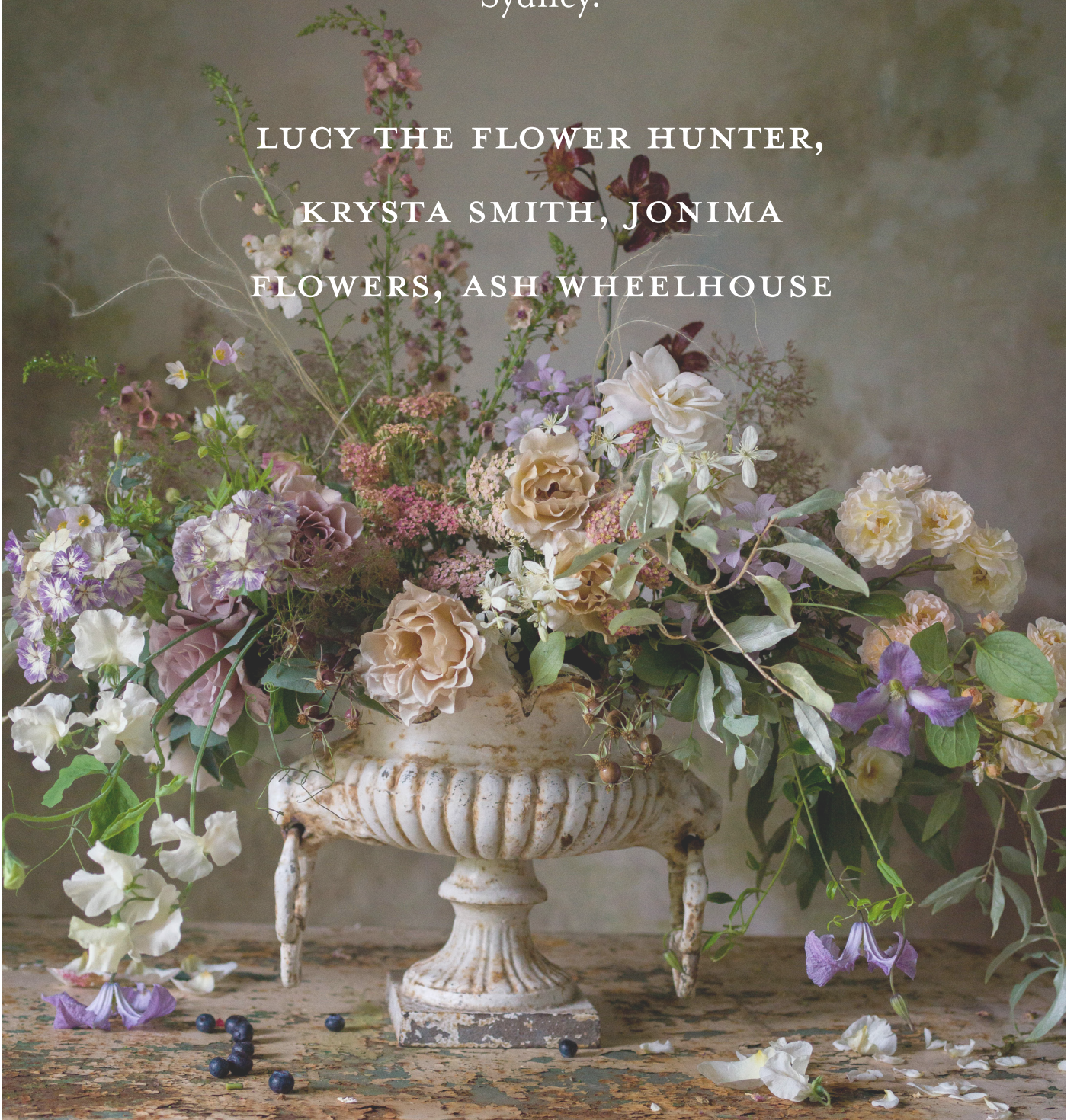


*Creating Your  
Floral Love Story*

Monday 11th - Tuesday 12th March, 2024  
Sydney.

LUCY THE FLOWER HUNTER,  
KRYSTA SMITH, JONIMA  
FLOWERS, ASH WHEELHOUSE





*Join us*

FOR A VERY SPECIAL 2 DAY MASTERCLASS THIS AUTUMN



"NOTHING IS INVENTED, FOR IT IS WRITTEN IN NATURE FIRST.

