



## NEWS RELEASE

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### **Canton Museum of Art Announces “Project Bloom,” A Mixed Media Flower Garden Installation and Community Art Project in Partnership with Stark Community Foundation**

FOR IMMEDIATE RELEASE: January 14, 2021, Canton, Ohio – The Canton Museum of Art (CMA) announces *Project Bloom*, a mixed media flower garden installation and community art project in partnership with Stark Community Foundation with CMA as a 2020 grant recipient. *Project Bloom* is a multifaceted art project designed to create a community-inspired garden while celebrating and understanding the similarities and differences in all of us. Project Bloom will run February 5<sup>th</sup>, 2021 through March 5<sup>th</sup>, 2021. Learn more at <https://www.cantonart.org/cmoprojectbloom>

Inspired by the exhibit, *In the Garden: Nature's Beauty from the CMA Collection*, children and adults from Stark County and the surrounding areas are encouraged to participate in flower making art projects which will include free art kits, a community art installation at the Canton Museum of Art, a virtual art exhibit, a virtual Family Day, an in-person Family Day, several free Project Bloom Art Workshops, a virtual unveiling celebration of the final installation, and more.

“Our vision is to have flower art projects created from across our diverse community, sharing both beauty and the powerful messages of our own experiences, our hopes, our dreams, and what makes us unique, yet similar,” said CMA Executive Director and CEO Max Barton. “We hope this art project for all ages deepens the Museum’s connection with our community and inspires a creative spark in every participant – our neighbors, visitors, and friends. It is great to be in partnership with the Stark Community Foundation bringing people together for the good of all, making Stark County a better place to live.”

The CMA will be providing free take home art kits that can be picked up at the museum during normal hours from February 5<sup>th</sup> through February 26<sup>th</sup>. Kits will include a variety of art materials and a companion packet filled with educational resources and hands-on art tutorials to help participants create several different flowers. Kits will be designed with any age level in-mind.

Flowers made for the art installation should celebrate what makes each creator truly unique and makes them bloom. Colors, drawings, and even writing on petals may be used to include many themes related to identity, culture, interests, passions, and personality. Flowers should be no larger than 10 inches round, fairly light weight and securely attached to a pipe cleaner or wire that will be used to attach to wall.

Flower contributions to the *Project Bloom* art installation, which will be installed by visitors or CMA staff on the Museum lobby walls, can be dropped off at the CMA during museum hours, or mailed to Canton Museum of Art, Attn: Project Bloom 1001 Market Avenue North, Canton, Ohio 44702 (please include name and email address).

*Project Bloom's* installation at CMA will also be featured virtually, and will be viewable at <https://www.cantonart.org/cmaprojectbloom> The *Project Bloom* virtual exhibition will house images of the entire art installation and companion text, as well as online submissions for those unable to visit the museum, or interested in keeping their artwork.

### **Project Bloom Events:**

Virtual *Project Bloom* Family Day on Saturday, February 6<sup>th</sup>, from 12:00pm-4:00pm via CMA's Facebook and Instagram pages. This family day will include a variety of videos by artists in our community presenting short tutorials on how to create different and unique flowers. These artists will be using a variety of art mediums participants can find at home, and sharing their own uniquely personal stories they included in their flowers. (More info to come on artists and times)

Free *Project Bloom* In-person Make & Takes at the CMA on Monday, February, 15<sup>th</sup>, Tuesday, February 16<sup>th</sup> and Wednesday, February 17<sup>th</sup>. (More information and registration to come)

### **About Stark Community Foundation:**

Stark Community Foundation is the community's trusted partner in giving for over 800 individuals, families, businesses and organizations that have created charitable funds to impact the lives of others through the most effective philanthropy possible. Ranked in the top 10 percent of community foundations in the United States today, Stark Community Foundation is committed to serving donor needs and strategically addressing local issues. The Foundation and its family of donors have granted more than \$185 million since 1963. Learn more at [www.starkcf.org](http://www.starkcf.org).

### **About Canton Museum of Art**

The Canton Museum of Art is recognized for powerful original exhibitions and national touring exhibitions focused on American art – and making the discovery and exploration of art accessible to all. The Museum’s education outreach programs, classes, and workshops serve thousands of students of all ages. CMA’s collection focuses on American works on paper, primarily watercolors, and contemporary ceramics. Founded in 1935, CMA is one of three museums in Stark County accredited by the American Alliance of Museums and serves more than 45,000 visitors each year. CMA is celebrating its 85<sup>th</sup> Anniversary in the 2020 – 2021 season. Visit [cantonart.org](http://cantonart.org) to learn more.

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**MEDIA: For Images and Additional Information about *Project Bloom* Featured in this News Release, Please Contact Erica Emerson, Education Director, at 330.453.7666, ext. 108 or email [erica@cantonart.org](mailto:erica@cantonart.org)**