



emc
WITH TOMAS DE BRUYNE
EUROPEAN MASTER CERTIFICATION PROGRAM

What is EMC?

A very practical-oriented, accelerated course focusing on all required skills and creativity required in the European flower business.

How do we achieve this?

European Master Certification program will expose student designers to a multitude of creative opportunities to use flowers for various occasions. They will be introduced to new design styles, shapes, color combinations, techniques, new materials and new ways of using materials. EMC program will teach students to look at flowers closely to discover the differences in their personalities, emotions and possibilities, and learn to use them at their full potential. Today, and even more in the future, alternative materials to foam are being explored for aesthetic-creative as well as environmental reasons. Emotion (Advanced Class) and functionality need to be combined with good skills and knowledge (Foundation Class) of our products to be competitive in our field. More competent and qualified the florist, better he is able to lead trends in their community.

Why are there 3 parts?

We know that an effective certification program is a step by step process which takes time.

PART 1 FOUNDATION class teaches all the basic skills, techniques and knowledge required in the European Design teaching system in a very accelerated format.

PART 2 SELF PRACTICUM is a self study period between Part 1 & 3 whereby the student practices all of the skills and techniques taught in Part 1 on daily basis to improve the execution. Assigned schedule of skill practice and assigned list of floral nomenclature are given as required study to prepare for Part 3.

PART 3 ADVANCED class is where passion and emotion brings on creativity. This class teaches application of good skills, knowledge and functionality and presenting it creatively. It is followed by Final Examination which determines the status of Certification.

EMC program was formulated to be a very thorough study which we feel will boost your passion to create a real change in your design ability.

Do you know that even when you look at a flower or even a flower arrangement and say, 'this is a rose' or 'that is an orchid'... the naming of the flower, which is botanical knowledge, has so conditioned your mind that the word comes between you and actually seeing the flower or the arrangement?

To enter in contact with the flower, you have to put your hand on it and the word will not help you touch it.

Tomas De Bruyne

Where?

FOUNDATION CLASS OFFERED AT 2 LOCATIONS

West Coast – DESIGN358 Classroom in Vancouver, Canada
At Kirby-Signature Floral – 3737 Marine Way, Burnaby, BC Canada

East Coast – DESIGN358 Classroom in Norwalk, Connecticut (1 hour north of New York City)
At East Coast Wholesale Flowers – 1 Muller Ave., Norwalk, CT USA

ADVANCED CLASS

In Bruges, Belgium and Paris, France

Who can attend?

FOUNDATION CLASS – Open to anyone committed to learning European Design

ADVANCED CLASS – pre-requisite – must have taken Foundation Class + Self Practicum to be ready for the Advanced Class.

When?

Foundation Class on East Coast – October 8-12, 2011

Foundation Class on West Coast – October 22-26, 2011

Advanced Class in Bruges, Belgium – May 15-21, 2012

INSTRUCTOR – Tomas De Bruyne
FACILITATOR – Hitomi Gilliam AIFD

Program PART 1: FOUNDATION

DAY 1 October 2011 (choice of 2 locations)

Elements and Principles of Design I

Design plan consideration: symmetrical/asymmetrical, all-around(ball)/
multiple-sided(cube), ..

Arrangement expression & classification: Decorative, Vegetative,
Formal-linear, ..

In reference to Nature's Design – inspired by Mother Nature

DAY 2 October 2011 (choice of 2 locations)

Elements and Principles of Design II

Proportions, structural and shape expressions

Work methods and applications

Mechanics of foam, moss, kenzan, ..

Mechanics of Hand-tied

Mechanics of Construction, Structures, ..

DAY 3 October 2011 (choice of 2 locations)

Positioning and numbering growth/focal point(s)

Implementation of form concepts

Placement growth point(s) towards arrangement

0 point – e.g. structure, constructions

1 point – Radial System e.g. wire technique

Several points – Multiple System e.g. parallel design

Analyzing & defining the systems

Variable Base Mechanics & their possibilities

Floral foam, chicken wire, wire, sphagnum moss, ..