ORIGINALITY CONSISTS OF RETURNING TO THE ORIGIN"

ANTONI GAUDI

THIS IS A GAME CHANGING 2 DAY MASTERCLASS

WHERE WE WILL EXPLORE

WHAT INSPIRES US IN THE NATURAL WORLD AS FLORAL ARTISTS AND

HOW WE TRANSLATE THAT INSPIRATION TO INFORM OUR WORK

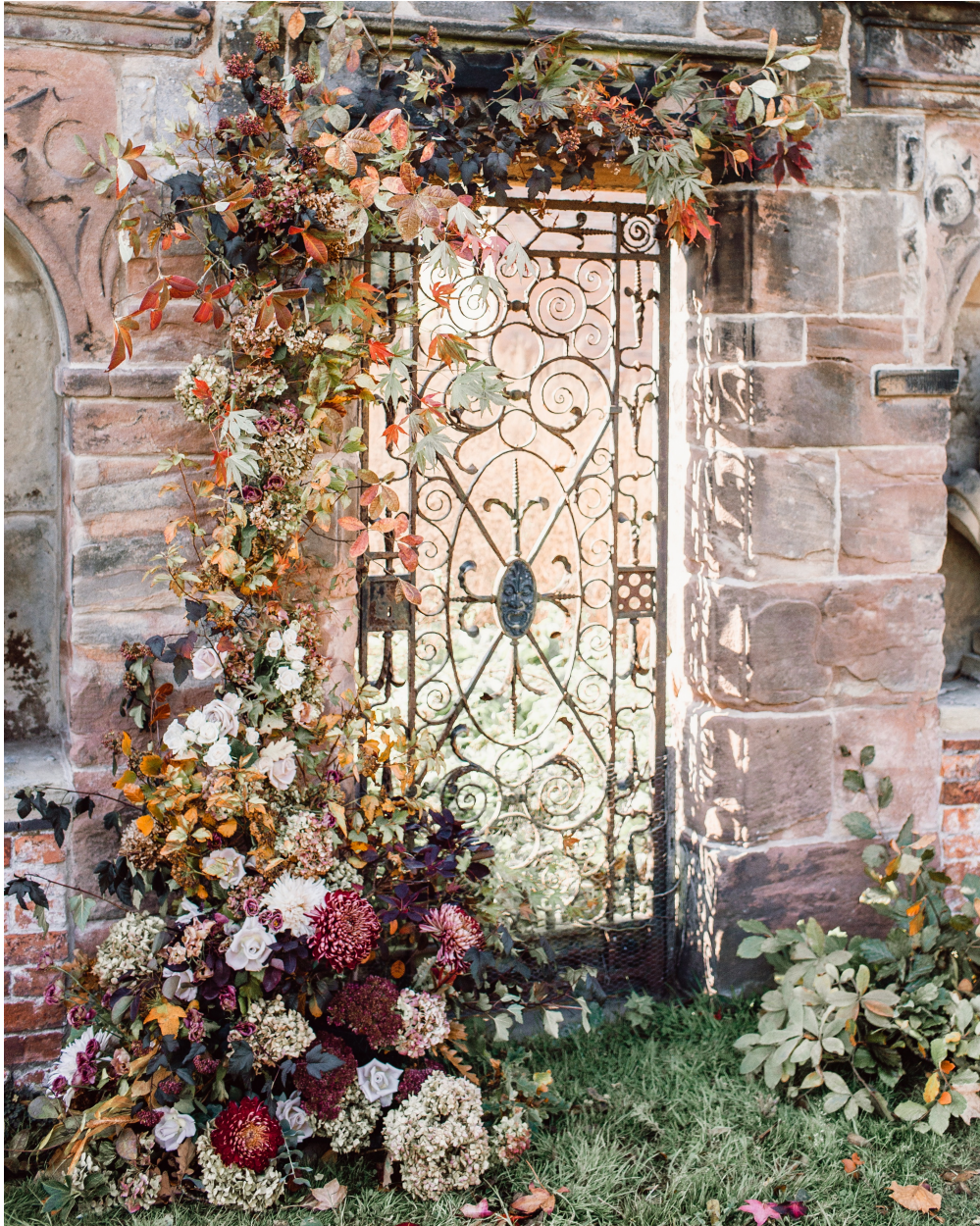
AND TO ENCHANT OUR AUDIENCE.

