Designed to Inspire

One-day event offers opportunity for new ideas and creative discussions.

By Jane DeMarco

In the floral industry, creativity plays a big role in what we do every day. But what happens when our creative flow becomes just a trickle, leaving us feeling tired and uninspired? At these times, how can we get our creativity and business back on track so we can take both to the next level of success? The answer lies in spending time with people who have been there themselves and found new and inspired ways to jump-start their own halted creativity.

At the Slow Flowers Summit, Debra Prinzing, leading advocate for American Grown Flowers (www.americangrownflowers.org), is offering a day guaranteed to inspire, awaken curiosity and refresh design aesthetic in a way that benefits us as well as our customers.

Slow Flowers Summit:
A Forum for Ideas, Creativity and Inspiration
Sunday, July 2, 2017
8:30 a.m. to 7:30 p.m.
SURF Incubator
999 Third Ave.
Seattle, Wash.
Tickets at Event Brite: http://tinyurl.com/qy742ar

Debra explains, “As part of American Flowers Week (americanflowersweek.com), I thought it would be great to gather 100 or so floral designers to engage with some of the most dynamic and creative people who are using domestically grown flowers.”

This first summit grew from Debra’s “Slow Flowers Podcast,” (slowflowers.com) listened to by more than 2,500 people every Wednesday, and from interacting with the 700 members of the online directory. The directory was developed by Debra and comprises farms, florists and studios that provide domestic and local flowers, including some Certified American Grown options.

“The Summit will be ‘TED Talks’ [Technology, Entertainment, Design] for floral designers: short bites guaranteed to be thought and conversation provoking. Brains will be stretched. It will be fun!” exclaims Debra, with a smile.

THE SUMMIT LINEUP

Where’s the Diversity in Floral Design
Floral artist Nicole Cordier-Wahlquist of Grace Flowers Hawaii in Honolulu, Hawaii; Leslie Bennett of Pine House Edible Gardens in Oakland, Calif.; and Riz Reyes of RHR Horticulture in Seattle, Wash., will share ideas while Chantal Aida Gordon of “The Horticult” blog, will help rein them in.

Post Modern Posies and Botanical Messages for Today
Florist Teresa Sabankaya, of Bonny Doon Garden Company in Santa Cruz, Calif., will provide design demonstrations.

Foam-Free Flower Wall
Emily Ellen Anderson, of Lola Creative in Edmonds, Wash., will build a flower wall like those installed in cities around the world.

Reinvention: Professionally, Artistically & Sustainably
Emily Ellen Anderson will lead the conversation.

Where We’ve Come From and Where We’re Headed
Keynote speaker Amy Stewart, author of Flower Confidential, will address the issues that have defined the American floral landscape in the past decade.

Creative Conversation Over Dinner
Lisa Waud, owner of Pot & Box in Detroit and Ann Arbor, Mich., and founder of Detroit Flower Week, will wrap up the day with a conversation about the creative process in floral design.

As we continue to enjoy shopping at farmers markets, see grocery stores offering local vegetables and watch our favorite restaurants change menus to feature locally sourced items, it’s a natural next step for florists to look for near-and-now flowers.

“In 2011, the Seattle Wholesale Growers Market opened as a source for only locally grown and domestic flowers. The first year, they generated $350,000 in revenue, and in 2016, they grossed $1.3 million,” Debra reports.

“Most florists, at some point, have bought sunflowers, peonies or Dahlias from a farmer in their communities, but some florists have not had this chance or don’t know how to do it,” Debra adds. “This summit is for all floral designers, not just those who have fully embraced the farm-to-vase movement. I look forward to welcoming Florists’ Review readers to Seattle.”

Florists’ Review is proud to be a media sponsor of the Slow Flowers Summit.