

FOR IMMEDIATE RELEASE
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Dates Set for VMFA’s Signature *Fine Arts & Flowers* 2024 Exhibition and Gala
Held at the Virginia Museum of Fine Arts Since 1987, *Fine Arts & Flowers* Benefits VMFA’s Initiatives



Photo by Travis Fullerton, © 2021 Virginia Museum of Fine Arts

Richmond, VA — The Virginia Museum of Fine Arts (VMFA) announced that their highly anticipated signature event, *Fine Arts & Flowers*, is scheduled for Oct. 23 through Oct. 27, 2024.

Held biennially since 1987, *Fine Arts & Flowers* is a spectacular museum-wide exhibition of floral designs inspired by works of art in VMFA’s permanent collection. The event is presented by The Council of the Virginia Museum of Fine Arts, VMFA’s oldest volunteer group, with creative floral designs by the Garden Club of Virginia, The Virginia Federation of Garden Clubs and Ikebana of Richmond.

Fine Arts & Flowers kicks off with a dazzling gala and preview of more than 70 floral interpretations of art throughout the museum. Other special events and programs include talks from renowned guest speakers and VMFA curators, luncheons, floral design workshops, exhibition tours, a fashion show and a variety of family activities.



Photo by Sandra Sellars, © 2021 Virginia Museum of Fine Arts

Nan Boyd, Council President, and Alex McGrath and Birch Douglass, Co-Chairs of *Fine Arts and Flowers* 2024, are delighted to announce that Strange's Florists will be the official supplier of flowers and plant materials, as they have been since 1987.

General admission to VMFA's galleries, where floral designs are on display, will be free. Tickets for *Fine Arts & Flowers* special events and programs will go on sale next year, in May 2024.

Proceeds from *Fine Arts & Flowers* sponsorships and ticket sales will support the ongoing research, development and installation of VMFA's world class exhibitions.

To get the latest information about *Fine Arts & Flowers*, visit www.vmfa.museum.

About The Council of the Virginia Museum of Fine Arts

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 led the way on projects such as opening the VMFA Shop, establishing the tour guide program, organizing museum travel and providing seed money for the Margaret R. and Robert M. Freeman Library. The Council organized the first *Fine Arts & Flowers* exhibition in 1987, which has since become a biennial event.



Photo by Sandra Sellars, © 2021 Virginia Museum of Fine Arts

About the Virginia Museum of Fine Arts

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 to schools, museums and other institutions throughout the Commonwealth. 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 50,000 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 the James W. and Frances G. McGlothlin Wing I after a transformative expansion, the largest in its history.



Photo by Sandra Sellars, © 2021 Virginia Museum of Fine Arts

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.

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