THIS RETREAT GOES BEYOND MERELY INSTRUCTING YOU IN THE MECHANICS OF  
FLORAL DESIGN; IT EXTENDS A WARM INVITATION TO TAKE A MOMENT, TO PAUSE,  
AND TO CONNECT WITH YOUR OWN INTUITION REGARDING  
COLOUR, FORM, TEXTURE, AND MOVEMENT.





EXPLORING THE NATURAL WORLD AS A BOUNDLESS SOURCE OF INSPIRATION, WE WILL  
CONSIDER:



THE CREATIVE PROCESS, FROM INSPIRATION TO CAPTIVATING EXECUTIONS  
TIPS FOR CAPTURING NATURE'S ESSENCE IN BOUQUETS,  
CENTERPIECES, AND INSTALLATIONS  
BALANCING ORGANIC DESIGNS WITH INTENTIONAL STRUCTURE  
ENCHANTING THE AUDIENCE AND STRATEGIES FOR STORYTELLING IN FLORAL  
ARRANGEMENTS AND CONSIDERING  
WHERE OUR FLOWERS COME FROM WITH A TOUR OF A LOCAL FAMILY-RUN FLOWER  
FARM



DAY 1 .MONDAY 11TH MARCH

ARRIVAL AT 10AM.

JONIMA FLOWER FARM - SOUTHERN HIGHLANDS NSW

WITNESS THE MAGIC OF CULTIVATION, FROM SEED TO BLOOM, AS THE SKILLED FLOWER FARMERS AT JONIMA FLOWER FARM SHARE THEIR EXPERTISE.



JONIMA FLOWER FARM

THIS PART OF OUR FLORAL LOVE STORY BEGINS IN THEIR FLOWER SHED,  
WHERE WE WILL SHARE INTRODUCTIONS OVER TEA, COFFEE, AND CAKE.

WE WILL THEN WANDER THROUGH THEIR FLOWER FIELDS, IMMERSING OURSELVES IN THE  
JOY OF SEASONAL BLOOMS WHILST LEARNING ABOUT SUSTAINABLE PRACTICES AND  
TECHNIQUES.

LUCY AND ASH WILL EXPLAIN THEIR THOUGHT PROCESSES FOR PICKING AND CHOOSING  
BLOOMS AS WE WAFT.

AFTER REFRESHMENTS YOU WILL THEN BE GIVEN A BUCKET TO SNIP YOUR OWN FLOWERS  
FOR USE IN A BOUQUET



BOUQUETS WITH ASH, FILM + FOLIAGE

ASH WILL DEMONSTRATE A BOUQUET AND PROVIDE AN INSIGHT INTO HER DESIGN TECHNIQUES, COLOUR PALETTES AND METHOD TO HER BLOOM SELECTION.



LUNCH



AFTER LUNCH GUESTS WILL THEN HAVE THE OPPORTUNITY TO CRAFT THEIR OWN BOUQUETS USING THEIR CUT BLOOMS. ASH, LUCY AND KRISTA WILL BE ON HAND FOR GUIDANCE THROUGHOUT.



YOU WILL BE ABLE TO TAKE YOUR BOUQUET AND SILK RIBBON HOME AT THE END OF THE DAY.

LUCY WILL PHOTOGRAPH ALL YOUR BOUQUETS FOR YOUR PORTFOLIO

END, 4PM.



DAY TWO: TUESDAY 12TH MARCH

ARRIVAL AT 10AM

INNER CITY WAREHOUSE, ALEXANDRIA. SYDNEY

FOLLOWING THE JOURNEY FROM THE SOIL TO THE VASE... ON THE SECOND MORNING, WE WILL RECONVENE IN AN LIGHT FILLED INDUSTRIAL INNER CITY WAREHOUSE.



LUCY WILL DEMONSTRATE A LARGE URN DESIGN AND HOW SHE USES SEASONAL BLOOMS TO CREATE SMALL GARDENS, REMINSCENT OF OLD DUTCH PAINTINGS.

