

“COOLER BY THE LAKE”

ART EN FLEURS 2024 GARDEN CLUB OF AMERICA MAJOR FLOWER SHOW

BLOSSOMS IN A SPECTACULAR DISPLAY OF FLORAL ARTISTRY

The much anticipated “Cooler by the Lake” GCA Art en Fleurs 2024 Flower Show is set to captivate floral enthusiasts, art aficionados and those interested in horticulture, garden history and natural resources. Hosted by the GCA Garden Clubs of Southeast Wisconsin, this show promises to be a celebration of nature’s beauty intertwined with education, creative expression and the beauty of floral art and design.

“Cooler by the Lake” will take place over three days at Saint John’s On The Lake, 1840 N. Prospect Avenue, in Milwaukee. The show will transform the venue into a paradise of blooms and exquisite floral arrangements. From breathtaking bouquets to imaginative installations, this event will showcase the talents of exhibitors in a variety of divisions including floral design, horticulture, photography, botanical arts, as well as conservation, and garden history and design.

“We are thrilled to present Art en Fleurs 2024 here in Milwaukee bringing together the community to appreciate the exhibitors’ talents in displaying the beauty of flowers and plants many of which are grown in our local gardens,” said Jan Ewald, Kettle Moraine Garden Club. “This is a testament to the variety of nature and the endless possibility of artistic expression.”

In addition to all the stunning floral displays, the show will feature presentations related to the show’s theme, Cooler by the Lake, by experts speaking about our precious natural resources of Lake Michigan and our local river system. We will also learn about the importance of gardening techniques and practices to best utilize and conserve the water available to us.

The show will be open to the public, free of charge, on Tuesday, September 10, 2:00pm-6:00pm and Wednesday September 11, 9:30am-4:00pm, with the expert speakers presenting on Wednesday. Whether you are a seasoned florist, a gardening enthusiast, or simply someone who appreciates and desires to learn more about our responsibility to care for the environment and natural beauty around us, this show offers something for everyone!

The purpose of Art en Fleurs is to set standards of artistic and horticultural excellence, and to broaden knowledge of horticulture, floral design, photography, botanical arts, conservation and garden history with fellow members and the public.

The purpose of the Garden Club of America is to stimulate knowledge and love of gardening; to share the advantage of association by means of educational meetings, conferences, both locally and across the nation, correspondence and publications; and to restore, improve and protect the quality of the environment through educational programs and actions in the fields of conservation and civic improvement.

The show will be attended by hundreds of local visitors as well as many from other parts of the country. Over 90 judges from all over the country who have been certified by the Garden Club of America will determine the award winning entries. The educational speakers will each present their information to a room of about 125 attendees. Additionally, the presentations will be available for viewing by all residents of Saint John’s On The Lake via their in-house live stream channel.