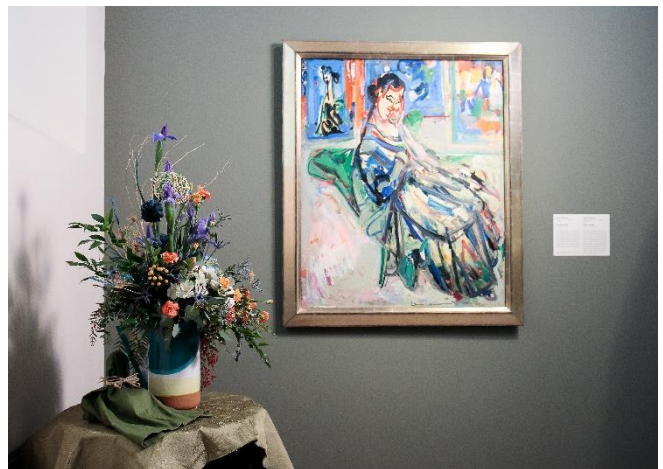
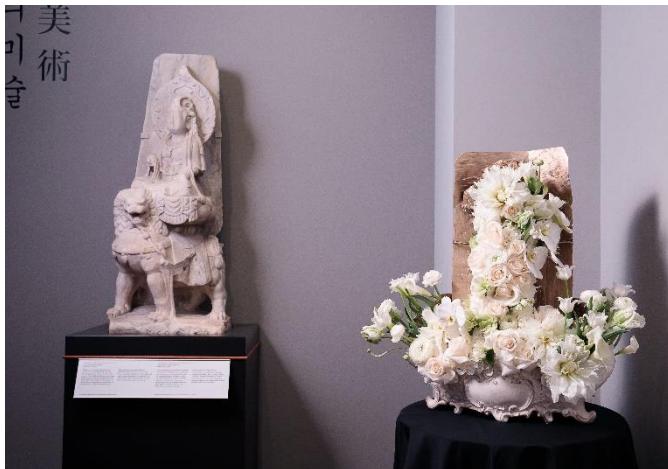


THE MUSEUM IN FULL BLOOM | 2020

Art Alive

FLORAL DESIGNER GUIDELINES



Welcome!

My name is Geordyn Coker, and I will be your Floral Designer Liaison for Art Alive 2020. I have heard wonderful things about the talent and dedication of all of our floral designers. Your interpretations are what makes Art Alive so special and what thousands of people look forward to seeing every year.

This year, we are excited to introduce new changes to our application process. We put in place a more streamlined, up-to-date Online Application process that is conducive to digital archiving. Also, Art Alive 2020 will be the last year we will grant automatic acceptance for returning designers. We would like to have a more inclusive and equitable approach to welcome new designers every year. ***Here are the highlights.***

STREAMLINED ONLINE APPLICATION PROCESS

- A new “single” Online Application for every floral designer to fill out to be considered for Art Alive. The link to the new online application will be emailed.
- The Online Application will go live at **9:00 a.m. on December 27, 2019.**
- The Online Application will time stamp the order at which applications are received, and this is the order Selection Day time slots will be granted.
- Participation in Art Alive is not guaranteed; spots are secured on a first-come, first-serve basis as soon as designers fill out their application.
- Once the designers are selected, the new online form of **Designer Worksheets**—that includes a drawing and detailed description of your arrangement—must be filled out by selected designers. Hard copies will not be accepted.

Please read all accompanying guidelines and instructions closely and feel free to contact me with any questions.

We hope you are as excited as we are for Art Alive 2020—I look forward to working with each and every one of you and hope to see you soon. On behalf of the entire SDMA staff, I would like to extend our deepest thanks for everything you do to make Art Alive happen.

Warmly,

Geordyn Coker
Development Coordinator, Individual Giving
gcoker@sdmart.org
619.696.1934

SCHEDULE OF EVENTS

FRIDAY, DECEMBER 27

Floral Designer Application open

FRIDAY, JANUARY 24

Floral Designer Application due by 5:00 p.m.

WEDNESDAY, FEBRUARY 12

Selection Day time slots assigned via email

WEDNESDAY, FEBRUARY 26

Floral Designer Selection Day 8:00–11:00 a.m. (by assigned appointment)

FRIDAY, MARCH 20

Designer Worksheet due by 5:00 p.m.

