



**MEDIA ALERT**

**WHERE:** Worcester Art Museum  
55 Salisbury Street  
Worcester, MA 01609

**Worcester Art Museum's *Flora in Winter* 2014**

**Annual Fundraiser Kicks off Thursday, January 23, 2014 with *Flora Euphoria!***

Worcester, MA – December 30, 2013 -The Worcester Art Museum's annual four-day fundraiser, *Flora in Winter*, is the region's premier floral design event, during which skilled arrangers create captivating and imaginative interpretations of artworks on view in the Museum. From Thursday, January 23 beginning at 11 am through Sunday, January 26, 2014, visitors can enjoy a feast for the eyes and spirit in the middle of winter. From the celebration of *Flora Euphoria!: Courtly Pleasures on the evening of the opening day*, to floral demonstrations and origami-making lessons, there is something for visitors of all ages. *The museum has extended their hours of operation to accommodate visitors. Be sure to check the website for details.*

*Flora in Winter* is an excellent opportunity for the Worcester community to connect, create, and support the Museum," said WAM Director Matthias Waschek. "We look forward to this time every year, as we gather to celebrate our accomplishments and the excitement that 2014 brings WAM and the larger Worcester community."

***Flora Euphoria!: Courtly Pleasures* kicks off this year's *Flora in Winter* on Thursday, January 23** from 5:30 to 8 pm. Reservations are recommended. In anticipation of the upcoming *Knights!* exhibition opening at WAM in March, *Flora Euphoria* will transport visitors to King Arthur's court with wandering minstrels and period costumed performers. The evening will also include hors d'oeuvres and a cash bar. To purchase tickets for *Flora Euphoria!: Courtly Pleasures*, please visit [www.worcesterart.org](http://www.worcesterart.org). Members receive a special discount.

***Flora in Winter* continues with *Floral Joust: Lords and Ladies* on Friday, January 24** at 3 pm, in which two men and women will participate in a battle of the sexes to create spontaneous floral designs inspired by the *Wall at WAM*. They will not be previously told the floral materials or container they'll be using, and they must finish during the time allotted. Reservations are not required. The finished arrangements will be on view for the remainder of *Flora* and will be raffled off on Sunday, January 26<sup>th</sup>.

**On Saturday, January 25** from noon-3pm, visitors can enjoy a **floral demonstration, lunch, and tour**. The afternoon will begin with a boxed lunch followed by a demonstration by Annie Vanderwarker of Fearless Flowers, a talented Virginia artist and arranger. Arrangements will be made and raffled, and a docent will offer attendees inside details about the art and arrangements featured in *Flora*. Reservations are required as space is limited—call 508.793.4325 to RSVP.

**Origami Flowers on Sunday, January 26** (11:30am and 12:30pm seatings) invites children of all ages to learn how to make origami flowers with brothers Dennis and Dave Brannon. Reservations are not required.

**The concert at 2 pm on Sunday, January 26** will fill the Renaissance Court with memorable selections by the Shrewsbury High School Women's choir, under the direction of Michael Lapomardo, and The Master Singers To Go, under the direction of Matthew Johnsen. Some of the repertoire will presage *Knights!* with medieval musical offerings. Reservations are not required.

### **About WAM**

Founded in 1898, the Worcester Art Museum serves Worcester and its surrounding regional community. The Museum houses an encyclopedic collection of paintings, sculpture, decorative arts, photography, prints, drawings and new media. WAM's collection has historically been strongest in European art and was able to add further depth with the recent donation of Veronese's *Venus Disarming Cupid*, which is featured in the recently opened installation of *[remastered]*. At the same time, the Museum continues to broaden its encyclopedic holdings to remain a vibrant destination for an increasingly diversified constituency. Encouraging both individual contemplation and group engagement, *[remastered]*'s incorporation of technology, scholarship, and community activities reflects the Museum's larger goal of increased accessibility. Symbolized by the opening of the Salisbury Street doors in 2012, Waschek's time as director has been marked with attempts to make the Museum more open to all segments of the greater Worcester community. WAM continues towards this goal with plans for the construction of a universal access "bridge," which will provide significantly improved disability access and a clearer entrance to the Museum for all visitors.

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**PUBLIC INFO:** <http://www.worcesterart.org>  
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