



2024 Design Contest Registration Packet

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and



2024 GLFA Design Contest Friday March 1st, 2024

The Great Lakes Floral Association's Design Contest is one of the most prestigious contests in the nation. The contest serves as an exceptional opportunity for designers to learn and exchange new ideas, receive professional recognition for their work, and is an excellent opportunity to gain publicity for themselves and their business. Make 2024 the year you enter and rate your talents with your peers.

Blossom Odyssey: A World of Flowers

An exhilarating design contest that celebrates the beauty and diversity of floral and floral creations from around the world. This competition invites passionate designers to create floral designs inspired by a world filled with flowers.

The objective of this contest is to create unique and visually stunning floral designs that transport viewers into an enchanting world of blossoms.

Winners will receive ribbons, certificates, cash awards and recognition in *The Professional Florist* magazine. The contestant who makes it through and is awarded the coveted title of "GLFA Designer of the Year" will have six designs featured on the "Design Spotlight" page in *The Professional Florist* magazine.

**If you have questions, please contact the
2024 GLFA Design Contest Chairperson:**

**Libbie Conley, CF
email: libbie72@aol.com
phone (810) 599-2977**

***NEW Design Contest Check-In Hours for 2024*
Friday 3/1/2024, 3:00pm - 5:00pm in the Design Contest area in the Secchia Foyer DeVos Place.**

GLFA Design Contest Division Eligibility

Student Division

High School: Open to any student currently enrolled in high school, who has NOT worked “professionally” as a floral designer. Student must prove current student status. One entry per student.

College / Professional Novice: College student currently enrolled in horticulture / floriculture program or enrichment, design school or university floriculture program, or an individual with less than three years’ experience employed at a floral entity.

Professional Division

Open to any floral professional with three years or more experience in the industry. Contestants may enter one, two, three or four categories. **To be eligible for the prestigious GLFA Designer of the Year run-off, contestants MUST be entered in all four professional categories.**

GLFA Designer of the Year

To attain “GLFA Designer of the Year” status, you must enter all four Professional Division categories. Five individuals with the highest cumulative points from the four Professional Division categories will be selected as finalists earning the chance to compete in a Spontaneous Surprise Package competition. Names of the five finalists with highest cumulative points from will be posted at the GLFA registration desk in alphabetical order upon completion of the design contest judging. The five finalists will have one half hour starting promptly at 10:15a.m. Saturday, March 2, 2024, on the Main Stage to create a Spontaneous Surprise Package design. The 5 contestants will meet at 10:00a.m. at the GLFA Registration Desk. The design contest committee will select all the materials in advance. Finalists are responsible for their own tools, knives, wire cutters, tape, wire, etc. Contestants will be asked to leave the contest area during judging. The finalist with the highest total points earned during the Spontaneous Surprise Package competition will be the single winner. The winner will be announced at the Recognition Banquet on Saturday night in the DeVos Place Steelcase Ballroom B. The winner receives \$300.00 cash prize, recognition plaque and the coveted title of “GLFA Designer of the Year.” They will also be the featured designer for the “*Design spotlight*” section in *The Professional Florist Magazine*.

Chuck Bannow Award

This is NOT a design contest category for entry, but an award given to the entry judged as “Best Overall” from the four first place winners in the professional division categories in the contest. Because Charles “Chuck” Bannow devoted his life to teaching and enrichment of the floral industry, this award carries his name. All designs will be evaluated based on the elements of design, professional execution of design mechanics as well as creativity, with **particular emphasis on originality and innovation.**

The Academy Division

This division is only open to those who are recognized as Academy Designers.

The academy division honors and recognizes those individuals who have consistently achieved high ratings and placements during the GLFA design contest. Those who achieve this distinction are encouraged to continue to showcase their talents through the Academy Division competition. The criteria for the Academy require that a designer has earned a minimum of 50 points through competition in GLFA sponsored design contests.

Points are awarded on the following basis:

10 points for Chuck Bannow Award

10 points for a first-place award in a professional category

7 points for a second-place award in a professional category

5 points for a third-place award in a professional category

Further, 20 of the 50 points must be from First Place Awards. (Chuck Bannow Award counts as First Place award)

When the required points are achieved, designers are recognized during the GLFA, Great Lakes Floral & Event Expo, as well as in the Professional Florist magazine.

Academy Designers will have their names inscribed on a traveling award plaque that will be proudly displayed during all Academy competitions and exhibitions.

Congratulations to all who have achieved this distinctive recognition! Continued encouragement to all that strive for it!

2024 GLFA Design Contest Categories

Student Division

High School Level

Theme: A Welcoming Exchange

International Day of Friendship is designated for us to be thankful for our relationships worldwide, as they promote and encourage peace, happiness, and unity. Create a beautiful hand-tied bouquet for your friend. You may use your choice of fresh flowers/foilage and design enhancing decor (including ribbon, wire, beads, etc...). You must include the design principle of

rhythm** (specifically **repetition**). Provide a 5x7 frame identifying where your international friend is from (frame does not need to be included in cost card). *No props unless it is included in the design and must be included in the cost card.** Maximum wholesale value is \$35. Display space is limited to 18"w x 30"d. Entry must be secure enough to withstand touching and handling by judges. A 6-inch cylinder vase (with water) will be provided to display your design.

