

# FLEUR CRÉATIF

## Spring

# TREND *Lively pastel colours*



VIOLETS  
in the spotlight



FLOWERS  
AND FASHION



Floral eggs  
and nests

R 11



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# EMC

creates SPRING

## Testimonial about EMC

My EMC experience can be summarized as an incredible transformational journey. This experience has expanded my knowledge of botanical materials as well as enhanced my understanding of the philosophy behind floral design. I have been taught different techniques and concepts which have helped hone my floral skills, craftsmanship and artistry. It has allowed me to share my passion of floral design with like-minded individuals. It has also given me the opportunity to work on international projects. And last but not least, EMC has given me the confidence to design and create with the sense of clarity and purpose. It's a gift that keeps on giving!



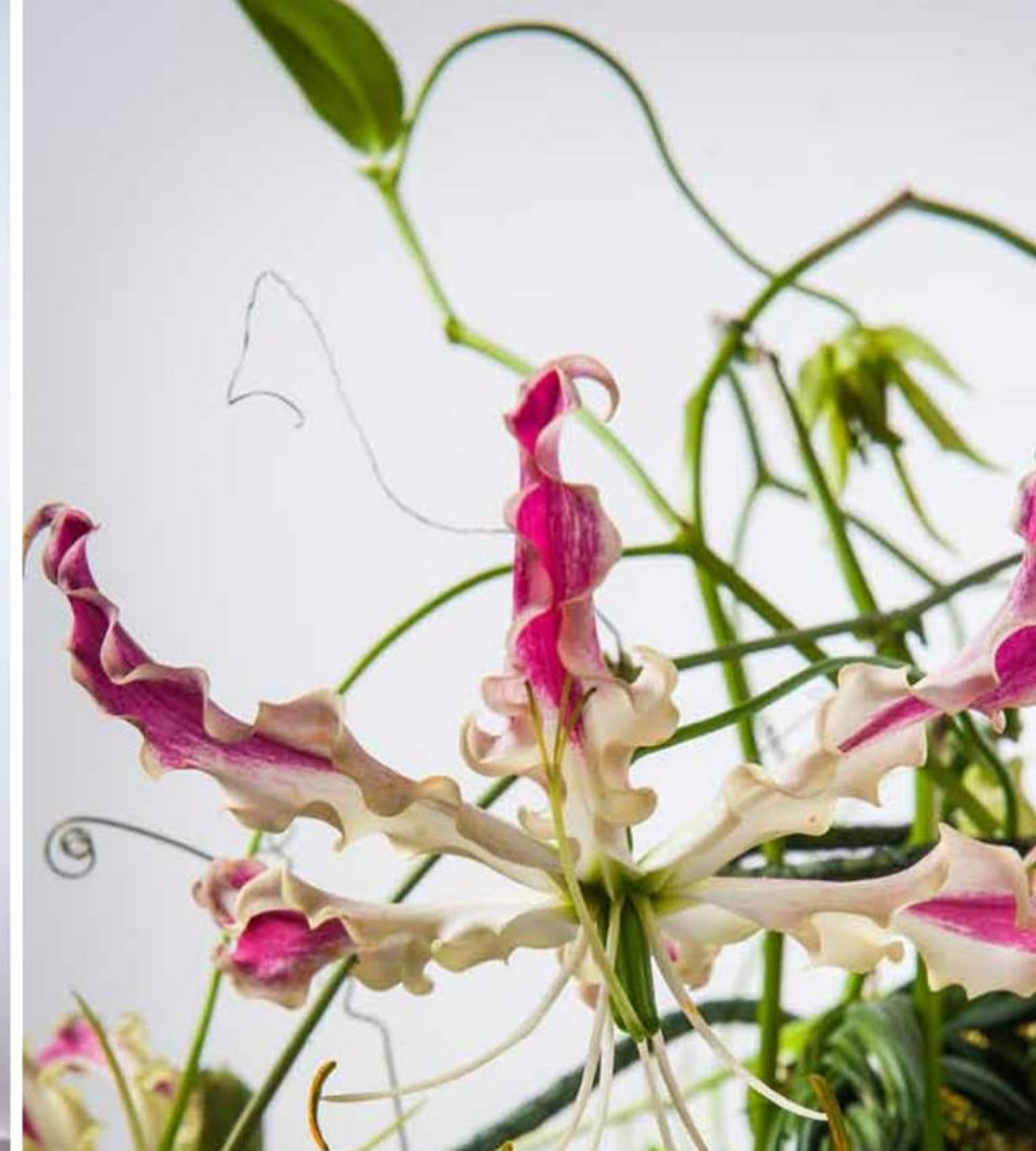
**Gloriosa rothschildiana orange**  
**Asclepias curassavica**  
**Craspedia globosa**  
**Rosa 'Peach Avalanche'**

*Flat silver wire*  
*Oasis® silver bullion wire*  
*Green florist wire*  
*Double sided, cream satin ribbon*  
*Ostrich feather fringe*  
*White feathers*  
*Polish Baltic Amber beads*  
*Decorative jewelry wire*  
*Oasis® UGLU Dashes (glue dots)*  
*Crystal/glass beads*

My objective in creating this bouquet was to highlight the beautiful and elegant Gloriosa lily. By focusing on the whimsical and uniquely delicate nature of this flower, I wanted to create a highly decorative hand tied bouquet which played with the element of colour as well as exuded an element of luxury. Therefore, I used feathers, decorative wires as well as glass and Amber beads. All these accents added to the elements of movement, transparency, reflective light and splashes of colour. Also, I finished the bouquet with a knitted bullion collar to add an element of refined craftsmanship.