THURSDAY, APRIL 16

Installation Day time slots assigned via email

THURSDAY, APRIL 23

Installation Day 7:00 a.m.–noon (by assigned appointment)

FRIDAY, APRIL 24

Members' Preview 7:00–9:00 a.m.
Open to the Public 9:00 a.m.–5:00 p.m.
BLOOM BASH 7:00 p.m.–midnight

SATURDAY, APRIL 25

Floral Designer Refresh Time 8:00–9:00 a.m.
Open to the Public 9:00 a.m.–5:00 p.m.
Floral Workshop 1:00–2:30 p.m.
Garden of Activities Noon–4:00 p.m.

SUNDAY, APRIL 26

Floral Designer Refresh Time 8:00–9:00 a.m.
Open to the Public 9:00 a.m.–5:00 p.m.
Garden of Activities Noon–4:00 p.m.

MONDAY, APRIL 27

Floral Designer Pick Up Time 9:00 a.m.–noon

ARRANGEMENT GUIDELINES

The San Diego Museum of Art's first responsibility is to protect our irreplaceable collection. These rules are put in place to prevent any harm to artwork throughout Art Alive. Failure to comply with any of these guidelines will result in alteration or removal.

*Please note that The San Diego Museum of Art reserves the right to change or remove any or all elements of floral designs **once** they are in the Museum without designer consent.*

SIZE:

- The size of the arrangement must not exceed: 36" height x 24" diameter. NO EXCEPTIONS.
- Containers must be at a minimum height of 3 inches.
- Square and rectangular containers must be completely contained on the circular table surface and therefore must be smaller than 24" diameter (see DIMENSIONS DIAGRAM page).

PLACEMENT, STRUCTURE, AND MATERIAL:

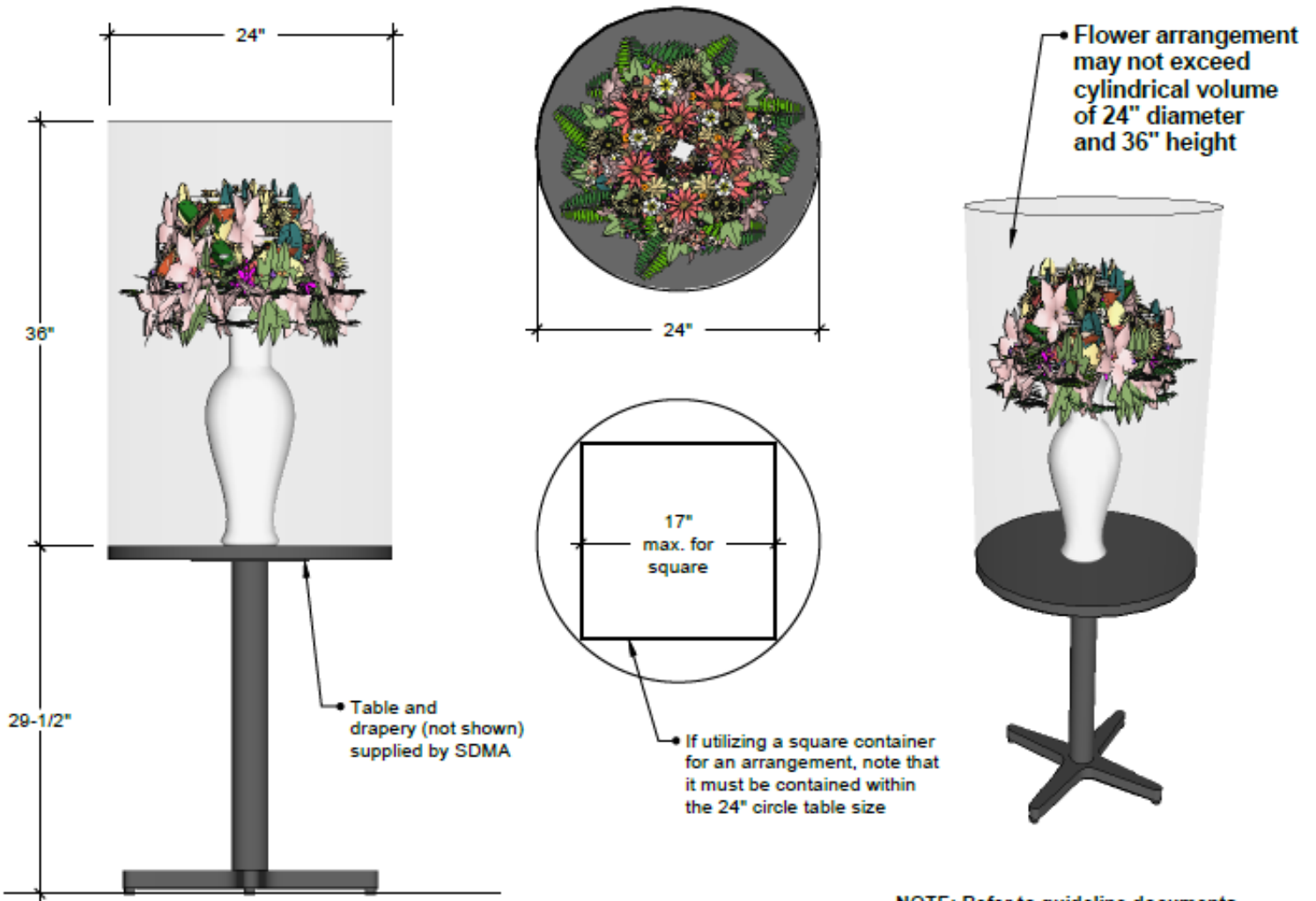
- SDMA staff set table placements prior to the installation date and are final
- Freshly cut flower and plant material is required
- All organic materials must be fumigated and free of insects prior to entering the Museum
- The number of floral containers is limited to three total. Stacking is not permitted
- Rocks must be secured to the container prior to arrival at the Museum
- All arrangements must be in waterproof containers that contain a maximum of one gallon of water
- Floral Designers will be held responsible for damage done due to leaks or spills in containers
- The water level in vases must be a set amount below the rim of the container
- Two inches below the rim if the width of the container is larger than the height (i.e. bowls)
- Four inches below the rim if the width of the container is smaller than the height (i.e. vases)