***Rhythm/Repetition** is the visual flow or movement within an arrangement created by the skillful placement or use of color, material, form, line, texture, and /or space.

****Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

College / Professional Novice

Theme: The Blumen Bouquet

Create a romantic European hand tied bouquet in an armature that would be an appropriate gift for a first date, who does NOT like roses. The armature can be made with willow, midollino and/or decorative wire. Any combination of fresh flowers (except roses)/foilage may be used. No silk/artificial flowers allowed. Design enhancing decor such as wire, ribbons, feathers, etc... is allowed. No *props unless it is part of the design and must be included on the cost card. Design space is limited to 24"w x 30"d, with no height restrictions. A 7-inch cylinder vase will be supplied (with water) to hold your bouquet. Maximum wholesale value is \$50. Entry must be secure enough to withstand touching and handling by judges.

***Armature:** The process of making a supportive frame or grid with an arrangement. The frame can be built from organic or non-organic materials. And armature can be functional, decorative or both.

***Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

Prizes for all Student Division Categories:

First Place: \$125.00, Certificate & Ribbon

Second Place: \$75.00, Certificate & Ribbon

Third Place: \$50.00, Certificate & Ribbon

Note: All contest pieces will be on display in an area open to the public. The building has security, but design contest entries are not in a space that is locked up overnight. The GLFA cannot be responsible for any materials, props etc. used for the contest.

Professional Division

Theme 1: Tribal Flora Spirit

Create a floral African *mask* to be worn as an entertaining theatrical device for a tribal dance performance. **Bold, colorful, and visually exciting** is the focus using any combination of artificial, fresh or dried flowers and/or foliage and design enhancing decor such as paint, mosses, feather, beads, etc... *

*No props unless it is included in the design and must be included in the cost card. Maximum wholesale value is \$50. Display space is limited to 30"w x 30"d with no height restrictions. Entry must be secure enough to withstand touching and handling by judges. A FloraCraft Styrofoam head will be supplied to display your mask on.

Theme 2: The Cultural Gateway

Design an international botanical piece for a Midwest front entrance/door using permanent and/or dried floral. Your design must include at least 1 flower that is *native to the region chosen and should be the focal point of your design. This must fit a standard door of 36"w x 80"h and fit within those parameters. Provide an 8x10 frame that identifies the country/or region for your inspiration **and** the *native flower(s) you chose as your focal point. No fresh and *no props allowed. Design enhancing decor such as mosses, ribbon, etc... is allowed. A 54" easel stand will be provided to display your design. The maximum wholesale value is \$65. Entry must be secure enough to withstand touching and handling by judges. (note: frame does *not* need to be included in the cost card)

***Ideas for inspiration** (see next page)

Theme 3: A Holiday Down Under

Create an authentic floral centerpiece celebrating Christmas in Australia. You must include but are not limited to a selection of fresh flowers and foliage that are native to *Australia and include the design element of ***texture**. Only LED candles/votives will be allowed should you choose to use them. *No props allowed unless it is included in the design and must be included in the cost card. Design enhancing decor such as mosses, ribbon, etc... is allowed. The maximum wholesale value is \$55. Display space is limited to 30"w x 30"d with no height restrictions. Entry must be secure enough to withstand touching and handling by judges.

***Ideas for Australia Product** (See next page)

***Texture**: The surface quality of a material, as perceived by sight or touch.

*****Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

Theme 4: Surprise Package!

Design on the spot. You must enter all other professional themes to enter the Surprise Package on spot design competition, Friday evening March 1, 2024, at 5:00pm for ½ hour. All materials will be provided for contestants. Bring your tools for this competition!

Prizes for Professional Division

First Place:	\$125.00, Certificate & Ribbon
Second Place:	\$75.00, Certificate & Ribbon
Third Place:	\$50.00, Certificate & Ribbon

Note: All contest pieces will be on display in an area open to the public. The building has security, but design contest entries are not in a space that is locked up overnight. The GLFA cannot be responsible for any materials, props etc. used for the contest.

Professional Division

***Ideas for inspiration:**

Professional division Theme 2:

These are just some suggestions to help you if needed. We talked to a wholesaler and got some ideas to share.

Some countries and flowers associated to them:

Your flowers don't have to come from these countries.

NETHERLANDS – TULIPS

THAILAND – DENDROBIUM ORCHIDS

Ecuador – ROSES

COLUMBIA – POMPS

PERU – WAX FLOWER

JAPAN- CLOON RANUNCULUS

ITALY – ITALIAN RUSCUS

VIETNAM – PHALAENOPSIS ORCHIDS

NEW ZEALAND – CALCYNIA

AUSTRALIA- PROTEA/BANKSIA- EUCALYPTUS

CANADA- GERBERA DAISY, SNAPDRAGONS, LISIANTHUS

***Ideas to help with Australia**

Professional division Theme 3

These are just some suggestions to help you if needed. We talked with a wholesaler and picked his brain for ideas to share.

