



YEARS of ART & FLORALS

2021

*Art Alive*

# FLORAL DESIGNER GUIDELINES



Welcome!

My name is Geordyn Coker, and I am your Floral Designer Liaison for Art Alive 2021. I am so excited to be back with you for the 40th Anniversary! Your interpretations have made Art Alive a beloved San Diego tradition, attracting thousands of visitors every year and raising essential funds for the San Diego Museum of Art.

**In order to accommodate new guidelines and to protect the health and safety of our floral designers and visitors, there are several changes in store for Art Alive 2021.** Exhibition hours have been extended and timed tickets will be required to manage crowds and ensure a pleasant visitor experience. After viewing the exhibition, visitors will have the opportunity to enjoy the Open Air Floral Affair, the new family-friendly plaza promenade with floral sculpture interpretations, floral demonstrations, shopping, crafts and more. The Members Preview will now take place on Friday and Saturday with two days of voting and two sets of winners. Those seeking a floral-inspired dining experience can enjoy the Color Feast, a five-course dining experience under the stars. This year will also feature a full array of virtual offerings, including a virtual self-guided tour of the floral installations, online classes, and the continuation of the popular virtual floral interpretations.

In addition to the many changes to Art Alive events, there are several important updates for our floral designers:

#### UPDATES FOR 2021

- The Online Application will go live at **5:00PM on January 8, 2021.**
- In addition to the in-person floral exhibition there will be a **virtual floral exhibition**. You may request to participate in the virtual exhibition only, in-person exhibition only, or both. The available works and selection process for the virtual exhibition will be **made available at a later date.**
- 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.
- **Selection Day** will be remote. There will be opportunities to view most selected works in person at a later date.
- Participation in Art Alive is **not guaranteed.**
- Once the designers are selected, the online form of **Designer Worksheets** must be completed and confirmed by Staff. Hard copies will not be accepted.
- **Bloom Bash** is on hiatus for 2021, but we look forward to bringing it back in 2022!

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

I am so excited to be back with you for another year, and am looking forward to working closely with each of you. We are planning a lot of new opportunities for involvement beyond your submitted floral design, so please check your emails routinely if you want to get involved! On behalf of the Board and Staff of SDMA, I want to sincerely welcome you to another exciting year of Art Alive!

Warmly,

Geordyn Coker  
Development & Membership Coordinator  
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# SCHEDULE OF EVENTS

**\*SUBJECT TO CHANGE\***

## **FRIDAY, JANUARY 8**

Floral Designer Application Open

## **FRIDAY, FEBRUARY 26**

Floral Designer Application Due by 5:00pm

## **WEDNESDAY, MARCH 15**

Selection Day Time Slots Assigned Via Email

## **WEDNESDAY, MARCH 31**

Floral Designer Selection Day

8 AM – 5 PM (by assigned phone call)

## **FRIDAY, APRIL 30**

Designer Worksheet Due by 5:00pm

## **THURSDAY, JUNE 3**

Installation Day Time Slots Assigned Via Email

## **THURSDAY, JUNE 17**

Installation Day

7 AM - 3 PM (by assigned appointment)

## **FRIDAY, JUNE 18**

Members Preview

8 AM - 10 AM

Floral Affair Hours

10 AM - 8 PM

Gallery Exhibition Hours

10 AM - 7 PM (Final ticketing slot at 6 PM)

## **SATURDAY, JUNE 19**

Floral Designer Refresh Time

7 AM – 8 AM

Members' Preview

8 AM - 10 AM

Gallery Exhibition Hours

10 AM - 7 PM (Final ticketing slot at 6 PM)

Floral Affair Hours

10 AM – 8 PM

## **SUNDAY, JUNE 20**

Floral Designer Refresh Time

8 AM - 9 AM

Gallery Exhibition Hours

9 AM – 5 PM (Final ticketing slot at 4 PM)

Floral Affair Hours

10 AM – 6 PM

## **MONDAY, JUNE 21**

Floral Designer Pick Up Time

9 AM - 3PM

# MUSEUM 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
- Measures must be taken to ensure that arrangement is completely stabilized on the provided table
- 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