STRICTLY PROHIBITED ITEMS:

- Sharp and or protruding objects including but not limited to metal, pointed edges, broken glass, etc.
- Gravel and glass gems are not permitted.
- Loose rocks or pebbles (all pebbles/rocks must be glued down)
- Items that protrude outside of the arrangement dimension guidelines
- Potted plants and landscape material
- Endangered or federally protected plant material
<https://nrm.dfg.ca.gov/FileHandler.ashx?DocumentID=109390&inline>
- Fountains, misting or spraying devices
- Flammable materials and open flames of any type
- Food and drink items
- Glue guns and the use of electrical devices are not permitted in the galleries

The San Diego Museum of Art staff may change or update this list at any time as they see fit.

DIMENSIONS DIAGRAMS



ALLOWABLE ARRANGEMENT DIMENSIONS

NOTE: Refer to guideline documents regarding allowable arrangement elements, water volume, setup and maintenance scheduling, etc. All arrangements all subject to review and approval by SDMA staff.

NOTE: Verbal promises made between a designer and non-Exhibitions and Collections (E&C) staff will not be honored under any circumstance.

MANDATORY ONSITE ATTENDANCE DAYS

SELECTION DAY

WEDNESDAY, FEBRUARY 26

8:00–11:00 a.m. (by assigned appointment)

All designers will be required to sign the Floral Designer Agreement and Exemption from Workers' Compensation Waiver on Selection Day before they can select their work of art.

Floral Designers will be assigned times between 8:00am and 11:00am on Wednesday, February 26 (7:00am-8:00am for Legacy Designers) to choose their piece at the Museum. Selection times will be given based on the order in which applications are received. In order to remain fair, no accommodations will be made to change selection times.

IMPORTANT REMINDER:

Installation times for Thursday, April 23 will be assigned based on which gallery your selected artwork is in. These times frames will be posted outside of each gallery on Selection Day. If you require an early or late installation time, you must choose a piece in a gallery that fits your time frame. No alternate times will be provided.

INSTALLATION DAY

THURSDAY, APRIL 23

7:00 a.m.–noon (by assigned appointment)

Designers will have one hour to install their works—all installation and clean up must be completed within that time frame. It is highly recommended that you arrive at the start of your time slot to take advantage of the entire hour.

An Exhibitions and Collections (E&C) staff member and a Museum Docent must approve your installation before you may check out. Final approval is at the discretion of the E&C staff. You may be required to make appropriate changes if your arrangement is deemed unstable or does not follow the Arrangement Guidelines.

INSTALLATION DAY MATERIAL CHECKLIST

- A cart for transporting your material
- A watering can
- Plastic drop cloth
- Cloth or paper towels
- Tablecloth, linen or placemat to cover/decorate your display table (optional)
- Foam inserts to retain moisture and reduce water volume
- Weights to balance and stabilize your arrangement

DE-INSTALLATION DAY

MONDAY, APRIL 27

Floral Designer Pick Up Time

9:00 a.m.–noon

After noon (12:00 p.m.) on Monday, arrangements will be disposed of unless a previous arrangement has been made with the Floral Designer liaison. You may send a proxy on this day.