** Some native flowers and foliage from Australia- Your product does not have to be imported from Australia.

LEPTOSPERMUM

ACACIA

GREVILLEA

EUCALYPTUS

KANAGROO PAW

WARATAH

BANKSIA

CRESPEDIA – BILLY BALLS

BOTTLEBRUSH

RICE FLOWERS

PINCUSHION PROTEA

LEUCADENRON

WAX FLOWER

FLEXIGRASS

UMBRELLA FERN

AUSSIE PINE

STEEL GRASS

DINGO FERN

EMU FEATHER

EMU GRASS

KOALA FERN

WOOLY BUSH

The Academy Division

Theme: *An International Fete*

Create a stunning table scape celebrating an international feast of your choice. You may use any combination of fresh, dried, permanent botanicals and/or plants to construct your vision. Design enhancing decor such as moss, wire, ribbons, pods, etc... will be allowed. You may use 1 decorative vessel of your choice to design in (should you chose to do so) and does not need to be included on the cost card. All other containers used for design must be included on cost card. You must provide linen appropriate for the occasion and a *minimal* of 1 place setting for your round table (a 60" table will be provided). Minimal props will be allowed provided they do not overpower the focal point of your table scape. Emphasis of decor should be the flowers/design, with minimal credit to the props. Judging will be based on overall presentation of table scape.

Please include an 8x10 frame that identifies the country/region and the occasion of your feast.

Display space is limited to the tabletop only with no height restriction. Maximum wholesale value may not exceed \$100.00. You do not need to include your decorative vessel, linen, place setting(s) or frame in the cost card.

***Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

Note: All contest pieces will be on display in an area open to the public. The building has security, but design contest entries are not in a space that is locked up overnight. The GLFA cannot be responsible for any materials, props etc. used for the contest.

Prizes for Academy Exhibition: Prize for the Academy Division is \$300 cash, the winner's plaque and their name inscribed on a traveling honorary award. The Academy winner will be the featured author of six "Design Tips" in *The Professional Florist* magazine.

Rules for All Entries

1. **ALL GLFA DESIGN CONTEST ENTRIES (STUDENT, PROFESSIONAL AND ACADEMY) MUST BE PRE-REGISTERED.** Each entrant, **regardless of age**, MUST be pre-registered with a PAID GLFA Conference "Weekend Pass" and complete the enclosed registration form and return it (email or faxed) to the GLFA office by February 26, 2024. You cannot register your entries at the show. **No** registration will be accepted after February 26, 2024.
2. Designs must be checked in between: 3:00pm and 5:00pm on Friday, March 1, 2024. The check-in desk for the GLFA Design Contest will be in the Secchia Foyer of the DeVos Place.
Exception: Academy designs can be started on site anytime Friday and must be done before 5:00pm deadline on Friday, March 1, 2024.
3. You may enter only one design per category within your division.
4. To be eligible for "GLFA Designer of the Year" you **MUST** enter all four design categories in the Professional Division.
5. All props/accessories, when permitted within the rules of the category, may or may not need to be accounted for depending on the category theme and specifications. Include on your price list all materials and accessories that are part of the design. For items not listed on the wholesale price list, refer to the actual price of the product sold in your area.
6. Power is not available for electrically powered items, although you may use batteries if you wish.
7. Each entry **MUST** be accompanied by a business card with a shop or business name printed on it. (Students may use a 3" x 5" index card including name, school, home address and phone.) A cost card with a complete listing of materials used also must accompany your entries; these must be prepared in advance. Do **NOT** write your name on the Cost Card. Entrants not providing this information with their entries ARE NOT eligible for prizes or placement. Please print out & use the included cost card form.
8. All entries **MUST** be complete before being brought to the contest area. Minimal time will be allowed for setup of the designs and props if props are allowed in the category.
9. Judging will begin at 5:00pm sharp on Friday, March 1, 2024. Contestants must leave the area prior to, or **PROMPTLY** at 5:00pm until judging is completed.
10. The names of all GLFA Design Contest winners and the finalists for "GLFA Designer of the Year" will be posted at the GLFA registration desk in alphabetical order upon completion of judging.
11. Student, Professional and Academy Winners will receive cash awards and recognition at the Saturday Night Banquet.
12. GLFA Design Contest Judges' scores will determine the winners.
13. The contest committee has the right to disqualify any entry or entrant that does not, in its judgment, comply with contest rules. ***Decision of the committee is final.***
14. Only that person who is pre-registered may bring their entry to registration. You MAY NOT have someone else register and / or set -up or display your entry.
15. All entries must remain in the design contest area for open viewing until 3:30p.m. Sunday, March 3, 2024. Entries must be removed between 3:30p.m. and 6:00 p.m. any entry left after 6:00 p.m. will become the property of GLFA. Neither GLFA nor The DeVos place is responsible for any loss or damage. Items of great personal value should not be used.

WHOLESALE PRICE LIST GUIDELINES

All entries must be accompanied by a detailed price list, or they will be disqualified. All entries must use the following price list to judge all entries equally. Include on your price list all materials and accessories that are a part of the design. For items not listed on the wholesale price list, use the actual price of the product in your area.

