



News release

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Gateway to hold third annual Art In Bloom event

Gateway Technical College's Horticulture program will hold its third annual Art In Bloom event 5 p.m. to 7 p.m. April 9 in the Atrium of the Academic Building on the Kenosha Campus, 3520-30th Ave.

The popular Art In Bloom is free and open to the public. Seven Gateway Floral Design students will participate in the event and will design their own floral arrangements. Students will receive their flowers during the morning of the event and will have to design their entry by the afternoon.

New to the event this year is a fund-raiser for the Green Thumbs student Horticulture Club. Area professionals and program alumni will create their own floral designs to be sold, with proceeds going to the student club.

Instructor Gerrit Tichelaar said the judging and public nature of the event confirms to students their work is of high quality and they're ready to enter their career.

"I really do believe that the students are all very talented, but I don't think they get to receive positive feedback outside of the classroom," Tichelaar said. "I'm

hoping this will help them feel more confident and to realize how really good they are.”

Instructors and industry professionals will judge the arrangements to select the top arrangement. The public can vote on their favorite to determine the People’s Choice winner.

Tichelaar said there’s been a shift in the floral design industry from brick-and-mortar businesses to now include more independent designers who depend on the internet and word of mouth to fuel their business.

“I think those trying to break into the industry and become an independent designer need a certain amount of confidence, maybe even more than if they go to work for a brick-and-mortar business,” he said.

The event is patterned after the Milwaukee Art Museum’s Art In Bloom, where floral designers provide their own interpretation of famous pieces of art through floral arrangements.

Gateway Technical College’s mission is to deliver industry-focused education that is flexible, accessible and affordable for our diverse community. The college collaborates with communities in Kenosha, Racine and Walworth counties to ensure economic growth and viability by providing education, training, leadership and technological resources to meet the changing needs of students, employers and communities.

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