Analyzing & defining their use, purpose & diversity

DAY 4 October 2011 (choice of 2 locations)

Bouquets: Shapes, Functions & Techniques + study colours

Hand-tied Bouquet

Classification, analyzing and defining its methodology

DAY 5 October 2011 (choice of 2 locations)

Wedding Bouquets: Shapes, Functions & Techniques

Bridal Bouquet

Classification, analyzing and defining its methodology

Presentation of 'Certificate of Completion - EMC Part 1: Foundation'

Cost of Part I : Foundation

PART 1: Foundation Class

in Norwalk, Connecticut – October 8-12, 2011

\$1600.00 USD*

PART 1: Foundation Class

in Vancouver, Canada – October 22-26, 2011

\$1600.00 USD*

(*) excludes airfare, hotel, travel and medical insurance,
baggage handling or storage, & shipping of goods

PART 2: SELF-PRACTICUM

Preparation for continuation to Part 3: ADVANCED Class.

100 pages of plant nomenclature to study

100 pages of cut flower nomenclature to study

Assigned schedule of design work to practice

e.g. Wired Wedding Bouquet, Formal-linear Design,
Hand-tied Bouquet ...

Continued study to be able to analyse and name arrangements/bouquets by using the principles of design.

PART 3: ADVANCED

DAY 1 May 15, 2012 (Bruges, Belgium)

Structure: Shapes & Techniques

Constructions: Shapes & Techniques

Classification, analyzing and defining its methodology

DAY 2 May 16, 2012 (Bruges, Belgium)

Natural Flower Support

Base mechanics is made of natural materials to support flowers

Using techniques inspired from nature

DAY 3 May 17, 2012 (Bruges, Belgium)

How to create Tension, Emotion & 'Gestalts' in design

Rhythm> Visual/Physical Movement with color, texture, lines, etc.

Unity> Coherence of the Whole, Harmony

Emphasis> Focal Area

Contrast Expression> creating Duality

Insight into various Art Form & 'How to be inspired by them'

Painting, Sculpture, Music, Emotional Impact, ...

Analysis painting by shape, color, emotion, ... by Tomas

Afternoon – Free for students to enjoy and relax in Bruges

Assignment - to choose one painting the next day at the Louvre for analysis.

Able to get a picture of the painting. Will be one of the examination categories

DAY 4 May 18, 2012 (Paris, France)

Early Morning - Field Trip to Paris

Project: Analysis of a painting by shape, color, emotion at the Louvre.

Afternoon - Free for students to enjoy Paris

Late Evening - Back to Bruges

DAY 5 May 19, 2012 (Bruges, Belgium)

Decoration for Big Events & Interior

Considerations: Architecture

Color Harmony, Accents, ...

Afternoon

Begin preparation for Day 11 - Examination

Extra practice and questions

Tomas and Hitomi will be available to advise, consult and help students with

any difficulties.

DAY 6 May 20, 2012 (Bruges, Belgium)

Examination (All Day)

Categories: e.g. Bouquet

Bridal Bouquet (wedding dress will be given by picture to work on)

Surprise Package, ...

Translating 'Emotions' in a chosen painting from Louvre.

DAY 7 May 21, 2012 (Bruges, Belgium)

Graduation

General Day Schedule

Morning: Demonstration and theory – Tomas De Bruyne

Afternoon: Practice and classical evaluation by Tomas De Bruyne and Hitomi Gilliam

VALUE

This certification program guarantees improved skills and creativity and better understanding of the European design process. It will energize your passion; boost your confidence and insight into creativity. It will provide new flair, finesse, an EDGE to your flower business.

Cost of Part 2 & 3

PART 2: Self Practicum

\$ 100.00 USD

PART 3: Advanced Class
in Bruges, Belgium – May 15-21, 2011

\$ 2300.00 USD*

(* excludes airfare, hotel, travel and medical insurance, baggage handling or storage, shipping of goods.



Born in Bruges on August 06, 1970

Participated in numerous National and International Competitions



Tomas De Bruyne is a Belgian floral designer - he works freelance and runs his own consulting company. He is also a member of Life3, a company created in joint cooperation with two top European designers, Per Benjamin from Sweden and Max van de Sluis from the Netherlands.

Tomas has won several medals in Belgium and abroad. At 2002 World Cup, Tomas finished fifth and won the coveted 'Quality and Freshness Award' for best technical execution. Tomas is a certified judge at national and international floral competitions. He gives seminars and demonstrations all over the world and has also been commissioned to work on many prestigious projects. Tomas' goal is to create artistic designs within the customer's commercial framework with a clear focus and respect for the flower's own character and quality. For Tomas, it has become second nature to strive for perfect harmony with flowers while expressing himself creatively beyond boundaries.