FLOWERS FRESH					
Agapanthus	Market	Price	Larkspur	\$1.25	STEM
Allium	Market	Price	Liatris	\$1.00	STEM
Alstroemeria	\$0.85	STEM	Lilac	Market	Price
Amaranthus	Market	Price	Lily, Casablanca	Market	Price
Amaryllis	Market	Price	Lily, Asiatic	\$1.85	STEM
Anemone	Market	Price	Lily, Longiflorum	Market	Price
Anthurium, Large	Market	Price	Lily, Oriental	Market	Price
Anthurium, Medium	Market	Price	Lily, Stargazer	Market	Price
Anthurium, Small	Market	Price	Lily of the Valley	Market	Price
Asters, Matsomoto	\$1.00	BLOOM	Muscari	Market	Price
Bells of Ireland	\$1.00	STEM	Nerine	Market	Price
Birds of Paradise	\$3.00	STEM	Orchids, Not Listed	Market	Price
Bouvardia	Market	Price	Orchids, Cymbidium	\$4.95	BLOOM
Calla Lily, Large	\$4.95	STEM	Orchids, Dendrobiums	\$2.65	STEM
Calla Lily, Mini	\$2.90	STEM	Orchids, Phalaenopsis	Market	Price
Carnation, Large	\$0.58	STEM	Orchids, Oncidium	\$2.80	STEM
Carnation, Mini	\$0.56	STEM	Peony	Market	Price
Chrysanthemum, Cremon	\$1.00	STEM	Protea, Banksia	Market	Price
Chrysanthemum, Fugi/Rover	\$1.00	STEM	Protea, Latifolia	Market	Price
Chrysanthemum, PomPoms	\$1.00	STEM	Protea, Leucadendron	\$1.20	STEM
Chrysanthemum, Standard	Market	Price	Protea, King	Market	Price
Daffodil	Market	Price	Protea, Pin Cushion	Market	Price
Delphinium, Bella/Volken	\$1.50	STEM	Protea, Pink Mink	Market	Price
Delphinium, Hybrid	Market	Price	Protea, Queen	Market	Price
Freesia	Market	Price	Protea, Waratah	Market	Price
Gardenia	\$9.50	BLOOM	Rose, Garden	Market	Price
Gerbera Daisy, Lg.	\$1.55	STEM	Rose, David Austin, Garden	Market	Price
Gerbera Daisy, Mini.	\$1.10	STEM	Rose, Spray	Market	Price
Ginger	Market	Price	Rose, Standard	Market	Price
Gladioli	\$1.50	STEM	Rose, Sweetheart	Market	Price
Gloriosa	Market	Price	Snapdragons	\$1.25	STEM
Heliconia	Market	Price	Star of Bethlehem	Market	Price
Hyacinth	Market	Price	Stephanotis	\$1.15	BLOOM
Hypericum Berries	\$1.15	STEM	Stock	\$1.25	STEM
Hydrangea, Wh or Bl	\$2.90	STEM	Sunflowers	Market	Price
Hydrangea, Mini, Green	\$1.95	STEM	Tulip French	Market	Price
Iris	\$0.85	STEM	Tulip Regular	Market	Price
Ixia	\$0.95	STEM	Viburnum	Market	Price

