

DECEMBER / JANUARY 2012/13 £4.20

FUSION

FLOWERS



**FLOWERS
FOR JAPAN**

**Stef Adriaenssens
Exhibition**

**Join the
Debate**

SEMINARS 2013 ★ ANNETTE VON EINEM ★ NORDIC INSPIRATION ★ ZITA ELZE
COLOUR CONNECTION ★ MARK PAMPLING ★ CANDLE VISIONS ★ STEIN ARE HANSEN

CONTRIBUTORS & DESIGNERS



Baudouin Roelants has always been interested in flowers. As a child he experimented with every material he could put his hands on. Baudouin trained at art school and taught art to students of all ages. His first love caught up with him and he started giving workshops in floral design, always zigzagging between art and flowers but combining both and using his knowledge of all kinds of artistic techniques in his floral art. He creates his own containers or transforms others to achieve his needs. From metal to wool over wool, felt and plastic ... everything can and will be used. Wedding designs are his favourite domain. For several years he designed for Fleur Creatif, and won both first prizes in the Serax design competition where his design work can still be found.



Annette von Einem says that flowers are a source of daily joy to work with for customers who believe that flowers are not just flowers. Annette is a highly successful competitor and was one of the demonstrators at the Blomster celebration event in Copenhagen in 2011 where she received a standing ovation from her colleagues and the world's press. Her work is meticulous and highly innovative with perfect use of colours, textures and contrast. Although she is much in demand as a wedding designer, more and more she finds herself drawn to haute couture and catwalk design. She is a teacher and demonstrator and relishes giving workshops in a stunning studio in Copenhagen.



Lynda Owen NDSF is a professional florist, freelance writer, floristry teacher and Interflora national judge. Winner of several RHS gold medals at Chelsea flower show in the main marquee for Interflora and in the professional floristry competitions, she is the author of two books and is a floristry tutor. Lynda was a judge at the World Cup of floristry in 1998, and at the Eurofleurs competition in Italy in 2002. She is on the European floristry judges panel, manager of team UK at the Europa Cup in 2003 and manager of the British team for the Interflora World Cup of floristry in Australia and in Shanghai. Lynda is committed to developing old and new skills of floristry.



Even **Mark Pampling** is not sure how he turned his back on design aspirations and embarked upon university studies in Economics and Psychology. However, he's thankful that good sense returned and he steered back to his current roles in floral design. Mark became the Australian Champion in 2003 and was their representative in the 2004 Interflora World Cup. He teaches at the North Coast Institute of TAFE, is an Interflora Australia accredited judge and is co-owner of *Alstonville Florist* and has demonstrated all around the world. Mark recently became the 2011 Australian Champion in a competition which featured his legendary attention to detail and structural design.



Irene Brockwell's career as a renowned floral designer has flourished and evolved since the day she began – her innovative and contemporary approach shows that this evolution still continues, even after four decades in the flower industry. Originally from Paisley, Scotland, Irene packed her design skills when she relocated to Brisbane, Australia, where she has built a solid career in floral design. Irene has veered from her original path in retail floristry and education is now her main focus together with a healthy calendar of demonstrations, judging and freelance design opportunities.



Stein Are Hansen is a floristry legend in the Nordic countries - by the age of 18 he had won his first Norwegian Junior Champion medal and again for the next two years! At the age of 21 he competed in the adult section of the competition and won a Bronze medal. By 1997 he had won Gold and reigned as Norwegian Champion until 1999. By 1998 he was Nordic Champion and all of this by the age of 25! He has worked all over the world and is constantly researching and trying out new ideas and techniques. Stein Are is the current Interflora World Champion. He is full of ideas, wonderful style and panache but he also knows how to turn his talents into serious profit.

Fusion Flowers
Awards



- 2012 Winner - PPA Small Publishing Company - Best Magazine
- 2012 Highly Commended - PPA Best Online Presence
- 2012 Highly Commended - PPA Best Front Cover
- 2010 Highly Commended – PPA Best Small Publishing Company Magazine
- 2009 – Highly Commended – PPA
Consumer Specialist Magazine of the Year
- 2009 – Highly Commended – PPA Best Small Publishing Company Magazine
- 2008 Winner - PPA Best Magazine - Small Publishing Company
- 2008 Highly Commended - PPA Best Online Presence
- 2008 Highly Commended - PPA Consumer Magazine
- 2008 Highly Commended - PPA Magazine of the Year
- 2007 Highly Commended - PPA Consumer Specialist Magazine
- 2007 Highly Commended - PPA Best Magazine - Small Publishing Company
- 2006 Winner - PPA Best Magazine - Small Publishing Company
- 2006 Highly Commended - PPA Publisher of the Year
- 2006 Highly Commended - PPA Magazine of the Year
- 2005 Winner - PPA Best Magazine - Small Publishing Company
- 2005 Highly Commended - PPA Best Online Presence
- 2005 Highly Commended - PPA Magazine of the Year



FRONT COVER

Design by Annette von Einem
Photography by Stine Heilmann Photography

Concept – Annette created ‘floral earmuffs’ using
a myriad of flowers and berries.

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Publisher/Editor

Alison Bradley

Sub Editor

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Art and Layout

Bright Yellow Design

Advertising Director

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Proof Reading

Proof Perfect

Printing

The Manson Group

Website

Internet Creation Ltd

Fusion Flowers is published on
alternate months from
Hillcroft, Fore Road, Kippen FK8 3DT
tel +44 (0) 1786 870204
fax +44 (0) 1786 201102
email enquiries@fusionflowers.com
website www.fusionflowers.com

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ISSN: 1741-9263

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