To create this bouquet, create a support ring out of green florist wire. Wrap the ring with bubble wrap and double sided satin ribbon. Using silver bullion wire, knit a silver collar. String amber stones and crystal beads on to decorative wire (creating "wispy" strands). Add ostrich feather fringe to satin ribbon ring using glue dots. Arrange flowers in spiral hand tied. Attach beaded wire strings to flat silver wire (creating a circle of beads), attach the flat wire to the satin ring. Place individual white feathers randomly among flowers. Tuck in knitted silver collar around the flowers filling in the space between the flowers and the satin ribbon ring. Trim the flowers. Place the bouquet in a shallow silver dish with clean water.





- Gloriosa rothschildiana**
- Craspedia globosa**
- Papaver somniferum**
- Xerophyllum tenax**
- Malus (crabapple)**
- Galax urceolata**

- Aluminum wire*
- Bullion wire*
- Binding wire*

Cut aluminum wire into pieces of 75 -100 cm. Gather about 20 stems of grass, and hold them with their ends touching, 10 stems per side. Place aluminum wire in the middle of the bundle and wrap with bullion wire starting in the middle wrapping to the end, then back to the middle and then to the other side and back again to the middle. These will be your extenders to support the construction of the bouquet. Make 6 - 8 of them. Tie a bunch of grass about 2-3 cm above the bottom and place it on the table, standing upwards. Separate 3 small sections from the bunch and start to braid them. Gradually add more grass to each section as it crosses in from the side. Keep going until all stems are braided. Make 3 pieces. Intertwine the braided pieces with the extenders one by one, and secure them with binding wire. Now, hold the bouquet and form into the desired shape by bending and twisting the extensions. Add flowers, starting with Craspedia, Papaver and Malus. Divide them all over the construction, but keep the transparency. Lastly, place Gloriosas into the bouquet at different heights. Finish covering the bottom with Galax leaves and bind the bouquet.

### Testimonial about EMC

*EMC Program has been an enormous source for my learning experience on both a professional and personal level. It has taught me many possibilities, how to use flowers at their full potential with different techniques, colour combinations and creative designs. The curriculum is a most up to date design program with commitment to quality and excellence and it gave me a growth of knowledge and practice that I need as a designer.*







EMC educational community embraces friendship between like-minded, challenge-driven students. The EMC Family mentors & supports their success.

visit us at [emcprogram.com](http://emcprogram.com)



## HITOMI GILLIAM

# My biggest pleasure in life is, 'sharing everything I know'!!

Hitomi Gilliam AIFD is a Japanese Canadian floral designer, keynote lecturer, demonstrator, educator and a consultant in all aspects of the Art and Business of Floral Design. She is the Creative Director for DESIGN358 (2008). She has guest-designed throughout North America, England, Japan, Mexico, Taiwan, Bermuda, Singapore, Hong Kong, Australia, New Zealand and Colombia.

She owned and operated Satsuki's Florist in Mission, British Columbia for 28 years and established an Event & Education business, DESIGN358 8 years ago.

Hitomi is a Teleflora Education Specialist. She presents numerous floral presentations on varied topics to Teleflora Florists all over North America. Hitomi is the founding organizer of the Annual 'Survival of the Creative Minds' Conference in Taos, New Mexico. The 19th Annual Conference 'EXTREME' is scheduled for October 2016.

Hitomi has collaborated with Tomas De Bruyne from Belgium to create a comprehensive 'European Master Certification' Program (EMC). We are midway in our third cycle 2015/16 with students currently enrolled in PART II - Self-Practicum.

Hitomi is the founding director of NEOflora, a non-profit association of forward-thinking floral designers (2012). The first project, NEOflora POP UP store in Vancouver, Canada was a resounding success in October, 2012 Hitomi is the 5th recipient of the coveted AIFD 'Design Influence' Award. Hitomi is the recipient of Frances Jones Poetker Award by American Horticultural Society for excellence in horticultural education.

Hitomi is the author of 7 books to date - the most current 'Fresh Look at Judging' (2013) has received 3 Ben Franklin Award for excellence in textbook/reference category.

### HITOMI'S VISION?

Hitomi's immediate goal and vision is to provide leadership towards responsible education - to teach commercially applicable designs which reflect the pulse of the new generation of consumers - their lifestyle choices. Also training a new generation of floral designers - to mentor them creatively, to lead them on the path to excellence in design to reflect the highest level of floristry.

EMC is becoming an amazing floral community of designers who are seeking to become the best designer they can possibly be. In its 3rd cycle, our curriculum has become a model of solid up-to-date education with emphasis on teaching students HOW to be creative. Our mission is to graduate elite students who will go on to become leaders in world floristry. By year, 2020 - Hitomi would like to see clarity in the direction of how a supply chain in floristry, starting from growers, to wholesalers to florists, answers the need of the consumers. Future EMC floral artisans will be respected for their skills, creativity and knowledge, their savviness on current floral trends and their resourcefulness. EMC graduates will know their worth and will not hesitate to charge appropriate professional fees. Furthermore, we will teach solid marketing and business skills - the KEY to great success!!!

**HITOMI GILLIAM AIFD**

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