FILLER FLOWERS					
Acacia	Market	Price	Kangaroo	\$11.95	BUNCH
Baby's Breath	\$12.95	BUNCH	Limonium	\$12.50	BUNCH
Boronia	Market	Price	MonteCasino Asters	\$10.15	BUNCH
Bupleurum	\$12.65	BUNCH	Queen Anne's Lace	\$10.95	BUNCH
Aster. Solidago, Mardi Gras	\$10.75	BUNCH	Statice, Regular	\$7.50	BUNCH
Heather	Market	Price	Thistle	\$13.50	BUNCH
			Wax Flower	Market	Price
GREENS					
Aspidistra Leaves	\$4.95	BUNCH	Monstera Leaves, Sm.	Market	Price
Bear Grass	\$3.95	BUNCH	Myrtle	\$9.55	BUNCH
Calathea	Market	Price	Pittisporum, Green	\$7.15	BUNCH
Curly Willow, Tall	Market	Price	Pittisporum, Mini/Italian	\$13.25	BUNCH
Curly Willow, Tips	Market	Price	Pittisporum, Varigated	\$7.15	BUNCH
Equisetum	Market	Price	Plumosa	\$6.75	BUNCH
Eucalyptus, Baby Blue	\$10.25	BUNCH	Pussy Willow	Market	Price
Eucalyptus, Not listed	Market	Price	Ruscus, Israeli	\$5.00	BUNCH
Flat Fern	\$5.25	BUNCH	Ruscus, Italian	\$11.00	BUNCH
Flax	Market	Price	Salal	\$10.00	BUNCH
Galax Leaves	\$4.75	BUNCH	Scotch Broom	Market	Price
Ivy	Market	Price	Steel Grass	\$9.00	BUNCH
Leatherleaf (Baker)	\$4.20	BUNCH	Sword Fern	\$6.90	BUNCH
Lily Grass	\$4.75	BUNCH	Tee Pee Emerald	\$4.50	BUNCH
Monstera Leaves Lg.	Market	Price	Ti Leaves	\$9.25	BUNCH
Monstera Leaves Med.	Market	Price	Tree Fern	\$5.25	BUNCH
			Umbrella Pypress	\$6.90	BUNCH
HARDGOODS					
Rustic Wire	\$0.20	FOOT	¼" Clear Water Pr. Tape	\$0.06	YARD
Bind Wire	\$0.05	FOOT	½" Clear Water Pr. Tape	\$0.09	YARD
Aluminum Wire	\$0.25	FOOT	Flora Lock	Market	Price
Etched Wire	\$0.30	FOOT	Cling	Market	Price
3/16" Flat Wire	\$0.35	FOOT	Bind it Tape	\$0.75	FOOT
1" Flat Wire	Market	Price	Floral Foam	Market	Price
Diamond Wire	Market	Price	3" Floral Foam Sphere	\$2.15	EACH
Metallic Wire.	\$0.05	FOOT	4" Floral Foam Sphere	\$4.15	EACH
Bullion Wire	\$0.05	YARD	6" Floral Foam Sphere	\$7.25	EACH
FloraCraft Bouquet Holder	4.95	EACH	Med. Bouquet Holder	\$3.00	EACH
			Lg. Bouquet Holder	\$3.50	EACH
Midollino	Market	Price	Grande Bouq. Holder	\$3.80	EACH
Chenille Stems	\$0.05	EACH	4" Egg	\$3.99	EACH
Corsage Pins	\$0.03	EACH	6" Egg	\$4.99	EACH
Bout. Pins	\$0.03	EACH	4" Pillow	\$3.99	EACH
Corsage Tape	\$0.20	YARD	6" Pillow	\$4.99	EACH
Tack 2000	Market	Price	8" Pillow	\$ 6.40	EACH
Floral Adhesive	\$7.00	TUBE	Design Master Paint	\$10.95	CAN
U-Glu Dashes	\$0.05	EACH	Spanish Moss	\$14.75	BOX
U-Glu Strips	\$0.30	EACH	Green Sheet Moss	Market	Price
¼" Green Water Pr. Tape	\$0.08	YARD	Reindeer Moss	Market	Price
½" Green Water Pr. Tape	\$0.15	YARD			

GLFA Design Contest

COST CARD

Division _____ Category _____

Please DO NOT include name on this form

List of materials at wholesale cost:

ITEM	COST
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TOTAL \$ _____

___ Will pick up entry 3:30 - 6:00pm Sunday ___ Please dispose of my entry

Each entry must be accompanied by shop or company business card with contestant's name clearly printed on it and attached to back of this form. Students use a 3" x 5" index card and include your name and school. (Photocopy this form and attach if more room is needed).



GreatLakesFloral
ASSOCIATION

Mailing Address: PO Box 67, Haslett, MI 48840
Shipping Address: 1152 Haslett Rd, Haslett, MI 48840
Phone: (517) 575-0110 **Fax:** (517) 575-0115
Email: cindy@greatlakesfloralassociation.org

FLORAL DESIGN CONTEST REGISTRATION FORM

Please type or print clearly:

Designer's Name _____

Firm or School _____

Address _____

City _____ State _____ ZIP _____

Cell(_____) _____

E-Mail _____

Please check which division/theme(s) you will enter:

Student Division: ____ **A Welcoming Exchange**

College / Novice: ____ **The Blumen Bouquet**

Professional Divisions: (check theme(s) you will be entering. You may enter in one, two, three, or all four)

Tribal Floral Spirit: ____ **The Cultural Gateway:** ____

A Holiday Down Under: ____ **Surprise Package:** ____

Academy Division: ____

Each contestant must complete a separate registration form.

ADVANCE REGISTRATION IS REQUIRED!! **NO** entries will be accepted after February 26, 2024. You **MUST** be pre-registered with a Great Lakes Floral & Event Expo "Weekend Pass" to compete in any of the Design Contest categories **regardless** of your age. (Your Great Lakes Floral & Event Expo registration form **MUST** accompany this form if you have not pre-registered!)

Register online at www.glfee.com

or PHOTOGRAPH, SCAN, MAIL or FAX THIS FORM TO:

EMAIL ADDRESS, ADDRESS, OR FAX NUMBER LISTED ABOVE.

REGISTRATION MUST BE RECEIVED IN THE GLFA OFFICE BY 2/26/2024.

NOTICE

Please be sure to read **all** the rules for the Design Contest in your packet.

Important information please read:

Design check-in will be Friday 3/1/2024 from 3:00pm to 5:00pm in the Design Contest area located in the Secchia Foyer. Judging will begin promptly after check-in Friday evening!

To have your contest evaluation form(s) returned –Make sure your email is on your registration form clear for your evaluation forms will be emailed back to you after the expo.

Winners will receive cash awards & recognition at the Saturday Night Banquet 3/2/2024 (requires extra fee see conference registration form).

The Designer of the Year will **NOT** be announced immediately after the competition. The winner will be announced at the Recognition Banquet, Saturday evening 3/2/2024. Tickets will be available for the finalists & their friends to purchase Saturday morning at the Registration Desk, if they would like to attend the banquet and stay for dinner.