- 2006 Officially certified as European Judge FEUPF
- 2005 2nd Place for most beautiful and artistic stand at Gentse Floralieen 2005
- 2002 'Quality and Freshness Award' for best technical work at World Cup
- 2002 5th Place - World Cup
- 2001 Belgian Champion
- 1998 2nd Place Fleur Cup Belgium
- 1999 Began teaching and demonstrating internationally in Japan and around the world
- 2000 Began creating stands for International Fairs
- 2001 Demo Tour in Japan
- 2002 Decoration Pont of the Home and Garden Fair, Velzen-Zuid, Holland
- 2002 Design and development of flower shop in Wenduine
- 2002 Member of Life3
- 2003 'The World Floral Design Show', Nagoya, Japan
- 2004 Assistant to World Cup contender from Korea, in Melbourne
- 2004 Demonstrations in China and Europe, teaching Masters Classes world-wide
- 2005 Major exhibitions, demos and workshops in Japan and Korea, etc.
- 2005 Featured Designer at AIFD National Symposium with Life3, Palm Desert, CA
- 2006 Belgian ambassador for the Belgium Mystique 2006 by MBLBC Kuala Lumpur Decoration - Malaysia
- 2006 Presentations and Flower Shows in USA, Asia & Europe
- 2007 Teaching Master Class in Moscow
- 2007 Exposition 'Circles' - Topohaus Art Gallery, Korea
- 2007 Major Demonstration in Beijing 'Tao and Nature'
- 2007 Appointed Senior Adviser for the Olympic Games, Beijing 2008
- 2007 Decoration Ball of 10,000 Roses - Gerhard Swarovski
- 2007 Several Flower Shows with Life3 in USA
- 2007 Judge for National Russian Flower Cup
- 2007 Assistant to European Cup contender from Greece, in Slovenia
- 2007 Featured Designer at AIFD National Symposium - workshop, Kansas City
- 2008 Consultant for Gerhard Swarovski Rosentury Flower Shops
- 2008 Several Flower Shows with Life3 in Russia
- 2009 Major Demonstrations/Event Decorations and Lectures in Europe & USA
- 2010 Several Major Designs for stands at Gentse Florales 2010
- 2010 Decoration for Torres de Serranos - Valencia CRIDA Festival
- 2010 Several Demonstrations and Workshops in Canada, USA & Europe

Publications

- 1999 Bloeiende Verbeelding, Wenduine (B) -De Bruyne bvba - own book of art
- Beauty of Nature: Collaborative art project with photographer Michele Francken
- Human body/part of nature - several exhibits
- 2002 Lifestyle book: Stijlvol Vonen - Tiel (B) Lannoo/Terra
- 2003 Emotions by Life3 - Stichting Kunstboek Publishers
- 2005 'Eternal Circles' Calendar - collaborative art project with photographer Kurt Dekeyzer
- 2005 Wedding Emotions by Life3 - Stichting Kunstboek Publishers
- 2006 Life3 Series: Creativity with Flowers 'Bouquets' - Stichting Kunstboek Publishers
- 'Interior'
- 2007 Annual 05-06 - Stichting Kunstboek Publishers
- Life3 Series: Creativity with Flowers 'Christmas' - Stichting Kunstboek Publishers
- 'Sympathy'
- Christmas Emotions by Life3 - Stichting Kunstboek Publishers
- 2008 Annual 06-07 - Stichting Kunstboek Publishers
- Life3 Series: Creativity with Flowers 'Arrangements' - Stichting Kunstboek Publishers
- 2008 Annual 07-08 - Stichting Kunstboek Publishers
- Luxury Box 'Eternal Circles' collaborative art project Kurt Dekeyzer/Hilde De Bruyne
- 2009 Life3 Series: Creativity with Flowers 'Wedding Flowers' - Stichting Kunstboek Publishers
- 'Table Arrangements'
- 2010 Passionate Emotions by Life3 - Stichting Kunstboek Publishers

*Published in more than 60 magazines/newspapers all over the world.

REGISTRATION FORM FOR EMC 2011/2012

Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

I would like to sign up for the EMC Program

- Part 1 Norwalk, CT - October 8 - 12, 2011 (\$1600.00 USD)
- Part 1 Vancouver, Canada - October 22-26, 2011 (\$1600.00 USD)
- Part 2 Self Practicum (\$100.00 USD)
- Part 3 Bruges, Belgium - May 15-21, 2012 (\$2300.00)

I have enclosed \$400.00 USD as initial deposit to save my spot. (Balance due September 1st, 2011)

I would like to pay for my registration in full

Payment by Check Payment by Credit Card

visa mc amex

Card #: _____

Exp: _____ CVV: _____

Name on card: _____

Hitomi Gilliam AIFD

www.hitomi-art.com



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 & Education Director for DESIGN358, a floral design school and a floral collective (2008). She has guest-designed throughout North America, England, Japan, Mexico, Taiwan, Bermuda, Singapore, Hong Kong and Australia.

