

MEET AT
**FRANS HALS
MUSEUM**
HAARLEM

PRESS RELEASE



Flowers Friends' Team directed by Vibeke Struben, urn,
photograph Gert Jan van Rooij



Flowers Paul Wijkmeijer, vases Yvonne 't Hoen,
Photograph Inga Powilleit

MUSEUM IN BLOOM

23 March to 19 May 2019

Haarlem, 14 January 2018 - From 23 March to 19 May 2019 the rooms and corridors of the Frans Hals Museum will display bouquets of fresh flowers and other forms of the art of flower arranging. Enhancing the rooms with flowers in striking vases from the museum's ceramics collection is a long-standing tradition. Thirty years ago, an enthusiastic team of Friends of the Frans Hals Museum decorated the interior of the building with stunning arrangements. A new exhibition format was born. This year we present *Museum in Bloom*, in which two teams, each with its own completely distinct style, look and feel, create in succession an unforgettable floral atmosphere in the museum. The ball is kicked off by the Friends' team directed by Vibeke Struben. They will enhance the museum for four weeks, from 23 March to 21 April. After that the baton passes to flower arrangement artist Paul Wijkmeijer and his team from florists Klavertje Vijf, who will surprise visitors with their unique floral creations.

ANNIVERSARY: 30 YEARS OF FRIENDS' FLOWERS

In 1989 an enthusiastic group of Friends started making special flower arrangements for the museum's exhibition spaces. That proved to be a great success. Over the last thirty years the close-knit group of

MEET AT

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'flower ladies' has produced bouquets to adorn the museum. Under the direction of Vibeke Struben, these Friends - called the VIP team - will implement the first phase of *Museum in Bloom*. They present exuberant yet subtle flower displays that reflect the style of the room and the paintings it contains. They employ extraordinary flowers, twigs and sprigs. This year vases from the museum's collection will be supplemented by examples made by Mobach and others. The team's efforts will be displayed until 21 April 2019.

KLAVERTJE VIJF

The second part of the event - from 22 April to 19 May - is in the hands of flower artist Paul Wijkmeijer and his team from the Haarlem florists Klavertje Vijf. Many of Wijkmeijer's arrangements are lush, exciting and colourful. He searches for new ways to put flowers in the limelight and does not shrink from creating unique displays. He will compose his bouquets in vases from the museum's collection as well as some new ones.

ON DISPLAY IN THE HOF AND THE HAL.

Both teams will base their efforts on the theme *In & Out*, which runs through the museum's 2019 programme. The exhibition *Noise! Frans Hals, Otherwise in Hal* will be extended until mid-June 2019. In *Noise!* contemporary artists play with the conventions of portraiture, as Hals the innovator did centuries ago. Opening on 9 March 2019 the Hof at 62 Groot Heiligland will host the new dynamic collection exhibition, in which the jewels of the collection will be displayed cheek by jowl with less well-known masterpieces. In addition to viewing the Hals collection, visitors are also given the opportunity to take an in-depth look at other masters of the Haarlem Golden Age, such as Berchem, Berkheyde, Verspronck and Porcellis. These artists are well known to experts, but the general public is less familiar with them.

ACTIVITIES

The *Museum in Bloom* event is an element of the collaboration between the Frans Hals Museum, Keukenhof, Jopenkerk and Haarlem Marketing. They jointly organize a springtime Tulip Mania tour of Haarlem and to Keukenhof gardens so that visitors can see the blooms that provoked tulip fever during the Golden Age.

NOTE FOR EDITORS, NOT FOR PUBLICATION:

You can download press images by clicking on the above illustrations.

FOR MORE INFORMATION PLEASE CONTACT

Monique van Royen
+31 (0)23 511 5783 of m.vanroyen@franshalsmuseum.nl

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www.franshalsmuseum.nl

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FRANS HALS MUSEUM

HAARLEM

Museum in Bloom has been made possible in part by the Friends of the Frans Hals Museum, Annemieke's Cutting Garden, Jasmijn Bloembinders, Dobbe Flowers, Caprera Open Air Theatre, Flowerboost, the A.C. van Graven Nursery, the Fred Booij Nursery and W.F. Leenen.

Title	<i>Museum in Bloom</i>
Dates	23 March to 19 May 2019
Location	Frans Hals Museum, 62 Groot Heiligland, Haarlem (Hof)
Telephone	+31 (0)23 511 57 75
Opening times	Tuesday – Saturday 11 a.m. – 5 p.m.; Sunday and Public Holidays 12 noon – 5 p.m.
Information	Monique van Royen T +31 (0)23 511 5783, m.vanroyen@franshalsmuseum.nl (media, joint promotion and campaigns)

This press release and the images can be downloaded directly from
www.franshalsmuseum.nl/en/press/

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Flowers Paul Wijkmeijer, tulip vase Jan van der Vaart,
photograph Inga Powilleit



Friends' Team directed by Vibeke Struben, old mortar vase,
photograph Gert Jan van Rooij

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