

The Lenox Garden Club

A Member of The Garden Club of America
Presents

BLOOMSDAY

A Small
Flower Show
in honor of
James Joyce
and his novel
ULYSSES

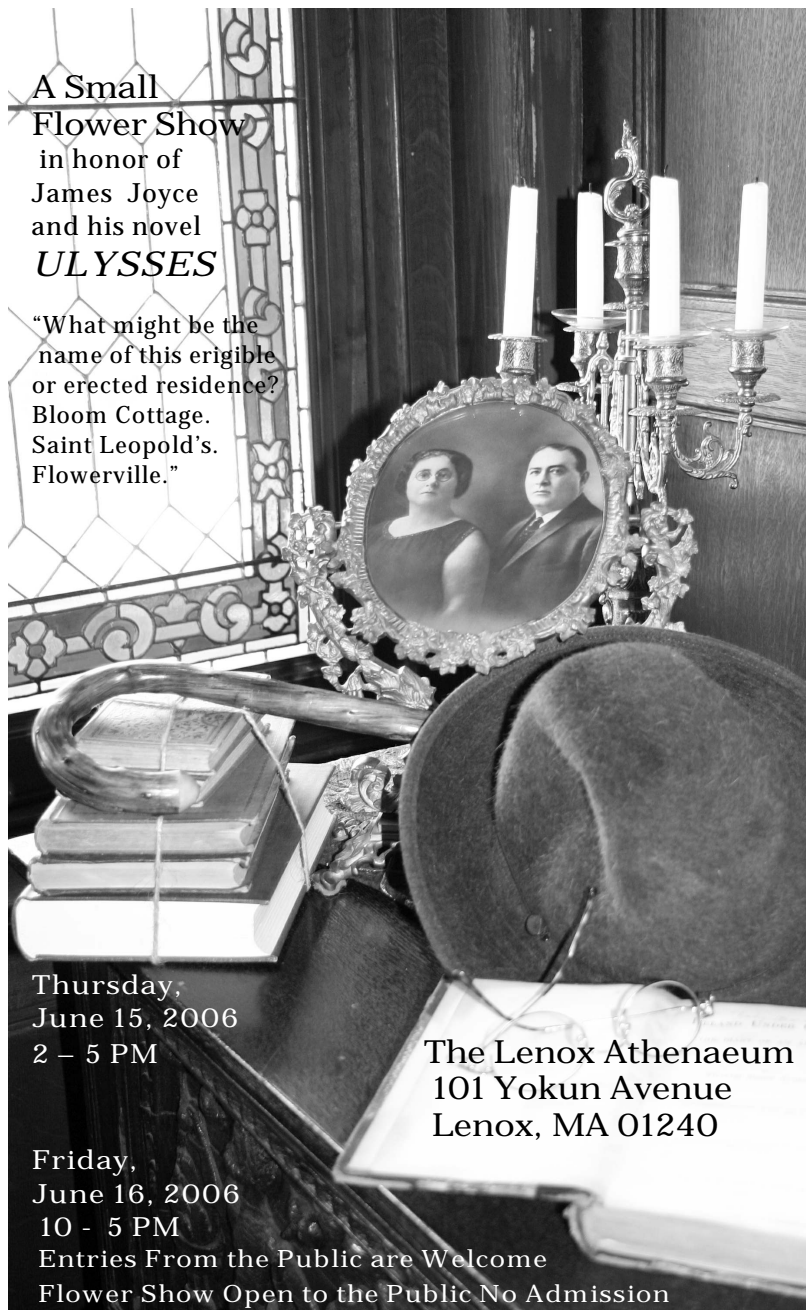
"What might be the
name of this erigible
or erected residence?
Bloom Cottage.
Saint Leopold's.
Flowerville."

