



**Organiser of 39<sup>th</sup> International Flower Exhibition and**



**Expert guarantor of the competition**

**Would like to invite you to the 23<sup>rd</sup> year of competition in flower arrangements**



<b>Date</b>	3. 5. 2018
<b>Place:</b>	Flora Bratislava 2018, Exhibition and Congress Centre Incheba, Viedenská 7, Hall B
<b>Presentation</b>	11:00 a.m.
<b>Start of competition</b>	11:30 a.m.
<b>Break</b>	01:30 p.m. - 30 min.

<b>Organizational Information</b>	<p><u>Competition closes on 30 March 2018.</u> Applications should be sent to the following address: <b>Kulla, Trnavská cesta 110/B, 821 01 Bratislava</b> or <b>info@kulla.eu</b> Number of competitors is unlimited. Competition works will be displayed during Flora Bratislava 2018, competitors are therefore obliged to provide their works for the time of the exhibition. Own devices used in flower arrangements may be taken by the competitors 7days after the end of exhibition in the Garden centre KULLA, Trnavská cesta 100 in Bratislava. For more information call: 02/4341 3329, by 438 433, or via email: <a href="mailto:flora@kulla.eu">flora@kulla.eu</a> In the event that there will not be sufficient competitors in the category, the Organizer may cancel that individual category.</p>
<b>Announcement of results</b>	Announcement of results and the award ceremony for the first three works take place on 4 May 2018 at 7:00 p.m. In the Exhibition and Congress Centre Incheba. The winners receive attractive prizes and their works will be exhibited in the Flower Exhibition Flora Bratislava 2018, during which these will be presented to the public
<b>Categories</b>	<p><b>JUNIOR</b> – students of secondary horticultural schools and vocational schools without age limit <b>SENIOR</b> – professional florists, employees of horticultural firms and flower shops</p>
<b>Jury</b>	Professional jury and technical committee will contain professionals working in floriculture.
<b>Evaluation criteria</b>	<p>Participants compete under the numbers drawn in the presence of public. Competing works will be assessed according to the evaluation system of the European Federation of Professional Florist Associations FLORINT. For more information on the evaluation, as well as on the members of jury will be sent to the registered competitors in March.</p>
<b>Questions and answers</b>	<p>In case of any questions concerning the topics, please write to <a href="mailto:info@sakf.sk">info@sakf.sk</a>, where the questions will be collected and replies will be sent by E-mail. Questions and answers will be sent to the competitors on two different dates. First set of answers on 30.03.2018 and the second on 14.04.2018. After these dates already it will not be possible to obtain answers to your questions!</p>
<b>Promotion</b>	<p>The competitor guarantees the right to the organizer to irrevocable, permanent and free use of photos, including reproduction, editing, display and publishing, and other use of competing works in all media and worldwide. The right includes change of photo size, trimming, compression, editing, adding a title, logo or other adjustments. Making photos of competing works does not establish the right of the competitor to any remuneration, royalties or other claims of any nature. This shall also apply to any other use of photos by the organizer. Use of mobile phones during the competition is strictly prohibited!</p>

# Modern flower shop window



Shop window is a certain window to the soul of the shop. It is the first area through which the consumer may look inside the shop and let himself be tempted by its offer, to present yourself, and the interesting range of products, novelties or successes, all enabled by the shop window. First of all one must think of the customer's needs, to include the customer in a social group by age, sex, employment and price they are willing to pay in the shop.

When selecting the theme of the shop window, it is always necessary to take account of the season. Colours determine the character - bright colours evoke optimistic mood, darker in combination with shiny elements on the other hand seriousness and certain nobility.

There is nothing better than when people talk a little more and positive about the shop. The shop window may also contribute to these efforts. Sometimes it is sufficient to apply the basic minimalist principles, sometimes courageous "overstuffing". However, mainly a non-traditional idea will stop the customer, because he has not seen anything like that before. On many occasions it is a simple effect, which is not that expensive.

# COMPETITION TOPICS

<b>Topic 1</b>	<b>BOUQUET</b>	<b>Beginning</b>	<b>11:30 a.m.</b>
<b>Category</b>	junior, senior		
<b>Objective</b>	To create a bouquet of seasonal flowers, plant material, which will correspond to the shop window theme		
<b>Technology</b>	Freely bound shape - round Size at least 50 cm		
<b>Material</b>	The participant shall ensure plants, consumables, aids etc.		
<b>Preparation</b>	The participant shall ensure a suitable container for the bouquet, The plant material can be prepared in advance (cutting, cleaning, no wiring).		
<b>Working time</b>	<b>45 min.</b>		

<b>Topic 2</b>	<b>HANGING DECORATION</b>	<b>Beginning</b>	<b>12:30 a.m.</b>
<b>Category</b>	junior, senior		
<b>Objective</b>	To create hanging decoration, which will correspond to the shop window theme		
<b>Technology</b>	arbitrary		
<b>Material</b>	The participant shall ensure plants, consumables, aids, etc. The selection of plant material must last for at least 4 days. The decoration must have a loop for hanging.		
<b>Preparation</b>	Plant material must not be prepared in advance in any way, the construction is allowed. More than 50% of work must be carried out during the competition.		
<b>Working time</b>	<b>60 min.</b>		

<b>Topic 3</b>	<b>PLANTED CONTAINER</b>	<b>Beginning</b>	<b>14:00 a.m.</b>
<b>Category</b>	junior, senior		
<b>Objective</b>	To create a planted decoration suitable for a modern flower shop window.		
<b>Technology</b>	planting Shape - arbitrary Container size at least 60 cm		
<b>Material</b>	The participant shall ensure plants, consumables, aids etc.		
<b>Preparation</b>	Plants may not be prepared in advance in any way, no construction or arrangement material.		
<b>Working time</b>	<b>45 min.</b>		

<b>Topic 4</b>	<b>SHOP WINDOW DECORATION</b>	<b>Beginning</b>	<b>15:00 a.m.</b>
<b>Category</b>	senior		
<b>Objective</b>	To create shop window decoration that will attract the customer.		
<b>Technology</b>	arbitrary Size of the whole decoration at least 50x50x150cm, maximum 100x100x150		
<b>Material</b>	The participant shall ensure plants, consumables, aids etc.		
<b>Preparation</b>	Plant material or construction cannot be prepared in advance.		
<b>Working time</b>	<b>60 min.</b>		

Shop window size:

Junior - external dimensions: 200x250x100

Internal dimensions: 200x170x100

Senior - external dimensions: 300x250x100

Internal dimensions: 300x170x100

