

FDF-World in Green City/Halle 1A

## " The crafter's secret" - presented by FLOOS & FDF

FLOOS, the first online library with more than 500 floral design recipes and 30 of the world's most renowned master florists will show all the tips and secrets. Their way of working near and close to the florists, will allow to know in detail each master and his floral philosophy. Videos, images and projections will personalize all the performance.



### BRIGITTE HEINRICHS (Germany)

Designing with natural materials is her main idea. So she has constantly supplied the motto "**Design with Nature**" in her work. The master florist lives in Germany and her work takes her across the country and indeed to the rest of the world. Since 2015, she is one of the 'Master Florist', that is part of FLOOS.



### CARLES JUBANY FONTANILLAS (Spain)

Carles is the founder, ideologist and promoter of FLOOS project (2015).

He was born into flowers. In 1925 his family began a florist's. He began his journey in floral design at 17 and now he is the winner of the Spanish cup (2018).

He himself has also taught at workshops, seminars and demonstrations internationally.

### ÀLEX SEGURA (Spain)

Flowers and design are my passions. I have spent more than two decades working in floral art and over 10 years teaching the discipline.

I have taught courses and seminars around the world and I have also participated in national and international competitions.

For me it is a pleasure to share my passion for flowers through my work as a florist and teacher. Since 2015, he has been one of the 'Master Florist' that is part of FLOOS.



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**BRITTA OHLROGGE (Germany)**

My ideas are inspired by materials, forms of natural growth and also the multiple and varied organic structures found in nature. My goal is to work with these structures to endow my creations with clarity and elegance.

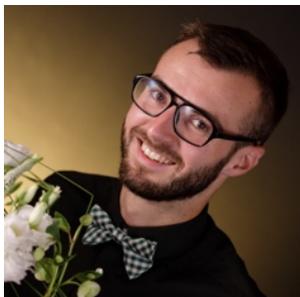
As director and owner of “FloristikProjekt” she has become a part of different international projects. Since 2017 she is 'Master Florist' of FLOOS.



**JOHANN OBENDRAUF (Austria)**

I am fascinated by the beauty of nature: flowers, plants and fruits. My greatest passion is to turn this wonderful splendour into floristic works of art. This craft allows me to spotlight the beauty and diversity of nature by means of the interaction of colour and form. Beside my stores, it gives me great joy to do various shows and seminars. I also occasionally take part in competitions.

Since 2019 he is 'Master Florist' of FLOOS.



**MAX HURTAUD (France)**

He is a young master florist who is beginning to make his mark on his floral career and FLOOS is betting on his future success. He loves travelling to discover different cultures, which are his inspiration. His work is eclectic, trying to find many new ways to create. He doesn't want to do the same and wishes to surprise people.

Since 2018 he is 'Master Florist' of FLOOS.



**PIRJO KOPPI (Finland)**

The world is full of beauty, colours and joy - you just have to find them. I love flowers, the colour pink and the florist's life, with all the tiny details - this is the floral gospel I want to share with everyone through my work. She has performed and held workshops internationally. Floristry comes as natural to Pirjo as breathing and she sees no difference between work and free time.

Since 2016, she is 'Master Florist' of FLOOS.



**ROMAN SHTENGAUER (Russia)**

Graduated in pedagogy at university. He became a biology and ecology teacher. And he studied botany at the Russian Academy of Sciences at the University of Siberia.

Following graduation, he began to train as a florist. Fifteen years later, he became artistic director at a florist's. He currently dedicates himself to teaching at different schools internationally.

Since 2019 he is 'Master Florist' of FLOOS.



**NICU BOCANCEA (Romania)**

He loves to create emotions with his work; his life philosophy and motto is: "Make Something from Nothing". Their incredible story is the finest example that you can only be successful if you rely on your soul, your intuition and your faith.

"The House of IRIS Flower Shops" is his family business, combining the artistic and commercial purpose of their work with international recognition. His efforts are attested by achieving first place at numerous floristic competitions.

Since 2016 he is 'Master Florist' of FLOOS.



**JÜRGEN HEROLD (Germany)**

*"The floristry means loving nature and place it on a step in the culture"*

Founding of my own Company 'Handwerkfloraldesign' in 2009. I have taught courses and seminars around the world and I have also participated in national and international seminars, demonstrations and competitions with some 1<sup>st</sup> place in them.

Since 2016 he is 'Master Florist' of FLOOS.

INFORMATION



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