Thursday,
June 15, 2006
2 – 5 PM

Friday,
June 16, 2006
10 - 5 PM

Entries From the Public are Welcome
Flower Show Open to the Public No Admission

The Lenox Athenaeum
101 Yokun Avenue
Lenox, MA 01240



Bloomsday Celebrations

James Joyce began writing *ULYSSES* in 1914 and began researching his story as early as 1906. Joyce created a fictional Everyman-Leopold Bloom in the style of the classical Homer's *Odyssey*... he paralleled his story through the character of Bloom's wife Molly to that of Penelope in the *Odyssey*. Both are being courted by suitors and must be won back. Leopold Bloom must negotiate twelve trials - this is his *Odyssey*.

Every year on June 16th, Joyceans celebrate around the world. Their celebration is called BLOOMSDAY. This day marks the one day that all happenings take place in James Joyce's novel *ULYSSES*. In Dublin, Ireland, celebrations carry on for a week, with particular attention to the one day that all events happen within the pages of the novel.

It is a custom for participants to dress up in period outfits and go visiting locations in the books and take part in readings and reenactments. Bloomsday is not an official holiday and there is no official program or organizers. Events are held by and for Joyce lovers.

The Lenox Athenaeum

101 Yokun Avenue

Lenox, Massachusetts 01240

The Lenox Athenaeum was founded to provide a literary, musical and cultural venue for all who wish to enrich their lives through learning about the arts in an uplifting setting. We present seminars on classical music, Shakespeare, theater, dance, literature, and other topics attuned to our home in the center of the Berkshires, America's premier cultural resort. The Athenaeum hosts intimate musical recitals, private and charitable functions, lectures and seminars that promote an appreciation of music, literature, and the natural beauty of the Berkshires.

All of these events are held at an extraordinary estate, Ethelwynde, a mansion and thirty acres of grounds that were home to the Winthrop family, the family whose patriarch, Governor John Winthrop, founded Massachusetts. Set in the midst of an idyllic landscape which is within walking distance of historic Lenox village, Shakespeare and Company, and the Tanglewood Festival grounds, the estate serves as an elegant and inspiring place for the study of arts and ideas. Programs for summer 2006 include seminars on Beethoven, Mozart, Shostakovich, Baseball in the Berkshires, modern dance, art, jazz, and wine. Please visit us on the web at: www.lenoxathenaeum.com

Cover

Our cover was made possible through the generosity of Tjasa Sprague and Ventfort Hall in Lenox, Massachusetts and Rosemarie Siegel for locating and sharing her artifacts. Photograph by MaryEllen O'Brien



James Joyce,
Author of *ULYSSES*

The Lenox Garden Club
A Member of The Garden Club of America
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BLOOMSDAY

A Small Flower Show



TABLE OF CONTENTS

Bloomsday Celebrations	2
The Lenox Athenaeum Story	2
Table of Contents	3
Flower Show Chairpersons	4
General Rules	5-7
Division I - Flower Arrangement Rules	7-8
Division I- Flower Arrangement Classes	9-10
Division II – Horticulture Rules	10-11
Division II – Horticulture Classes	11
Awards	12-14
Ribbons	14
Registration Forms	15-16
Notes	17
Thank You	18
Thank You	19
Directions	20