Hitomi has lectured at Art Gallery of Ontario (Toronto), Chicago Botanical Gardens, Philadelphia Museum of Art, Cheekwood Botanical Gardens (Nashville), Oakland Art Museum, Dixon Gallery & Gardens (Memphis), Museum of Fine Art Boston, Minneapolis Institute of Art, Legion of Honor Fine Art Museum (San Francisco), Houston Museum of Fine Art, New Orleans Museum of Fine Art, Cleveland Botanical Gardens, Everson Museum of Art, The Walters Art Museum (Baltimore), Longwood Gardens & Virginia Museum of Fine Art. In 2011, she will be presenting a design lecture at Detroit Institute of Art.

Hitomi is a Teleflora Education Specialist and an instructor at Teleflora Education Center. She is also a columnist for FLOWERS& Magazine, 'Creative Edge' explores creative design concepts monthly.

Hitomi is the founding organizer of the Annual 'Survival of the Creative Minds' Conference in Taos, New Mexico. 14th Annual Conference 'Illusion' is scheduled for October of 2011.

CV Hitomi Gilliam AIFD

- 1986 Inducted into AIFD (American Institute of Floral Designers) Silver Medallist – Great American Design Competition –North American Championship (New York)
- 1987 Gold Medallist – Great American Design Competition – North American Championship (Las Vegas)
Featured Designer at AIFD National Symposium in San Francisco 'JEWELS OF THE NORTH'
- 1988 Featured Designer of a group program at AIFD National Symposium in Orlando, FL
- 1990 Featured Designer at AIFD National Symposium in Newport Beach, CA 'GARDENS'
- 1994 Featured Designer at AIFD National Symposium in Atlanta, GA with John Haines AIFD 'EARTH MAN SPIRIT'
One of only 7 recipients of AIFD 'Design Influence' Award – awarded to individuals who have made a significant impact and influence with their style – Boston
- 2003 Featured Designer at AIFD National Symposium in St. Louis, MO 'ORIGIN'
- 2005 Featured Designer at AIFD National Symposium in Palm Desert, CA, 'JOURNEY' introducing the talents of Paul Jørås AIFD & Donald Yim AIFD
- 2006 Recipient of American Horticultural Society's 'Frances Jones Poetker Award' bestowed on a person who has made significant contributions to the appreciation of creative floral designs in publications, on the platform and to the public.
- 2007 Featured Designer at AIFD National Symposium in Seattle, WA, as one of the honoree of the AIFD Design Influence Award
- 2008 Recipient of Gold Honors, for by invitation only 'Windows to the World' International Floral Exhibit at Singapore Garden Festival, and the winner of 'Best of Show'
- 2009 Recipient of Lifetime Honorary Membership to Garden Club of America (GCA)
- 2011 Featured Designer at AIFD National Symposium in San Francisco 'NEW GENERATION' introducing the talents of Lois Hiranaga AIFD, Scott Hasty AIFD, Jim Martin & Brooke Raulerson AIFD

Publications

- 1994 'EARTH MAN SPIRIT' co-authored with John Haines AIFD and Sanford Mauldin (photographer) - a photo essay of Creative American Design – Sodo Publishers
- 1997 'Fundamental Theories of Design' a textbook, co-authored with John Haines AIFD
- 1999 'Design Compendium – Styles & Methods' a textbook, co-authored with John Haines AIFD
- 2005 'The AIFD Guide to Floral Design – Terms, Techniques and Traditions' co-authored with members of AIFD Education Committee. Contributor and illustrator.
- 2006 'ARTFLOR – Advanced Design+Process' a textbook – Institut d'Artflor Publishing
- 2007 'CREATIVE EDGE – A Floral Retrospective' collaboration with Philippe Martin-Morice (photographer)
- 2009 'NEOTROPICA – Hawaii Tropical Flower+Plant Guide' co-authored with Lois Hiranaga AIFD and Colin Gilliam (photographer) – DESIGN358 Publishing
- 2011 'Fresh Look at Judging' co-authored with Kathy Whalen AIFD – DESIGN358 Publishing (due out Summer 2011)

If you have any further questions about
EMC 2011/2012, please contact Hitomi at...

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or

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