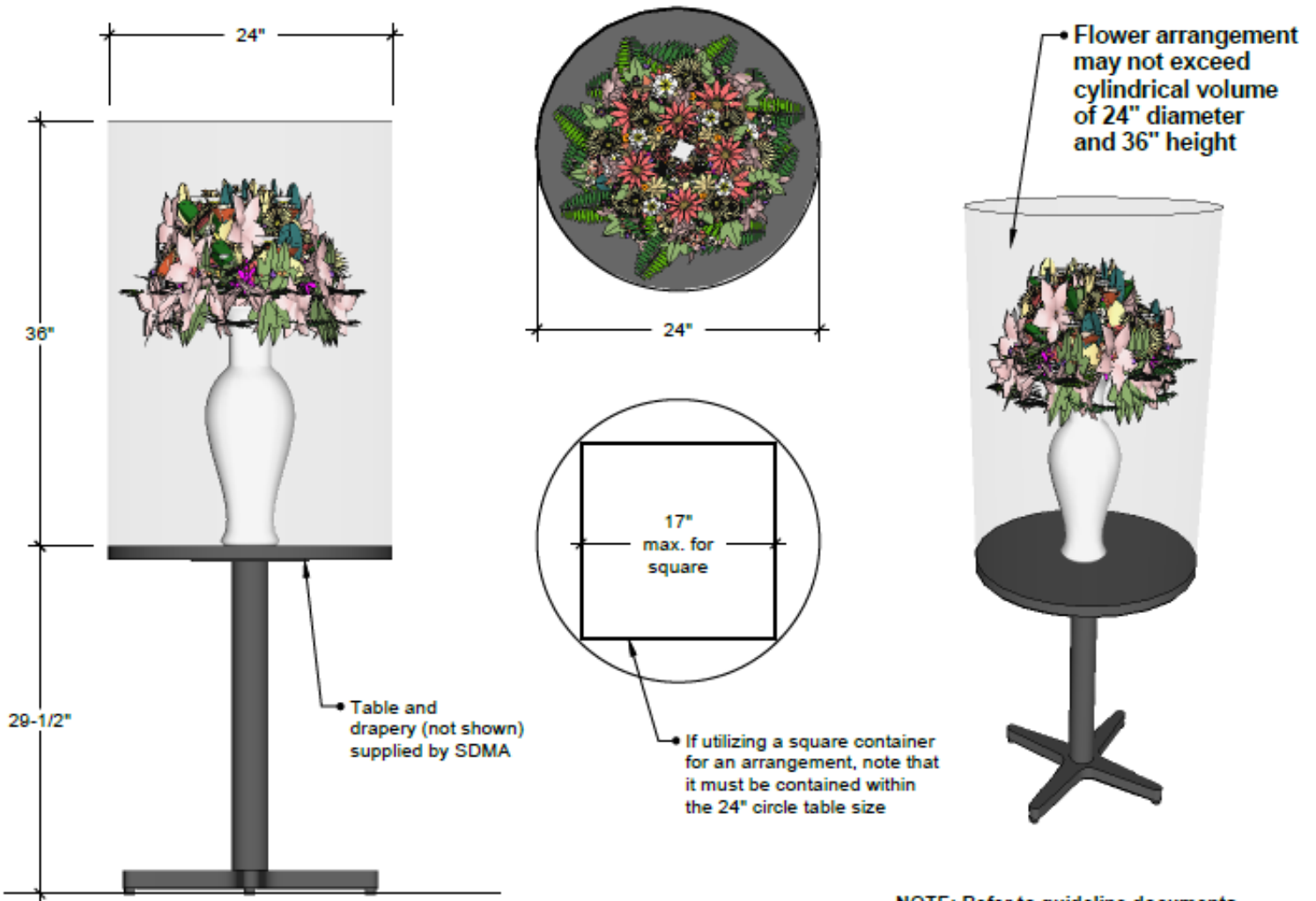
## INSTALLATION RESTRICTIONS:

- Design is not approved for Installation Day until you receive written approval of your Worksheet
- In addition to the (1) black tablecloth the Museum provides, you may use (1) tablecloth or (1) placemat
- Artificial or dried material, accessories such as fabric, feathers, props or other items may be used as accents and should be kept to a minimum
- You are allowed to bring 1 gallon of water in a 5-gallon bucket during Installation Day.
  - You will need to bring a tool to siphon water into your container (ex: turkey baster)
- No gluing is allowed inside the galleries; please ensure all gluing takes place before Installation Day
- NO FLASH PHOTOGRAPHY

*\*Please note that a separate set of guidelines will be provided for the outdoor arrangements\**

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

# DIMENSIONS DIAGRAMS



**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.

## ALLOWABLE ARRANGEMENT DIMENSIONS

**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

## VIRTUAL SELECTION DAY

**WEDNESDAY, MARCH 31**

8 AM – 5PM (by assigned phone call)

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

Floral Designers will be assigned a timed phone call to select their artwork. Updated instructions on this will be given closer to the date.

Floral Designers will be assigned times between 8:00am and 5:00pm on Wednesday, March 31 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 June 17 will be assigned based on which gallery your selected artwork is in. These times frames will be highlighted prior to 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, JUNE 17**

7 AM - 3 PM (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 face mask**
- 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

*\*Due to COVID 19 precautions, all designers must leave the Museum once their installation is complete\**

## DE-INSTALLATION DAY

**MONDAY, JUNE 21**

Floral Designer Pick Up Time

9 AM - 3PM

After 3:00pm 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 on Friday, June 18 or Saturday, June 19
- Name recognition in the galleries and Art Alive 2021 Program

## DUAL MEMBERSHIP

- Each participating Floral Designer will receive a complimentary Dual Membership for One Year.

## GENERAL ADMISSION, MEMBERSHIP AND OTHER PASSES

- 4 Art Alive Floral Exhibition passes to share with your friends and family (Timed Tickets required)
- Virtual Exhibition Package
  - Includes:
    - General Membership
    - Access to Virtual Exhibition Tour
    - Access to Rotunda Live Stream

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## HOW TO CLAIM YOUR BENEFITS:

- Floral Exhibition general admission pass instructions will be sent to each Floral Designer when tickets are available for purchase in April 2021.
- Virtual Exhibition Passes will be e-mailed in June 2021. Memberships will be redeemed by mail.

## FREQUENTLY ASKED QUESTIONS

### ***Q. How is the artwork selected for Art Alive?***

The Museum's registrar team is responsible for choosing the artwork that is available for interpretation. Only pieces 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 call in 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. More information will be provided via email in order to comply with the most updated COVID 19 regulations being observed.

### ***Q. What is the Museum's response to COVID-19?***

All staff and visitors will be required to wear face masks, follow physical distancing measures and pass a non-invasive temperature screening to gain entry into the Museum. Processes will be updated as needed.

### ***Q. What if I cannot refresh my arrangement?***

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 Previews on Friday and Saturday from 8:00 a.m.-10:00 a.m., members will have the opportunity to vote for their favorite arrangement. **The Guest Passes are not valid for this event.**

### ***Q. Do I need to use my 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 for refreshing your arrangement, admission during public, and be your entry for both Member's Previews. The 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.