The Lenox Garden Club

Flower Show Committee Chairmen

President

Marianne de Gersdorff 413-528-4784

Flower Show Chairman

Bridget Hubbard 413-637-6990

Awards

Beverly Hallock 413-698-2657

Boutique

Ginger Schwartz 413-298-5225

Entries/Mail In Entry Forms

MaryEllen O'Brien 413-229-3025

Flower Arrangement Entries

Beverly Hallock 413-698-2657

Flower Show Schedule

Rosemarie Siegel 413-528-1120

Horticulture Entries

Caroline Church 413-637-9018

Hospitality

Mary Harrison 413-298-3089

Hostesses

Mary Holt 413-243-9918

Judges/Passers/Clerks

Leslie Snyder 413-637-1416

Program - Printing, Graphics and Layout

MaryEllen O'Brien 413-229-3025

Publicity

MaryEllen O'Brien 413-229-3025

Staging

Rosemarie Siegel 413-528-1120

GCA Flower Show Committee Chairman

Marty Van Allen 973-443-0322

Zone I Flower Show Representative

Carrie Waterman 508-785-2303

Zone I Horticulture Representative

Anne Almy 508-636-5830

Zone I Judging Representative

Margot Paddock 413-442-4920



All quotes are from the Modern Library
Edition of
ULYSSES
by
James Joyce

GENERAL RULES

1. All rules as stated in *The Garden Club of America Flower Show and Judging Guide*, 2000 revised edition shall apply.
2. Any clarification or change in the rules as stated in this schedule shall be communicated promptly in writing to other exhibitors in the class, and at the show, to the Judges and the Passing Committee.
3. While The Garden Club of America, The Lenox Garden Club, and The Lenox Athenaeum will exercise due caution in safeguarding exhibits, responsibility for damage, loss or personal injury cannot be assumed.
4. All classes are open to the public. Each entry may have a maximum of two designers and both names must appear on the entry card.
5. All containers, stands, bases, mats and accessories should be labeled with the exhibitor's name, and telephone number.
6. To enter, please mail in the Registration Forms located on pages 15-16 by June 5, 2006.
7. The Catherine Beattie Medal, The Sandra Baylor Novice Award, and The Dorothy Veitor Munger may be awarded to GCA members only. Other awards carry no such restriction.
8. A novice is an individual who has not won a blue ribbon (in the division entered) in a GCA small or major flower show. Please note that only an individual arranger is eligible to receive the Sandra Baylor Novice Award.

9. Classes will be filled in the order entry forms are post- marked and, if an exhibitor should have to withdraw, she/he must find a substitute unless there is a waiting list. Horticulture entries will be accepted on the day of the show.

10. Flower Show Timetable

Thursday, June 15, 2006

8:00 AM Flower Arrangement and Horticulture entries will be entered and passed.

10:00 AM Entries Close

10:15 AM Judges briefing

10:30 AM Judging begins

2 -5:00 PM Exhibit open to the Public

Friday, June 16, 2006

9-9:45 PM Refresh Entries

10-5:00 PM Exhibit is open to the Public

Saturday, June 17, 2006

9 – 10AM All entries must be removed.

11. All plant material must be correctly identified with the botanical and common names, if possible. *The RHS Index of Garden Plants* and *The AHS A to Z Encyclopedia of Garden Plants* are the acceptable references.
12. The Garden Club of America expects all exhibitors to be aware of the need to promote conservation of endangered and threatened plants. Plants collected from the wild and listed on the state's Natural Heritage Program may not be exhibited in a GCA flower show. Cultivated plant material listed by the state's Natural Heritage program may be exhibited if accompanied by a typed card stating that it has not been collected from the wild and giving information concerning its cultural requirements and methods of propagation.

13. All entries must be passed by the Passing Committee before the exhibitor may leave the exhibit area. The Committee reserves the right to refuse any entry in poor condition, or one that does not conform to the schedule. The exhibitor has the option of correcting the entry, if possible, before the entries close. If not corrected, the entry cannot be judged, but may remain in place and marked FOR EXHIBIT ONLY.
14. Once an entry is passed, the exhibitor must leave the exhibition area and may not touch the entry again, except after judging to carry out any necessary maintenance.

DIVISION I
FLOWER ARRANGEMENT RULES

1. Please read the General Rules.
2. An exhibitor may make only one entry per class, but may enter more than one class. An entry must be arranged by the exhibitor(s) under whose name(s) it has been entered. All participants must be listed. Only listed exhibitors may be on the floor from 8AM – 10AM.
3. All arrangements must include fresh and/or dried plant material. Artificial plant material is not allowed.
4. Fresh plant material must be in water or be conditioned in such a way as to remain in pristine form while on exhibition.
5. An arrangement not maintained in show condition may have its award removed.
6. Live animals (including fish), taxidermy, natural birds' nests, cut fruit or vegetables, dairy products, locally invasive plant material and protected sea life are not permitted.