Everyone, regardless of age, who is entering the Design Contest, **MUST** have a **PAID** “Weekend Pass” to compete.

GLFA strives to present the professionalism of our trade and the benefits of using a retail florist. Since the design competition displays are open to the public throughout the weekend, please be sure that your designs have adequate water sources and are refreshed as needed. **Wilted or mechanically broken designs will be removed from public display.**

The committee will review the designs each morning at 10 am. Any design that contains wilting flowers will be removed and the designer can retrieve it Sunday from the designated area. Designers may choose to replace flowers. If so, then they need to be of the same type and in the same placement. **Any watering or replacing of flowers needs to be done before 10 am each morning.**

All designs must be picked up between 4-6 pm on Sunday afternoon or they will be disposed of.

A Friendly Reminder to All GLFA Design Contest Contestants:

Plan to arrive 15 - 20 minutes early to allow yourself enough time to locate the contest registration area in the Secchia Foyer, DeVos Place. This year designs entries must be in by 5:00pm Friday March 1, 2024

To have your contest evaluation form(s) returned – Make sure GLFA has your proper email address so evaluation forms can be emailed after the Great Lakes Floral & Event Expo.

Pages 14 - 21 contain the Evaluation Form, the Principles of Design, Elements of Design, and Design Techniques. These are provided for your reference to help you succeed.

EVALUATION FORM

CONTESTANT # _____

	<u>POSSIBLE</u>	<u>AWARDED</u>
Creativity	10	
Scale (Proportion)	10	
Unity (Harmony & Texture)	10	
Balance (Physical and Visual)	10	
Focal Emphasis	10	
Line (Movement and Rhythm)	10	
Depth	10	
Color (Balance, Harmony, and Rhythm)	10	
Mechanics (Professional Application)	10	
Category Interpretation	10	
<u>SCORE</u>	100	

ENCOURAGEMENT & SUGGESTIONS FROM JUDGE:

(This is section is where judges make suggestion and offer encourage to help you learn and advance as a professional floral designer.)

The Principles of Floral Design

BALANCE: A state of equilibrium, actual or visual; a feeling of three-dimensional stability.

PROPORTION: The comparative relationship in size, quantity, and degree of emphasis among components within the composition; the relationship of one portion to another, or of one portion to the whole.

SCALE: The relative ratio of size, or the relationship of the size of a composition to the surrounding area or environment.

DOMINANCE: The visual organization within a design that emphasizes one or more aspects. When one element is emphasized, others are subordinate.

EMPHASIS: The special attention or importance given to one or more areas within a design.

FOCAL AREA / FOCAL POINT: The area(s) of greatest visual impact or weight; the center(s) of interest to which the eye is most naturally drawn.

ACCENT: Detail added to a design to provide additional interest, affecting the total character of the composition.

CONTRAST: Emphasis by means of difference' strength through opposition.

OPPOSITION: Contrast between elements, which are counterpoint in relation to each other, bringing about a sense of tension in a design.

TENSION: The dynamic, aesthetic quality achieved by the skillful use of opposition, implying, or suggesting a sense of energy.

VARIATION: Dissimilarity among attributes or characteristics.

RHYTHM: Visual movement through a design, usually achieved through repetition or gradation.

DEPTH: The placement of materials at different levels within and around an arrangement.

REPETITION- The recurrence of like elements within a composition.

TRANSITION: The ease of visual movement, which results from gradual degrees of change among one or more of the elements.

HARMONY: Compatibility; a pleasing or congruent arrangement of parts.

UNITY: Oneness of purpose, thought, style, and spirit.

The Elements of Floral Design

LINE: The vital visual path that directs eye movement through a composition.

FORM: The shape or configuration of an individual component of the composition the overall, three-dimensional, geometric shape or configuration of a floral composition.

SPACE: The area in, around, and between the components of the design, defined by the three-dimensional area occupied by the composition.

TEXTURE: The surface quality of a material, as perceived by sight or touch.

PATTERN: 1. A repeated combination of line, form, color, texture, and/or space
2. The silhouette of a flower or an arrangement as observed against its background, including solids and spaces.

FRAGRANCE: A sweet or pleasing odor, perceived by the sense of smell.

SIZE: The physical dimensions of line, form, or space.

COLOR: The visual response of the eye to reflected rays of light.

Design Techniques

ABSTRACTING: The process of removing parts or pieces of a PLANT MATERIAL to distort or change the appearance. 2. The positioning of plant material in unusual ways within a composition.

AIRBRUSHING: The process of applying paint from a pressurized source, such as an aerosol can.

ARMATURE: The process of making a supportive frame or grid with an arrangement. The frame can be built from organic or non-organic materials. And armature can be functional, decorative or both.

BAILING: The process of compressing and tying PLANT MATERIAL into a three-dimensional geometric shape, simulating a bale of tied grasses or hay.

BANDING: The process of using a decorative material, such as RIBBON or wire, to encircle a stem or stems in one or more precise rings. Banding is typically used as a decorative ACCENT but can sometimes serve a functional purpose. It can also be applied to a container.

