

## MEMO

**FROM: Art Go Bloom (AGB) Benefit Committee Chairs**

**RE: Art Go Bloom Fundraiser, May 16-19, 2019**

**CONTACT: Lisa Robinson, [Gardenlisa@r22sml.com](mailto:Gardenlisa@r22sml.com)**

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The Taubman Museum of Art is proud to announce its biennial Art Go Bloom exhibition (May 16-19, 2019). From Garden To Gallery -- Art Go Bloom (AGB) is a special four-day fundraising event featuring fresh floral masterpieces inspired by works from the Museum's collection.

With the support of the Roanoke Council of Garden Clubs, top floral designers from across Virginia will converge on the Taubman Museum of Art to create one-of-a-kind floral arrangements that reflect the splendor and essence of 25 works of art. Paired side by side, guests will be delighted and inspired by these ephemeral blooms, paintings and sculptures.

During this special ticketed event to benefit the Museum, guests are also able to participate in "a la carte" programs and family activities.

We are grateful for your consideration and lively participation!

Best regards,

Alison Conte  
AGB Co-Chair, Roanoke G.C.

Sarah Belle Parrot  
AGB Co-Chair, Mill Mountain G.C.

Lisa Robinson  
AGB Co-Chair, Sugar Loaf G.C.

### Floral Designer Details

The Taubman Museum of Art and Art Go Bloom Steering Committee are currently seeking commitments from regional floral designers to participate in the fundraiser to benefit the Museum. Full timeline and obligations listed below.

#### **Ordering of Flowers:**

The Art Go Bloom Committee will provide the optional service of sourcing wholesale flower stems through TFS. Each floral designer will have the opportunity to participate in the TFS group order (providing a 100% tax-deductible donation to the museum for the cost of their stems), or may bring their own stems that have been fumigated; sourced through a florist with the itemized receipt.

**Timeline:**

- **Nov. 2, 2018:** Checklist of art released of the masterworks to choose from, choices are given on a 1<sup>st</sup> come, first served priority. Each team must submit their top 3 artwork selections. **Submission must be made via email to: Lisa Robinson, [Gardenlisa@r22sml.com](mailto:Gardenlisa@r22sml.com)**
- **March 16, 2019:** All artwork on view for teams to see in person
- **March 22, 2019 | 10:30am:** Mandatory exhibitor meeting at the museum to review arrangement guidelines and group flower order procedures. At least one representative from each team must attend.
- **April 5, 2019:** TFS group flower order deadline
- **May 15, 2019:** On-site floral design. Team schedule will be communicated at March exhibitor meeting. Check is due to the museum for each group's total flower order (one check per team). Each team must provide the museum with typed instructions for watering their arrangement
- **May 16-19, 2019:** Art Go Bloom Fundraiser on view at the Taubman Museum of Art

**Recognition:**

The museum and committee are very grateful for all that support the fundraiser with their time, expertise and outreach. Each garden club and team (maximum of 3 individuals listed per team) will be recognized on the label at their arrangement in the gallery, on the museum website, and on directional signage throughout the fundraiser.

**The museum and committee are very grateful for all that support the fundraiser with their time, expertise and outreach. Thank you for your consideration. We look forward to hearing from you soon!**

**Contact:**

Lisa Robinson, (540) 352-9085, [Gardenlisa@r22sml.com](mailto:Gardenlisa@r22sml.com)

Alison Conte, (540) 529-3687, [contefam@cox.net](mailto:contefam@cox.net)

Sarah Belle Parrot, (540) 312-4662, [Sarahb3112@aol.com](mailto:Sarahb3112@aol.com)