7. Mechanics should not be visible unless they are an integral part of the design.
8. Flowers need not have been grown by the exhibitor.
9. Accessories are permitted unless otherwise indicated.
An accessory is defined as anything other than plant material, base, mechanics, background, or container used anywhere in the design. It must be subordinate to the plant material.
10. All entries are to be accompanied by a 3" x 5" index card identifying plant material using both botanical and common names.
11. Plant material that touches the sides or back of a niche is not permitted unless the plant material is an integral part of the design. Material cannot protrude beyond the framed opening of the niche.
12. Jewelry Class – Only dried or treated plant materials may be used. No clay, hardwood, seashells, real or simulated gems, and shake on glitter are allowed. Cardboard, metal or twine may be used for mounting but must not show. No carvings are permitted unless they are the work of the exhibitor. Exhibitors must identify and show examples of all plant materials in their natural state on a 5" x 7" card to be provided by the committee.
13. Pedestals may not be moved, nor may the tops be enlarged. Draping is allowed. Pedestal arrangements may not exceed 30" in width or depth. There are no height restrictions.

DIVISION I – FLOWER ARRANGEMENT

Class 1: 4 Entries

“She brought back to his recollection the happy days of blissful childhood together on the banks of Anna Liffey...”

An arrangement having a part or parts placed underwater to create interest by magnification or distortion. Staged on a black cube 16" square. Viewed from all sides.

Consultant: Rosemarie Siegel 413-582-1120
Email: reseigel@att.net

Class 2: 4 Entries

“A lovely girl, her veil awave upon the wind upon the headland, wind around her.”

A design staged on a matte black pedestal 49" high, 18" square top. Viewed from three sides against a mocha colored wall.

Consultant: Debbie Smith 413-637-1282
Email: debbiedet@adelphia.net

Class 3: 4 Entries

“Fine goods in small parcels.”

Tara Brooch. A piece of jewelry made from plant material. May be treated or dyed. Not to exceed 4" in any dimension. To be staged in a lighted off-white box, opening 10" wide x 12" high x 6 ½" deep. Staging material provided. Height 48"

Consultant: Leslie Snyder 413-637-1416
Email: drhooklenox@adelphia.net

Class 4:

4 Entries

"Me? Says Alf. Don't cast your nasturtiums on my character."

Functional place setting with a floral component for a named *Ulysses* character. Flatware is not permitted.

Staged on the Dining Room table at the Lenox Athenaeum. Dimensions available from the Class 4 Consultant.

Consultant: Gloria McMahon 413-698-3210

Email: imdynaglo@msn.com

Class 5:

4 Entries

"Flowers to console me and pin cuts lo. Means something, language of flow."

Design using a single blossom and foliage. Displayed in a matte black niche 9" on each side, curving to 12" in the center back, 6" deep and 12" wide. Height 48"

Consultant: MaryEllen O'Brien 413-229-3025

Email: maryellenjobrien2hotmail.com

DIVISION 2 – HORTICULTURE RULES

1. Please read the General Rules
2. Entries must have been owned and grown by the exhibitor for a minimum of six months. Entries eligible to receive the Catherine Beattie Medal and the Clarissa Willemssen Award must have been owned and grown by the exhibitor for a minimum of six month, and will be so indicated by a sticker placed on the entry card before judging.
3. Any exhibitor may enter as many exhibits in any one class or subdivision as desired, however; each exhibit must be a different species or cultivar.
4. Classes may be subdivided and entries moved and/or reclassified at the discretion of the Committee before judging. If necessary, the judges may further move, or reclassify at the time of judging.

5. Unless stated otherwise in the schedule, containers must be terracotta or terracotta-colored plastic. Saucers must be provided with the containers.
6. Disguised double potting and top dressing are permitted but top dressing should not float when watered.
7. Committee will provide uniform glass containers and wedging materials for all cut specimens.
8. The Passing Committee may refuse any entry that does not conform to the schedule. Disease or insect-ridden plant material will not be accepted.
9. All specimens must be entered by their CORRECT BOTANICAL NAMES, including the species and cultivar whenever possible.

