

Bouquets to Art

2009 celebrating 25 years

de Young • San Francisco

March 16–21, 2009

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Opening Night Gala and Preview

Monday, March 16, 6:30–10:00 p.m. de Young Museum
Tickets are required.

View the spectacular floral designs mere hours after their creation! Guests will enjoy mouth-watering culinary creations by Dan McCall Associates, full bars, and the sensational sounds of Lavay Smith and Her Red Hot Skillet Lickers.

In addition, Bay Area students of floristry and fashion, inspired by the current Yves St. Laurent exhibition, will design couture wear and accessories crafted from flowers, which will be modeled and judged during the gala preview party.

Complimentary garage parking will be provided.

Lunches and Teas

Piazzoni Murals Room
Tuesday, Wednesday, and Thursday, March 17, 18, and 19
Lunch service at 12:00 p.m.; Tea service at 3:00 p.m.

Take a quiet break from viewing the galleries and savor a salad lunch with wine, coffee, and dessert, or afternoon tea with a light offering of sandwiches and scones. Tickets are required.

Museum visitors may also eat without a reservation in the de Young Café or enjoy a “grab and go” lunch on the tented terrace.



Send an e-card!



Hat Attack!

Friday, March 20, 9:30 a.m.–12:00 p.m.

Festive headwear will be on parade Friday as we celebrate Hat Day at the de Young. Wear your most stunning, artistic, or simply outrageous hat (with a floral theme, of course) and stroll among the blossoms in style. Be sure to join us at noon in the Piazzoni Murals Room for our hat judging contest. Jan Wahl of KRON-TV will be head judge, and prizes will be awarded for Best Botanical Theme; Most Creative; Cutest Kids; and Best Couple or Group. Remember, flowers are always in fashion at Bouquets to Art!

Speakers' Programs

Koret Auditorium
Tuesday, Wednesday, Thursday, and Friday, March 17, 18, 19, and 20
Two lectures per day, at 10:00 a.m. and 1:30 p.m.

Six of the world's most prestigious floral design experts will create arrangements on stage while discussing style, trends, and tricks of the trade. Special Friday programming includes a lifestyle presentation by Miranda Jones, style editor for Sunset Magazine, and a lecture on flowers in film by noted critic/personality Jan Wahl. Tickets are required.

Please note: To keep our flowers as fresh as possible, the temperature of the Koret Auditorium will be cooler than usual. Please dress accordingly.

RON MORGAN

Tuesday, March 17, 10:00 a.m.

In the Company of Flowers

Underwritten by: Torchio Nursery and the
Ross Auxiliary of the Fine Arts Museums

In 1985, Ron Morgan became what was to be one of the "founding" designers of the Fine Arts Museums' Bouquets to Art. For the next 25 years, Ron's popularity as an exhibitor and demonstrator has been matched only by his enduring dedication and loyalty to Bouquets.

A highly respected floral lecturer, Ron speaks at garden clubs and museums throughout the U.S., continuing to charm and surprise his audiences with his imaginative use of flowers, fruits, vegetables, and striking containers from his exceptional collection. Ron transforms the ordinary into the extraordinary as he creates exquisitely astonishing arrangements.

Ron's first book, *The Center of Attention*, featured his legendary tablescapes. This book has been followed by three more: *In the Company of Flowers*, *A Glass Act*, and *A Celebration of Clematis*. We are proud to have Ron launch our Silver Jubilee series of speakers.

MARK HELD

Tuesday, March 17, 1:30 p.m.

Fabulous Parties from Mark's Garden

Underwritten by: The East Bay Auxiliary of the
Fine Arts Museums

When Hollywood plans events, Mark's garden is often at the helm. In this unique floral design studio, partners Mark Held and Richard Davis create total décor for events, including flowers, furniture, custom linens, and lighting. Their recent book, *Fabulous Parties*, follows this theme as they share secrets of creating the perfect ambience for entertaining, with flowers, all visual elements, and menus.

Dubbed "the celebrity florist" by Entertainment Tonight, Mark has crafted the floral arts for high-profile weddings such as those of Ellen Degeneres and Jennifer Lopez. For 14 years, he has been the exclusive florist for the Academy Awards Governors Ball.

As we watch this floral magician in his Bouquets debut, we will see why L.A. Magazine named him "L.A.'s Best" and why Elizabeth Taylor calls Mark's Garden a "haven of beauty."

PAIGE DIXON

Wednesday, March 18, 10:00 a.m.

A "Wynn"-ing Way with Vegas Florals

Underwritten by: The Hillsborough and San Francisco Auxiliaries of the Fine Arts Museums

Native Australian Paige Dixon originally pursued a career in fashion that morphed into floral design. Now the floral design director at Wynn Las Vegas and Encore, Paige has had the opportunity to explore her floral muse.

Paige began her career in Los Angeles, where she founded Sub Rosa, servicing The Four Seasons Hotel Beverly Hills. The original inspiration for the Floral Atelier, she developed a creative environment designed to nurture young talent and explore the experience as a floral stage.

