



# ART ALIVE 2024



## FLORAL DESIGNER GUIDELINES



Thank you for your interest in serving as a volunteer floral designer for Art Alive 2024! On behalf of the staff and Trustees of The San Diego Museum of Art, we are honored to present the 43rd year of this exciting and impactful community tradition. Your floral interpretations serve as the cornerstone of Art Alive, attracting thousands of visitors every year and raising essential funds for The San Diego Museum of Art.

### APPLICATION UPDATES AND REMINDERS FOR 2024

- The online application will go live at **9:00 a.m. on JANUARY 4, 2024**
- Due to staffing limitations the virtual floral interpretations will be on hiatus.
- The online application will time stamp the order in which applications are received, and this is the order in which **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 **Designer Worksheets** must be completed and confirmed by staff.
- **Designer Worksheets** must be completed by March 19. There will be no exceptions.

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

I look forward to working closely with each of you. On behalf of the Board and Staff of The San Diego Museum of Art, I want to sincerely welcome you to another exciting year of Art Alive!

Warmly,

Tessa Phommatha  
Special Events Assistant & Floral Designer Liaison  
tphommatha@sdmart.org

## SCHEDULE OF EVENTS

### THURSDAY, JANUARY 4

Floral Designer Application Open at 9:00 a.m.

### FRIDAY, JANUARY 19

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

### THURSDAY, FEBRUARY 15

Selection Day Time Slots Assigned Via Email

### WEDNESDAY, FEBRUARY 29

Floral Designer Selection Day 8:00 a.m.–5:00 p.m. (by assigned phone call)

### TUESDAY, MARCH 19

Designer Worksheet Due by 5:00 p.m.

*\*The first 15 designers to submit worksheets will receive one extra Bloom Bash ticket.*

### TUESDAY, APRIL 9

Installation Day Time Slots Assigned Via Email

### THURSDAY, APRIL 25

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

### FRIDAY, APRIL 26

Members' Preview 8:00 a.m.–noon  
Gallery Exhibition Hours noon–5:00 p.m.  
Bloom Bash 7:00 p.m.–midnight

### SATURDAY, APRIL 27

Floral Designer Refresh Time 9:00–10:00 a.m.  
Gallery Exhibition Hours 10:00 a.m.–6:00 p.m. (Final ticketing slot at 5:00 p.m.)  
Garden of Activities 1:00 p.m.–5:00 p.m.

### SUNDAY, APRIL 28

Floral Designer Refresh Time 9:00 a.m.–10:00 a.m.  
Gallery Exhibition Hours 10:00 a.m.–6:00 p.m. (Final ticketing slot at 5:00 p.m.)  
Garden of Activities 1:00 p.m.–5:00 p.m.  
Floral Designer Pick Up Time 6:00 p.m.–7:00 p.m.

### MONDAY, APRIL 29

Floral Designer Pick Up Time 9:00 a.m.–noon  
*\*Installations to be moved to the auditorium*