DIVISION 2 – HORTICULTURE

“Full many a flower is born to blush unseen”

Class 6a: Perennial/biennial bloom 1 stem

Class 6b: Perennial/biennial bloom 3 stems

*“Save the trees of Ireland for the future men of
Ireland on the fair hills of Eire, O”*

Class 7: A branch of a flowering tree at least 24" in length.

Class 8: A non-flowering branch at least 24" in length.

Class 9: Par Class. A container grown plant. The inside diameter not to exceed 10" (oval and rectangular containers are measured on the diagonal). No hanging containers. One plant per pot.

Consultant: Caroline Church 413-637-9018
Email: n/a

AWARDS

*The following Garden Club of America awards
have been applied for and will be presented if merited.*

HARRIETT DE WAELE PUCKETT CREATIVITY AWARD

The Harriet DeWaele Puckett Creativity Award may be awarded to members of GCA clubs or non-members in recognition of a uniquely skillful and creative response to an imaginative schedule. It will be given for an innovative and interpretive entry which, although it abides by the principles of good design, goes beyond the traditional period arrangement to whatever art form the arranger(s) chooses. The arrangement must have placed first, second, or third in the Flower Arrangement Division of a Small Flower Show. Challenge classes are not eligible. The award is not a substitute for Best in Show and will be given at the discretion of the judges.

DOROTHY VIETOR MUNGER AWARD

The Dorothy Vietor Munger Award may be awarded to members of Garden Club of America clubs only in competitive flower arrangement classes at a Small Flower Show. It is offered in recognition of creative work of outstanding beauty using predominantly fresh plant material. The arrangement must have placed first, second, or third. Challenge classes are not eligible. The award is not a substitute for Best in Show and will be given at the discretion of the judges.

SANDRA BAYLOR NOVICE AWARD

The Sandra Baylor Novice Award may be given at a GCA Small Flower to an exhibitor who is a member of a GCA club and who has never won a blue ribbon in the Flower Arrangement Division of a Major or Small Flower Show. It shall be awarded for an arrangement that is a unique and skillful response to the schedule. Novice entries in any competitive Flower Arrangement classes are eligible for this award and will be identified by a colored dot on the entry card. The arrangement must have been created by one person, and must have placed first, second or third.
The arrangement must have been created by one person, and must have placed first, second or third.

❧ CATHERINE BEATTIE MEDAL

The Catherine Beattie Medal is to be awarded for a horticulture entry distinguished by its vibrancy, prime condition, and perfection of grooming. It must have been grown by the exhibitor for at least six months. The medal may be awarded for a single plant, collection of plants, container garden, or cut specimen, but only if there is an exhibit worthy of the honor. It may be awarded to members of GCA clubs only; individual, joint, and club entries are eligible. The award should not be considered as a substitute for Best in Show. The medal may not be awarded to the same exhibit more than once.

❧ ROSIE JONES AWARD

The Rosie Jones Horticulture Award is awarded to a horticulture entry of exceptional visual appeal that reflects the spirit of growing with joy and enthusiasm and inspires others to propagate, grow, show and share horticulture. An exhibit that has been propagated by the exhibitor will be given special consideration but propagation is not a requirement. Perfection, while always desirable, is not a primary criterion. This award celebrates the ineffable joy inherent in the beauty and pursuit of horticulture. It could be the entry that would win the popular vote but not necessarily the Beattie or the blue ribbon. Its primary virtue shall be its exceptional and exuberant inspiration. It may be awarded at a Small Flower Show and is to be judged by GCA Judges.

❧ CLARISSA WILLEMSEN HORTICULTURE PROPAGATION AWARD

The Clarissa Willemsen Horticulture Propagation Award is to be awarded for a horticulture entry distinguished by its prime condition, flawless grooming and difficulty of propagation. The horticulture entry must have been propagated and grown by the exhibitor for at least six months. The Horticulture Propagation Award may be given for a single rooted plant or a collection of rooted plants. The method of propagation must be indicated on the entry card. The entry must have placed first, second or third at a Small Flower Show. The award may not be given to an exhibit more than once. If merited, it will be awarded at the discretion of the judges.