A move from Beverly Hills to Las Vegas created new opportunity with the growth of a burgeoning city. With the vision and support of Steve and Elaine Wynn, Paige's work is inspired by the ever-changing oasis of flowers, exciting events and the opportunity to mentor emerging talents. Her work reflects a European influence which has been an integral part of the Floral Art styling, reminiscent of Neo Baroque Floral Theater.

We welcome Paige in her Bouquets debut.

THE REVEREND WILLIAM MCMILLAN, M.B.E.

Wednesday, March 18, 1:30 p.m.

Celebrating Flowers the Celtic Way

Underwritten by: The Belvedere-Tiburon and San Francisco Auxiliaries of the Fine Arts Museums

Since 1970, Reverend McMillan — known to all as Reverend Mac — has been pastor of a Presbyterian church near Belfast, Ireland. When he mastered floral decoration for his church, he found his second calling, a blessing to us all.

Word spread about Reverend Mac's extraordinary floral talents, and now he is known the world over for his remarkable combination of floral art, poetry, and wit. In recognition for his charity work, Queen Elizabeth honored him with the prestigious Member of the Most Honorable Order of the British Empire (M.B.E.).

This year Reverend Mac will be part of an international team of floral artists who will decorate London's Westminster Abbey. In his two books, he combines his many accomplishments: *Beyond Mere Words* merges flowers and poetry, and *A Celtic Way* blends humor with his personal stories and Ireland's "40 shades of green."

NICO DE SWERT

Thursday, March 19, 10:00 a.m.

The Birth of Spring

Underwritten by: The San Francisco Auxiliary of the Fine Arts Museums

After his training at Antwerp's Academy of Fine Arts in his native Belgium, Nico de Swert moved to New York, where he has created a sensation and is praised as a sought-after trendsetter and tastemaker. Nico began his career in New York as senior style editor for Martha Stewart Living Television. Nico has been featured in such publications as Gourmet, In Style, and Oprah's O magazine. Last fall Pottery Barn launched a new video series, Living Arrangements with Nico de Swert. This spring Nico opens a floral boutique and school in New York, one of the largest floral retail spaces in the United States.

In his book, Living with Flowers, Nico demonstrates his extraordinary style as more floral sculptor than arranger, dazzling readers with his creativity and respect for nature's color palette. Playing on the world stage from Paris to Tokyo to Dubai, we are pleased he is adding San Francisco to his floral map.

PAULA PRYKE

Thursday, March 19, 1:30 p.m.

Classic Paula Pryke

Underwritten by: Friends of Rona Elbert in her memory, and the San Francisco Auxiliary of the Fine Arts Museums

Featured in such publications as Vogue and The Evening Standard, for the past 20 years Paula Pryke has been known as one of London's most respected florists and lecturers. Her cutting-edge, innovative floral designs make her the choice of many celebrity clients, such as Derek Jacobi, Michael Caine and Emma Thompson.

Author of 13 best-selling books, Paula's latest is Pink. With a fine-tuned sense of color, she has designed stamps for the Royal Mail, serves as Creative Director for Dulux paints, and last year was commissioned by the Royal Horticultural Society and Liberty of London to create a floral design for the prestigious Chelsea Flower Show.

In addition to her floral shops in London and Seoul, Korea, Paula lectures and teaches throughout the world. We welcome back our "Renaissance Woman" who masters floral art, teaching, writing, and design.

JAN WAHL

Friday, March 20, 10:00 a.m.

Flowers in the Movies: From Please Don't Eat the Daisies to My Fair Lady to Steel Magnolias

Recognized as a woman of many hats, film critic Jan Wahl joined KRON 4 in October 1990. Sporting a different chapeau each week, she critiques recent movie releases, reviews new videos, conducts celebrity interviews, and offers interesting background on show business.

In addition to her work at KRON 4, Wahl provides cultural and show business reports for KCBS Radio and is a featured regular on LIVE 105, KITS 105.3 FM. When she's not working in television or radio, Wahl emcees community events, teaches, lectures, and delivers show biz talks on international cruises. Wahl also teaches a class called "Critical Thinking of the Mass Media," a course she developed for corporations and schools.

MIRANDA JONES

Friday, March 20, 1:30 p.m.

From Garden to Vase: A Seasonal Tribute to the California Garden

Get that enviable magazine-quality look right out of your own backyard. Sunset magazine style editor Miranda Jones shares tips on how to get the most from your cutting garden by creating seasonally lush arrangements for the home. With a talent born of the natural beauty in her native Montana, from a young age Miranda recognized the power that flowers have on individuals and environments. With a passion for organic elegance, she uses

only season-appropriate flowers, letting each one showcase its intrinsic beauty.

When not producing photo shoots for Sunset, Miranda creates dream-worthy floral arrangements for weddings through her firm Miranda Jones Designs. Her portfolio also includes styling for Domino magazine and interior designers in the greater Bay Area. With an exceptionally creative eye, a perfectionist's attention to detail, and an off-the-charts enthusiasm for all things beautiful, Miranda will share unique ways to make her ideas your own.