

international Floral^{10|11} art



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international
Floral 10|11
art

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Preface

If one conclusion has to be drawn from the abundance of floral designs in the 2010/2011 edition of the *International Floral Art*, it will be that creativity proves crisis-resistant. Moreover, difficult times only seem to spark creativity, innovation and resourcefulness. Floral art seems to stand stronger than ever.

The aim of the *International Floral Art* has always been to create a platform for the exchange of ideas and to provide a testing room for creativity and innovation, across geographical and cultural boundaries. For well-established designers the book is an opportunity to demonstrate how years of hard work honed their crafts to perfection, for budding florists the book is a chance to showcase their talent, inventiveness and fresh ideas.

This publication is the result of a collaborative effort. Foremost I'd like to thank the participants for their generosity, their imagination and enthusiasm. We've never had as many entries as in this 2010/2011 edition. From the 227 candidates 160 have made the final selection, representing 31 nationalities. My special gratitude goes to the jury for their conscientious judging, their expert knowledge and the animated but fruitful discussions.

Every year we honor these personalities that use the skills and techniques of the trade to surpass the 'simple' flower arrangement to produce a form of art. Their work rises to a level of perfection that can be recognized by many but achieved by few. This edition's first prize was awarded to Russian Sergey Karpunin, who excelled in innovative design and outstanding craftsmanship. Harijanto Setiawan from Singapore won the Silver Leaf for his artful and often whimsical designs. Classic, linear style and minimalist expression with careful placement of plant materials was found in the work of Hideyuki Niwa from Japan, deservedly the winner of the Bronze Leaf.

Leafing through the pages of this book is like embarking on a fantastic journey through colors, shapes and patterns. Discover and enjoy!

Jaak Van Damme
Publisher

the Jury



GIL BOYARD
France

Gil Boyard was brought up in a family of horticulturists, studied natural sciences but was soon drawn into the world of floristry. After earning his florist certificate under the mentorship of Jacques Basile and Philippe Monville, Gil went to Paris and started to work in the shop of Jean Michel Mertens. After winning several competitions, he became *Meilleur ouvrier de France* in 2004. New opportunities lied ahead, Gil was selected to become a member of the Interflora Art Floral group in that same year and took over Mertens' store in 2005. In cooperation with Muriel Le Couls he published the book *Floral Art Structures* (2007). Today, Gil owns his own shop, teaches and is an active member of several professional organisations in Paris. In March 2010 Gil Boyard represented France in the Interflora World Cup in Shanghai.



Claire COWLING
United Kingdom

Claire Cowling is at the forefront of English floristry. Her work frequently appears in leading floristry publications including our own previous editions of the *International Floral Art* and her own best-selling books and magazines – *Straight from the Heart* series, *Wedding bouquets for Spring* and *Flowers for Funerals* magazine which are used across the world by professional florists and enthusiastic amateurs for their stunning design inspiration. Claire has become famous through her company, Thrive Floristry, a wondrous emporium of floristry and flower-related books and sundries. She offers bespoke tuition and floral design and consultancy for events, product promotions and photo shoots but always in high demand.





Annick VAN WESEMAEL
Belgium

Florist Annick Van Wesemael earned her master degree at SYNTRA in Asse and Ghent and perfected her craft during workshops with a.o. Daniël Ost, Moniek Vanden Berghe and Geert Pattyn. She is multiple winner of floral design competitions and became Belgian vice-champion in 1991. In 1994 Annick started her flower shop *Bloemen en Accenten* where she translates her passion for the profession and her love of flowers in playful and romantic creations. Her floral art is a constant witness of elegant femininity and sober finesse. Annick is a sought after demonstrator, worked for television and earned a strong reputation as decorator of weddings parties. In 2002 Annick Van Wesemael published her first book *Huis in Bloei*, followed by the very successful *Tasty Tables* in 2006. Currently Annick is working on a third book, to be published in fall 2010.



Igor CHISTRAKOV
Russia

Master florist Igor Chistrakov took part in many national and international competitions including the World Cup of 1997. He has been a judge for the FEUPF (now Florint), has been made honorary member of the FDF (Fachverband Deutscher Floristen) and is the founder and owner of Designer BOOKS, until today the only bookshop in Russia specialized in books and magazines on floristry and landscape design. Designer BOOKS collaborates with major international publishing houses and Igor's efforts for the business are highly appreciated. In addition to selling books and magazines the shop has also grown into an information centre for professionals in the trade.



Pim VAN DEN AKKER
the Netherlands

Born in Westland, the flower capital of the Netherlands, Pim van den Akker developed a strong love for nature from a very young age. This interest shows in his floral works, but also in the patterns and textures used in his designs for vases, lighting and furniture. His passion lies in designing products which add an extra dimension to people's surroundings. After publishing three books, *Floral Composition* (1999), *Bridal Design – Ja, ik wil!* (2002) and *Funeral Design – Ik rouw om jou* (2005), Pim took the next logical step and in April 2005 his own brand and label Pimdesigned© saw the light. Through Pimdesigned© Pim van den Akker wants to propagate a vision in which men, nature and interior come together. Pim van den Akker recently published *Floral Design* (2008) and travels the world to share his vision.



Jaak VAN DAMME
Belgium - President of the jury



Katrien VAN MOERBEKE
Belgium - editor







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Sergey KARPUNIN

Russia