FOLLOWING HER DEMONSTRATION, PARTICIPANTS WILL BE GIVEN A VESSEL AND HAVE THE CHANCE TO EXPRESS THEIR INTERPRETATION OF A LANDSCAPE, GARDEN, MOMENT, OR MEMORY, WITH A DELIBERATE EMPHASIS ON COLOUR, MOVEMENT AND PLACEMENT OF FOCAL FLOWERS.

LUNCH



IN THE AFTERNOON, WE'LL CONSOLIDATE EVERYTHING WE'VE EXPLORED WITH LUCY.

SHE'LL EMPHASIZE THE SIGNIFICANCE OF STYLING, HARNESSING NATURAL LIGHT, AND  
INCORPORATING PHOTOGRAPHY INTO YOUR WORK.

LUCY WILL DEMONSTRATE HOW TO EVOKE THE DESIRED ATMOSPHERE, HELPING  
YOU CONTEMPLATE THE NARRATIVE YOU WISH TO CONVEY AND OFFERING  
INSIGHTS ON CAPTURING IT EFFECTIVELY WITH A CAMERA OR YOUR PHONE.



YOU WILL LEAVE WITH YOUR OWN GARDEN IN A BOWL AND AN IMAGINATION FULL  
OF INSIGHTS IN HOW TO EMBRACE ALL THE SEASONAL IMPERFECTIONS INTO YOUR  
FLORAL WORK.

LUCY WILL CAPTURE YOUR MASTERPIECE IN A FINAL IMAGE.

GUEST'S WILL ALSO RECEIVE

- A SIGNED COPY OF LUCY'S LATEST BESTSELLING BOOK.



# Your hosts



Lucy would describe herself as a visual storyteller who is passionate about creating floral and garden art and capturing that sense of theatre with her camera around the world for events, Editorials, education and private clients.

With a degree in fine art from Liverpool university, a lifetime designing gardens and self-taught photography her work is constantly looking at ways in which we can soften and meld the boundaries between the inside and out, capturing for a moment the fine and transitory shifts in nature, the light of the changing seasons and always, colour, form and composition.

She is the author of two best selling books, 'The Flower Hunter'



Ash is the passionate and creative owner of the luxury floral design company Film and Foliage and founder of the floristry education platform Wildflower Academy.

She discovered her love for floristry over 12 years ago. Since then her ethereal and whimsical floral sculptures have enhanced more than 700 weddings across Australia and the world. Seeing the value people gained from her sharing her knowledge inspired a new passion for helping her fellow flower lovers overcome their own boundaries and create their dream floral journey. Hence, she founded Wildflower Academy, where she shares her expertise and helps aspiring florists achieve their full potential.



Ingrid is known as the Floral boss. This title was bestowed on her by her family. She plans and co-ordinates the logistics of the farm, the markets and all things flowers. Starting her life in the suburbs and living the city life she always had a love of gardening and plants and always dreamt of having a garden of her own.

Marrying 'the farmer', together they imagined a flower farm that would be a floral oasis. The changing of seasons and the life cycle of our flower farm inspire me in the things we grow and create. I am blessed to be constantly taken by surprise by what our little flower farm creates and it is my greatest joy as an artist to be able to gather and share what the changing seasons bring.



Krysta has been planning, designing and flowering weddings and events for over a decade.

She won UK National Wedding Planner of the Year in 2019, before relocating 'down-under'. Prior to becoming a wedding planner she managed medical exhibitions and events at trade shows across the globe for Oxford University Press.

Krysta's background gives her a unique perspective on each event she plans and designs, and her attention to detail is second to none. Based in Sydney, proudly half-Italian, hailing from the UK, and having spent years living across Europe and Asia, Krysta can design your wedding and your flowers wherever your imagination takes you.



# *Masterclass Costs*

MONDAY 11TH AND TUESDAY 12TH MARCH 2024



TOTAL COST \$3,000.00 AUD

TO BOOK YOUR TICKETS AND FOR FULL DETAILS OF PAYMENT PLANS AND EARLY BIRD  
DISCOUNT AND THE FINE DETAIL,

PLEASE CLICK THE LINK BELOW

**SECURE YOUR SPOT FOR THIS AUTUMN MASTERCLASS**

WE SO LOOK FORWARD TO MEETING YOU.