BEST IN SHOW

The Best in Show will be selected from among the Blue Ribbon winners, and may be awarded in each division.

JUDGES COMMENDATION

The Judges' Commendations may be given to an entry, class division, special exhibit, or other aspect of the show which is of exceptional merit.

RIBBONS

FIRST (Blue), SECOND (Red), THIRD (Yellow), and HONORABLE MENTION (White) may be awarded.

PLEASE NOTE

Classes will be filled in the order registration forms are post-marked.

**Flower Arrangement
REGISTRATION FORM**

Please mail this Registration Form to:

MaryEllen J. O'Brien
20 Squire Lane
Sheffield, MA 01257

Name:

Address:

City/State/Zip:

Email:

Phone:

Garden Club:

Are you a member of a GCA Club? Circle: YES - NO

Entry Class(es): Please circle.

Class 1

Class 2

Class 3

Class 4

Class 5

PLEASE NOTE

Horticulture entries will also be accepted the day of the show.

**Horticulture
REGISTRATION FORM**

Please mail this Registration Form to:

MaryEllen J. O'Brien
20 Squire Lane
Sheffield, MA 01257

Name:

Address:

City/State/Zip:

Email:

Phone:

Garden Club:

Are you a member of a GCA Club? Circle: YES - NO

Entry Class(es): Please circle.

Class 6a

Class 6b

Class 7

Class 8

Class 9

NOTES

Our Appreciation

The Lenox Garden Club expresses its
gratitude to the Berkshire Botanical Garden
for its support in this undertaking and in
our many other joint community projects.
We are grateful for their contributed
efforts to make our Flower Show a
successful community event.

The Lenox Garden Club

The Lenox Garden Club * P.O. Box 552 * Lenox, Massachusetts 01240

Our Appreciation

It is our privilege and unique opportunity to mount a flower show at the Lenox Athenaeum as guests of Mr. and Mrs. Ethan Berg.

It seems fitting that one of our country's oldest garden clubs and a long time member of The Garden Club of America would be an invited guest at one of Berkshire County's original Gilded Age cottages, Ethelwynde, enjoying a renaissance as an important cultural venue.

Our hope is to offer a floral and horticultural interpretation of the Athenaeum's background event: Bloomsday: a celebration of James Joyce's *Ulysses*.

The generous vision of the Bergs' imagined the possibilities of our collaboration and we hope you enjoy the fruits (and flowers) of our combined efforts.

The Lenox Garden Club

The Lenox Garden Club * P.O. Box 552 * Lenox, Massachusetts 01240

D I R E C T I O N S

The Lenox Athenaeum
101 Yokun Avenue
Lenox, Massachusetts 01240

From: The Mass Turnpike
Exit 2 PITTSFIELD/LEE onto HOUSATONIC STREET (US ROUTE 20)
towards Pittsfield/Lee. Go 1.2 mi

Continue to follow US ROUTE 20 – Go 3.4 mi

Turn left on WALKER STREET (Route 183) – Go 1.0 mi

Bear left to follow ROUTE 183 – Go 0.3 mi

Turn right on YOKUN AVENUE – Go 0.4 mi

Arrive at 101 YOKUN AVENUE on the left

From: Route 7 North
Follow ROUTE 7 South – Go right onto ROUTE 7A – Go 0.8 mi

Turn right on GREENWOOD STREET – Go 0.2 mi

Turn right on CLIFFWOOD STREET – Go 0.1 mi

Turn left on YOKUN AVENUE – Go 0.3 mi

Arrive at 101 YOKUN AVENUE, LENOX on the right

From Route 7 South
Follow US ROUTE 7 North

Turn left on KEMBLE STREET in Lenox

Bear left to follow US ROUTE 7 – Go 0.1 mi

Bear left on WEST STREET (Route 183) – Go 0.3 mi

Turn right on YOKUN AVENUE – Go 0.4 mi

Arrive at 101 YOKUN AVENUE, LENOX , on the left

