

California State Floral Association presents.....

The Poetics of Space

An Architectural Approach to Designing with Flowers and Plant Material

"Space the final frontier" - well this expression rings true for contemporary floristry too! Undervalued as a design tool, creating space can make or break your design business by adding dimension and depth to an otherwise static display of flowers. In this advanced* floral design workshop we will explore the possibilities of using architectural elements as departure point and inspiration for creating memorable floral art. Learn how to create volume within a design while showcasing the beauty of individual blooms. Tips for providing a larger display for your client's budget, while often using fewer flowers and plant material will also be discussed.

Come and learn some new design techniques and expand your creativity in new, exciting ways.

Where: Shinoda Design Center, 601 W. Dyer Road, Santa Ana, CA 92707

When: Saturday, April 12, 2014 from 9:00 to 3:00

Pre-register by calling the California State Floral Association Office. (916) 448-5266

Cost: \$125 Current CSFA Members \$135 non-CSFA members

***Prerequisites for this class:**

Attendees should have a working knowledge of floral design basics, tools and mechanics as well as a familiarity of design principles and elements as they apply to retail floristry. CSFA Continuing Education Credits and a certificate of completion will be given to attendees as well as CEU's for those AIFD members.

About the Instructors:

Tony Alvarez AIFD, CCF, EMC and Debbie Alvarez AIFD, CCF bring years of teaching and retail floristry experience to every project they tackle. Both have backgrounds in ornamental horticulture from Cal Poly, San Luis Obispo and are partners in a successful weddings/event design business. Tony recently completed the third phase of a rigorous European Master Certification (EMC) in Bruges, Belgium under the direction of European master designer Tomas De Bruyne. Tony and Debbie are on the board of directors for the California State Floral Association and frequently teach design classes for the group.

Tool List: Please bring your tool box with you. In addition to your everyday design tools you might want to bring a pair of leather gloves, hammer, round nosed jewelry pliers, wire cutters, notebook / sketch pad, pen (gel roller tip is preferable), and sack lunch.

REGISTRATION FORM ON REVERSE SIDE

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To register or for more information, call the California State Floral Association—916-448-5266
Fax: 916-446-1063; Email aquinn@cgfa.org

Name(s): _____

Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

PAYMENT METHOD:

Check payable to "CSFA" _____
Credit Card: Visa Mastercard Amex—
Card No. _____ Exp. _____
Verify # _____ Billing Zip: _____ Signature: _____

California State Floral Association (CSFA) Cancellation Policy

CSFA makes every effort to teach scheduled workshops, but occasionally, unforeseen circumstances arise such as instructor emergencies, location issues, or low enrollment. If CSFA postpones or cancels your workshop we will provide you with as much advance notice as reasonably possible under the circumstance. Once you are notified of a workshop cancellation, you have the right to reschedule or request a refund. Please keep this policy in mind as you make travel arrangements, as CSFA will not be liable for travel costs. If you cancel a workshop 7 days prior to class start: No charges incurred. If you cancel 6 days or fewer prior to class start: You will be charged 100% of the class fee. If you register during the cancellation period, the policy is in effect immediately. If you are registered in a workshop and fail to attend, you will be charged 100% of the class fee.