BASING: The process of finishing the foundation of COMPOSITION with intricate, textural details, providing a decorative surface of materials from which the design emerges. Basing is accomplished by techniques such as CLUSTERING, LAYERING, TERRACING, AND PAV'É.

BINDING: The functional process of tying or securing materials together with a binding material such as wire, RIBBON, or string. Binding can also serve a decorative purpose. One example is making of a garland.

BRAIDING: A decorative process of interweaving three or more strand of fiber, RIBBON, or foliage, etc. by overlapping in a diagonal PATTERN.

BUNCHING: The process of gathering several similar materials together and inserting them into an arrangement as one unit; often used as a laborsaving technique.

BUNDLING: The process of firmly tying a quantity of stemmed material together, forming a radiating PATTEERN above and below the BINDING POINT. (Bunch of Wheat bundled)

CLUSTERING: The process of inserting a collection of small, textural flowers and / or greens of a single kind closely together so that the individual components become indistinguishable for the total mass. Clustering differs from GROUPING, in which each component retains its individual identity.

COLLARING: The process of completely encircling a flower, a BOUQUET, or the edge of a container with foliage or other decorative materials, creating a finished appearance.

DESIGN TECHNIQUES CONTINUED:

DIP-DYEING: The process of changing the COLOR of a flower or other material by sub-merging it head-down in a dye solution.

DYEING: The process of changing or intensifying the COLOR of an object or PLANT MATERIAL by applying dye from an aerosol can or spray bottle or placing it into a pigment solution. Examples include DIP-DYEING, SPRAY-PAINTING, STEM-DYEING.

ENCLOSURE: Designing an arrangement to be confined “within” a space /object. The technique of vailing and sheltering may be applied. (Making a design inside a box is an example)

FACING: The process of turning or directing a flower head in a particular way to increase interest and visual movement within a design.

FISHTAILING: The process of cutting the end of a strip of RIBBON or other flat material, such as a leaf, into an indented “V” shape.

FRAMING: The process of using LINEAR branches or flowers to showcase the materials with. Framing outlines and defines SPACE and typically call attention to the FOCAL AREA of a design.

GROUPING: The placing of identical materials within a specific limited area, with each material maintaining its individual identity. Some amount of SPACE typically exists between each separate group.

HAND TYING: The process of arranging stems of design materials, such as flowers, foliage, and accessories in the hand, using a disciplined method of placement, such as SPIRALING, and then securely fastening at the BINDING POINT.

INTEGRATED STEM PLACEMENT: The use of two or more stem placement techniques, such as RADIAL and PARALLEL, in the same composition.

KUBARI: An interlocking series of bare branches or stems placed into a CONTAINER as a natural MECHANIC for holding PLANT MATERIALS in place in a composition. Adapted from the techniques of traditional IKEBANA, Kubari are often left exposed to enhance the aesthetic quality of the design.

LACING: A method of crossing and interweaving STEMS to form a framework of holding PLANT MATERIAL in position within a CONTAINER. Successive stem placements result in a mechanically solid VASE design, ensuring secure delivery. This technique can also be used for making HAND-TIED BOUQUETS.

LAYERING: The process of covering a surface with flowers, foliage, or other relatively flat materials by means of overlapping individual units, leaving no space between them; often a technique of BASING. Layering can create the impression of being a single thickness, producing a scale-like appearance, or it may appear more dimensional if bulkier materials are used.

DESIGN TECHNIQUES CONTINUED:

LEAF WORK: The process of creating a decorative surface by applying foliage in an overlapping manner to give PATTERN and /or TEXTURE to a CONTAINER or other material by means of GLUING, SEWING, STAPLING, etc. (see Petalling)

MASSAGING: The process of bending or curving a BRANCH or flower stem by applying gentle pressure and warmth with the thumbs, fingers, and hands. Working with PLANT MATERIALS that are at room temperature facilitates this process. Pussy willow, calla, and scotch broom respond well to this technique.

MIRRORING: The placement of identical materials or groups of materials in a COMPOSITION such that one appears to reflect the other (See Facing, Shadowing)

PARALLEL STEM PLACEMENT: Having parts arranged in same direction or course with continuous equal space between them. (All stems going in same direction in the composition)

PAV'E: A BASING technique using PARALLEL or angled insertions of short-stemmed materials to create a uniform surface with little or no variation of depth. The technique may also be done with small fruits, berries, or pods. Pav'e is a term borrowed from jewelry making, which refers to gemstones set closely together so that no metal is visible underneath.

PETALLING: The process of covering a surface with PETALS by means of GLUING or PINNING. (See Leaf Work)

PILLOWING: The process of CLUSTERING rounded or dome-shaped flowers or other materials into a tightly organized PATTERN of placement in a COMPOSITION. Clusters may range from low, tight groupings used for BASING to taller, more prominent mounds. The result is a cushion base that resembles clouds, pillows, or rolling hills, with depression in-between. Pillowing emphasizes the COLORS, TEXTURES, and shape of the whole group rather than the individual flowers.

RADIAL STEM PLACEMENT: Having parts arranged like spokes or rays emerging from a common center.

REFLEXING: The process of rolling back the petals of a flower, such as a rose or tulip, to create a larger or more open appearance.