FLORAL DESIGNER BENEFITS

Floral Designers make the heart of Art Alive possible. Your donation of materials, time, and energy are invaluable to us. In recognition of your contribution as a floral designer, we are delighted to offer you a wide range of benefits:

CORE BENEFITS

- An unique opportunity to promote your design and your floral affiliation at the Members' Preview, Friday, April 24 to the Museum's audience
- Name recognition in the galleries and Art Alive 2020 Program

TICKETS TO BLOOM BASH | FRIDAY, APRIL 24

- 1 complimentary ticket
- 2 tickets for Legacy Designers
- Option of purchasing 3 additional tickets at the reduced rate of \$125

GENERAL ADMISSION AND OTHER PASSES

- 4 Art Alive Floral Exhibition passes to share with your friends and family
- Valid for one time use on Friday, Saturday, or Sunday
- Floral Demonstration passes at the Museum Member price

HOW TO CLAIM YOUR BENEFITS:

- Floral Exhibition general admission passes will be automatically given to each Floral Designer upon check out on Installation Day
- Complimentary BLOOM BASH and Floral Demonstration tickets must still be ordered
- Ordering complimentary tickets or purchasing additional tickets can only be done on either Selection Day or Installation Day at one of the ticket kiosks upon check out
- Complimentary or discounted tickets will not be able to be purchased over the phone or online
- Complimentary or discounted tickets will not be available at the door

FREQUENTLY ASKED QUESTIONS

Q. How is the artwork selected for Art Alive?

The Museum's registrar team is responsible for choosing the works of art that are available for interpretation. Only works of art from the Museum's permanent collection are used.

Q. Why does the Museum make restrictions on materials, arrangements size and provide a table?

The Museum prohibits certain materials that may harbor insects destructive to the artwork. The height and width restrictions on all floral arrangements are also to ensure safe spacing to avoid any damage to artwork in case an arrangement is knocked over or spills over

Q. Why does the Museum need a detailed sketch of my design, and a list of materials?

The Museum docents are provided with bound catalogues of your worksheets to share with the public. In addition, should the Museum Exhibitions staff have any concerns or questions regarding your design or materials proposed, there is enough time to make adjustments prior to your installation.

Q. What if I cannot be at the Museum during my selection time slot on Selection Day?

You may appoint a "proxy" to make your selection. The selection that your proxy makes on your behalf is binding.

Q. What if my final design is different than my submitted worksheet?

Your design must match your arrangement for final approval on Installation Day. Docents will be on hand during installation, to make edits on your worksheet to reflect minor changes in materials or construction. Please know that you are to adhere to all specifications. Failure to comply with these guidelines will result in alteration or removal.

Q. May I come before Art Alive to look at my selected painting or object?

Yes. The front desk will have a list of Floral Designers and will allow them entrance between Selection Day and Installation Day. Additional guests will not be permitted to enter.

Q. What if I cannot refresh my arrangement on Saturday or Sunday between the hours of 8:00 a.m. and 9:00 a.m.?

For safety and crowd control, we can only allow designers to bring water or materials into the galleries during non-public hours. You will not be allowed to come at any other time, and unsightly or dry arrangements may be removed by Museum staff.

Q. How do I become a Legacy Designer?

Legacy Designer is a special title given to Floral Designers who have gone above and beyond in supporting Art Alive and participated for 20 years and more. The Floral Design Selection Committee makes the final decision as to who will be listed as a Legacy Designer.

Q. What is the Member's Choice Award?

At our Member's Preview on Friday from 7:00 a.m.-9:00 a.m., members will have the opportunity to vote for their favorite arrangement. The VIP/Guest Passes are not valid for this event.

Q. Do I need to use my VIP/guest passes to gain entrance to the Museum during Art Alive?

No. You will be given a special badge to wear throughout the weekend. This provides you admission during non-public hours for refreshing your arrangement, and admission during public hours for viewing the galleries. This will also be your entry into the Member's Preview on Friday. The VIP/guest passes are yours to distribute to friends, family or colleagues.

Q. Where is the best place to park?

Please park in any of Balboa Park's parking lots. There are several handicap parking spots behind the Museum on Old Globe Way in front of the Zoo Employee Parking Garage—but these fill up quickly. Designers will be allowed to park behind the Museum along Old Globe Way near the Botanical Building at the start of their time slot to unload on Installation Day only. Cars must be moved to another parking lot before designers will be allowed into the Museum to install their arrangements.