour of VMFA's new artmobile

Richmond, Virginia — The Virginia Museum of Fine Arts announces the return of *Fine Arts & Flowers*, a biennial museum-wide exhibition that pairs original interpretive floral arrangements with works from the museum's permanent collection from Oct. 24-28, 2018. Admission to *Fine Arts & Flowers* is free. Lectures and other special events will accompany the exhibition, with tickets available beginning May 1.

Organized and sponsored by The Council of the Virginia Museum of Fine Arts, VMFA's oldest volunteer group, *Fine Arts & Flowers* will feature more than 80 arrangements created by members of the Garden Club of Virginia, Virginia Federation of Garden Clubs and Garden Clubs of Virginia. Margaret R. "Peg" Freeman is honorary chair of 2018's *Fine Arts & Flowers* with Gay Hardy and Roberta Douma serving as co-chairs. Strange's Florists, Greenhouses, and Garden Centers LLC., is the official supplier of flowers and plant materials. The presenting sponsor is Capital Bank, a division of First Horizon.

The exhibition will kick off with a gala preview, *Kaleidoscope of Flowers*, on Wednesday, Oct. 24 from 7 to 10 p.m. A wide range of special events will be held throughout the exhibition, from lectures and luncheons to docent-led tours, curator talks and family activities. New York-based floral designers Lewis Miller and Remco van Vliet will serve as featured speakers.

Miller, who owns one of the premiere floral design houses in New York, is the author of *Styling Nature: A Masterful Approach to Floral Arrangement*. In addition to working for clients such as HBO, Vogue, Amazon and the Whitney Museum, Miller is known for staging "Flower Flashes" — impromptu floral installations in unexpected locations in New York City. Miller will speak at 10 a.m. on Thursday, Oct. 25, with a book signing at 2 p.m.

Van Vliet is a third-generation florist originally from the Netherlands. He applies his background in art history and graphic design with his firm Van Vliet & Trap. In addition to working with clients such as Givenchy, Sotheby's and Conde Nast, van Vliet is the event designer for the Metropolitan Museum of Art, where he creates towering floral arrangements for the Great Hall every Monday. Van Vliet will speak on Friday, Oct. 26, at 10 a.m. with a master workshop to follow at 2 p.m.

Proceeds from *Fine Arts & Flowers* events will benefit the inaugural tour of VMFA on the Road, the museum's new artmobile for the 21st century. Through interactive learning experiences with staff educators, virtual-reality tours of VMFA exhibitions, and a traveling gallery of original artworks, VMFA on the Road will bring the museum experience directly to citizens in all areas of the Commonwealth. For details and to purchase tickets to related events, visit www.vmfa.museum/exhibitions/exhibitions/fine-arts-flowers/



Catfish Row, Jacob Lawrence (American 1917-2000). Floral interpretation by Janet Minock of Thomas Jefferson Garden Club from 2016's *Fine Arts & Flowers*. (Travis Fullerton © Virginia Museum of Fine Arts)

About The Virginia Museum of Fine Arts Council

The Council of the Virginia Museum of Fine Arts is a group of dedicated VMFA members who volunteer throughout the museum and work on behalf of VMFA to enhance community outreach and participation. The Council has served VMFA since 1955 and was instrumental in establishing the VMFA Shop, establishing the docent program, organizing museum travel and providing seed money for VMFA's library. The Council organized the first *Fine Arts & Flowers* exhibition in 1987, which has since become a biennial event.

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The Virginia Museum of Fine Arts in Richmond, Virginia, is one of the largest comprehensive art museums in the United States. VMFA, which opened in 1936, is a state agency and privately endowed educational institution. Its purpose is to collect, preserve, exhibit, and interpret art, and to encourage the study of the arts. Through the Office of Statewide Partnerships program, the museum offers curated exhibitions, arts-related audiovisual programs, symposia, lectures, conferences, and workshops by visual and performing artists. In addition to presenting a wide array of special exhibitions, the museum provides visitors with the opportunity to experience a global collection of art that spans more than 6,000 years. VMFA's permanent holdings encompass nearly 40,000 artworks, including the largest public collection of Fabergé outside of Russia, the finest collection of Art Nouveau outside of Paris, and one of the nation's finest collections of American art. VMFA is also home to important collections of Chinese art, English silver, and French Impressionist, Post-Impressionist, British sporting, and modern and contemporary art, as well as renowned South Asian, Himalayan, and African art. In May 2010, VMFA opened its doors to the public after a transformative expansion, the largest in its history.

The Virginia Museum of Fine Arts is the only art museum in the United States open 365 days a year with free general admission. For additional information, telephone 804-340-1400 or visit www.vmfa.museum.