



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 jumpstart 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/gl742ar>

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.



Debra Prinzing



Amy Stewart



Riz Reyes

THE SUMMIT LINEUP

Where’s the Diversity in Floral Design

Floral artist **Nicole Cordier Wahlquist** of **Grace Flowers Hawaii** in Honokaa, 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.



Chantal Aida Gordon

Post Modern Posies and Botanical Messages for Today

Florist **Teresa Sabankaya**, of **Bonny Doon Garden Company** in Santa Cruz, Calif., will provide design demonstrations.



Emily Ellen Anderson

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.



Teresa Sabankaya

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.



Leslie Bennett

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 *Dahlia*s 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.” ■



Lisa Waud

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



Nicole Cordier Wahlquist