# 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 totals. 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)

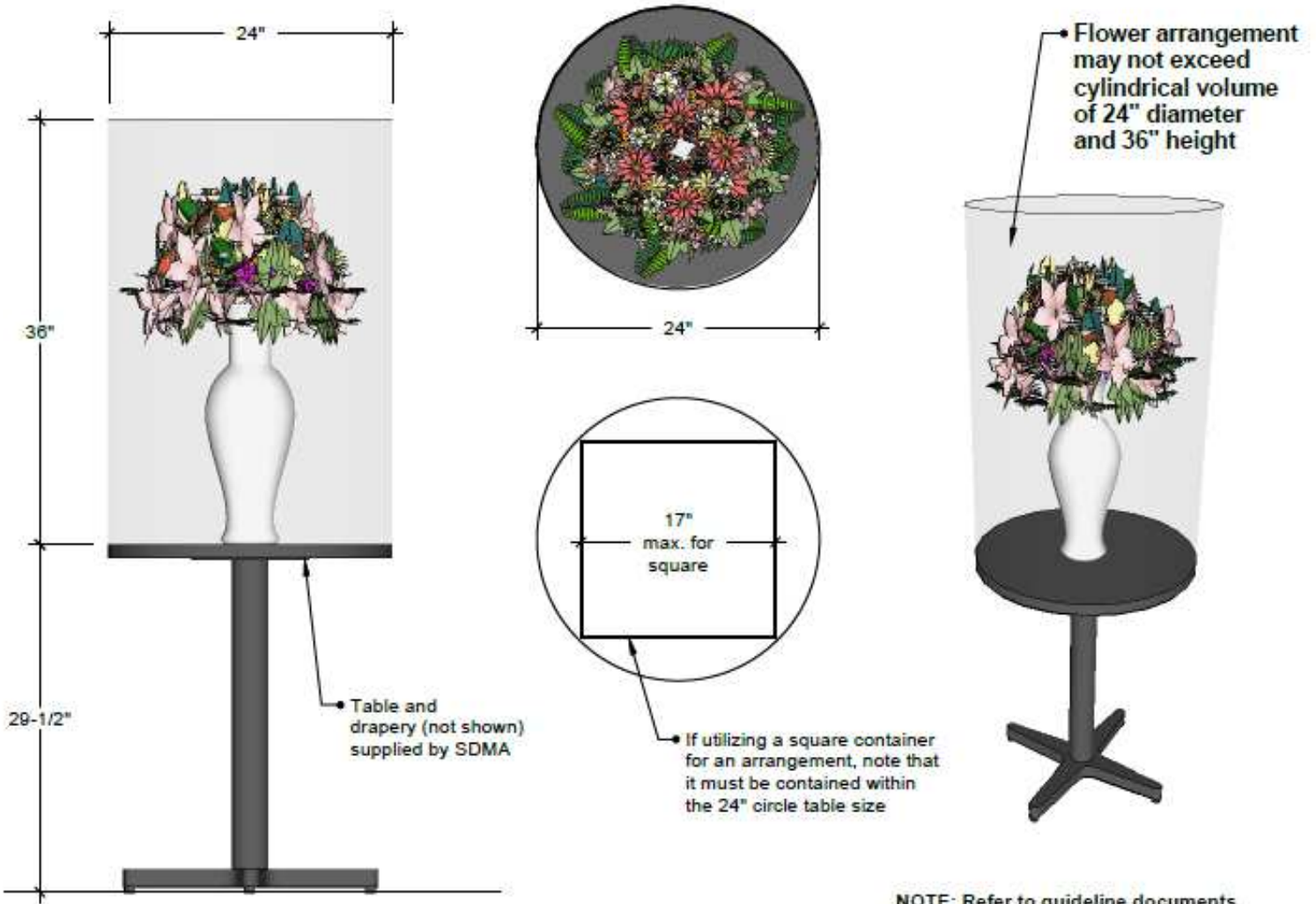
## STRICTLY PROHIBITED ITEMS:

- Sharp and or protruding objects including but not limited to metal, pointed edges, broken glass, etc.
- Gravel and glass gems
- 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.
- Personal cards are not allowed to be displayed by your installation.
- In addition to the one black tablecloth the Museum provides, you may use one additional tablecloth or one place mat.
- 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 one gallon of water in a five-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
  - \*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, FEBRUARY 28**

8:00 a.m.– 5:00 p.m. (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 8:00 a.m. and 5:00 p.m. on Wednesday, February 28, 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 25, will be assigned based on which gallery your selected artwork is in. These times frames will be highlighted prior to Selection Day. However, the first 15 designers to submit worksheets will be able to select installation times. If you require an early or late installation time, you must choose a piece in a gallery that fits your time frame or submit your worksheet early. No alternate times will be provided.

## INSTALLATION DAY

**THURSDAY, APRIL 26**

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 place mat to cover/decorate your display table (optional)
- Foam inserts to retain moisture and reduce water volume
- Weights to balance and stabilize your arrangement

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## DE-INSTALLATION DAY

**SUNDAY, APRIL 28 & MONDAY, APRIL 29**

Floral Designer Pick Up Time

6:00– 7:00 p.m. Sunday, April 28

9:00 a.m.–noon Monday, April 29

After noon 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

- A unique opportunity to promote your design and your floral affiliation at the Members' Preview on Friday, April 26
- Name recognition in the galleries and Art Alive 2024 Program

## DUAL MEMBERSHIP

- Each participating Floral Designer will receive a complimentary Dual Membership for one year

## GENERAL ADMISSION and BLOOM BASH

- 4 Art Alive Floral Exhibition passes to share with your friends and family (timed tickets required)
- 1 Bloom Bash ticket (and 1 additional ticket for the first 15 designers to submit worksheets)
- Up to 3 discounted Bloom Bash tickets (\$125 each)

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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 February.
- 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 plan 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. Designers will be able to enter the Museum as needed by providing their names to the Visitor Relations attendant on duty.

### ***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. You may send a proxy designer to refresh your installation.

### ***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 Members' Choice Award?***

At our Members' Preview on Friday from 8:00 a.m.–noon, 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 hours, and entry for the Members' Preview. The guest passes are yours to distribute to friends, family, or colleagues.

### ***Q. Where is the best place to park?***

Two drop-off locations will be available for floral designers at the loading zones in front of the Mingei Museum and the Balboa Park Visitor Center. Due to construction in Balboa Park, we will not have a load-in area at the back of the Museum.