SEQUENCING: The process of placing flowers or other materials in a orderly succession, with a gradual shift of some aspect, such as COLOR (lightest to darkest), size (smallest to largest), or spacing between them. Sequencing can be utilized to achieve TRANSITION as well as RHYTHM.

SEWING: The process of fastening or assembling materials together using wire, thread, staples, and 'or straight pins. Sewing is most used in the construction of CASKET COVERS, horse blankets, and LEIS.

DESIGN TECHNIQUES CONTINUED:

SHADOWING: The close placement of one material directly behind or beneath the primary material, giving a three-dimensional appearance and enhancing the sense of DEPTH. Shadowing results in the suggestion that the first material is being echoed or reflected by the second.

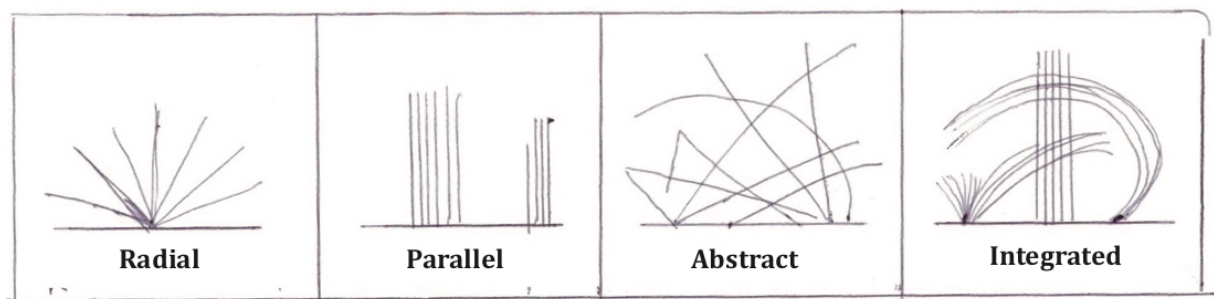
SHELTERING: The process of placing one or more materials over or around the other in a COMPOSITION, lightly enclosing the materials within. Sheltering creates an impression of protection and give greater DEPTH to a design.

SPIRALING: The process of continually placing stems adjacent to one another, angled around a central AXIS, as in the construction of a HAND-TIED BOUQUET. The materials in a BOUQUET thus constructed evenly support one another's weight, allowing the COMPOSITION to stand by itself when place on a table.

STACKING: The process of placing like materials of a similar size and shape on top of one another, in an orderly and VERTICAL fashion, with-out space between the components. The technique may also be done in a HORIZONTAL manner, positioning a series of relatively flat materials next to each other, surface -to-surface. Stacking is effective in a presentation of numerous stacks of varying heights.

STEM PLACEMENT: A process of positioning PLANT MATERIAL into a design. There are three basic stem placement techniques, each clearly expressing a different method of design construction. A fourth technique utilizes a combination of two or more of the others.

1. **RADIAL:** Having parts arranged like spokes or rays emerging from a common center.
2. **PARALLEL:** Having parts arranged in the same direction of course with continuous equal space between them.
3. **ABSTRACT:** Having parts arranged with no apparent plan or order.
4. **INTEGRATED:** The use of two or more different stem placement techniques in one composition.



DESIGN TECHNIQUES CONTINUED:

SUSPENDING: The process of hanging or attaching an object from above to allow free movement.

TAILORING: The process of modifying, altering, or adding detail to a material's appearance by trimming, GLUING, STAPLING, or PINNING, such as rolling the blade of aspidistra leaf back on itself and securing it to change its shape. Another example would be cutting or trimming palm leaves to give them a new shape.

TERRACING: The process of positioning like materials in a stairstep fashion, creating spaced HORIZONTAL levels. Terracing is used to achieve DEPTH within a COMPOSITION and is frequently employed as a BASING Technique.

TINTING: The process of changing the appearance of a material by applying a TRANSLUCENT COLOR from a pressurized source or by immersion in a liquid solution of dye.

TIPPING: The process of dyeing or painting only the edges of flower PETALS or leaves.

VEILING: The process of layering light or delicate materials, such as bear grass, plumosus, metallic threads, angel hair, etc. over or in front of other, more solid components of a design. Veiling is typically used in creating WATERFALL DESIGNS.

WEAVING: The process of interlacing strips or strands of materials in a crisscross fashion to construct a new dimensional PATTERN or sculptural FORM.

WRAPPING: The process of covering a single stem or a bundle of stems from end to end with a decorative material such as RIBBON, RAFFIA, wire etc.

ZONING: The process of segregating like materials to specific levels or three-dimensional areas within the COMPOSITION. In a VEGETATIVE DESIGN, for example, flowers of identical variety are positioned to suggest a natural growing habit, each extending to a similar height within the composition.

One Design Style explained:

Vegetative Design: A Naturalistic composition in which plant materials are positioned as they would grow in nature. In strict application, the flowers used should be those found growing together in a particular environment, with emphasis placed on climatic, seasonal, geographical, and topographical compatibility. Materials are usually arranged in groups and left in an unaltered condition, such that the influence of the designer is not immediately apparent. The technique of ZONING is typically employed with this style of design. See Landscape Design.