

PREPARE YOUR FLOWER SHOP FOR THE FUTURE

FLORISTS REVOLUTION

IDEAS, DESIGNS AND KEYS TO STAND OUT AND SUCCEED





FLORISTS REVOLUTION WORKSHOP

Join us for this exciting workshop! You will meet master floral art experts, such as Nicu Bocancea, Carles Jubany and Dídac Pérez, who will share their knowledge in the floral field. You will also gain insights into other key aspects of business success that will help you prepare to face the challenges and seize the opportunities of the future - don't miss out!



Our mission is to provide participants with the tools and knowledge necessary to stand out and succeed in the ever-evolving floral market. In addition to addressing floral art and design topics, we will explore key areas for business growth, such as branding with Joan Bornay, marketing and social media strategies with Vicenç Huguet, innovation and new business opportunities with Carles Jubany, and photography techniques with Cristina Forés. Dive into this incredible opportunity to empower your career with experts in the floral market!

OUR MISSION



Through hands-on sessions, live demonstrations and interactive activities, attendees will gain practical and applicable knowledge that will enable them to take their flower shops to the next level in the coming years. In addition, they will be able to use tools, strategies and knowledge to improve both the productivity and profitability of their businesses.

THE WORKSHOP IS DESIGNED FOR A SELECT GROUP OF STUDENTS, WITH A MAXIMUM OF 45 PARTICIPANTS, DIVIDED INTO 3 GROUPS OF 10 TO 15 STUDENTS EACH.



JOIN US AT FLORISTS REVOLUTION WORKSHOP

JOIN US FOR THIS UNIQUE EVENT AND DISCOVER HOW TO PREPARE YOUR FLOWER SHOP FOR THE FUTURE, STAND OUT IN THE MARKET AND ACHIEVE LASTING BUSINESS SUCCESS. WE LOOK FORWARD TO SEEING YOU AT THE FLORISTS REVOLUTION WORKSHOP!

The background image shows a large, open indoor space, likely a greenhouse or conservatory. On the left, there are large, leafy plants. In the center, there's a brick wall and a large glass window with a black frame. The floor is made of light-colored tiles. The overall atmosphere is bright and airy, with natural light coming through the glass. The text is overlaid on a white rectangular box in the upper center of the image.

THE SPACE CHOSEN FOR THE WORKSHOP

The FLOWERS BY BORNAY workshop is located in the
old Hivernacle in Sants, Barcelona.



Since its founding in 2009, Flowers by Bornay has stood out for creating a new and unrepeatable iconic universe in the world of flowers, daring to challenge the classic conceptions of the profession and finding inspiration in film culture, science fiction, pop culture, art and dance. Her innovative approach has broken with the established, incorporating materials and accessories previously unthinkable.

The space is truly spectacular and needs little introduction, we recommend you visit their website and social networks.

For several years, we have longed for the opportunity to carry out a large course project at the Bornay facilities in Barcelona, driven by the friendship between Joan and Dídac. Finally, the long-awaited moment has arrived. After several professional collaborations between both parties, the realization of this project presents itself as an exciting opportunity.

A DREAM COME TRUE



MEET OUR TRIO

INTODUCING NICU BOCANCEA, CARLES JUBANY AND DÍDAC PÉREZ



NICU BOCANCEA



"The House of IRIS" Flower Shop was founded by Nicu Bocancea's father Adrian Avramita in 1970 as a family business. Passionate and in love with flowers, the founders Lidia and Adrian Avramita and their two children have shared this happiness with the world, creating a way of life.

"IRIS", as a brand, appeared 20 years later, in 1990. The parents are now very happy to see their two sons, Nicu and Cosmin, combining the artistic and commercial purpose of their work with international recognition.

More than 100 florists now work for IRIS (11 flower shops located in Bucharest, a flower workshop and on the online store platform).



NICU LOVES TO CREATE EMOTIONS WITH HER WORK; HIS PHILOSOPHY OF LIFE AND HIS MOTTO IS: "MAKE SOMETHING OUT OF NOTHING".

HIS INCREDIBLE STORY IS THE BEST EXAMPLE THAT YOU CAN ONLY SUCCEED IF YOU TRUST YOUR SOUL, YOUR INTUITION AND YOUR FAITH.

As a person driven by his passion for floral design, Nicu Bocancea completed his studies perfecting his craft with the most prestigious florists in the world. Her efforts are attested by achieving first place in numerous floral art competitions.

Since 2016 he is 'Master Florist' of the FLOOS project and one of the designers who publishes his work in the book Floos, a Crafter's Secret, Vol 02 (2017).



2010 Winner of "The best flower designers exhibitions" organized by Queen Anne of Romania

2011 Second place in the flower arrangement contest organized by the Embassy of the Kingdom of

2011 Winner of the best flower designers exhibitions organized by Queen Anne of Romania

2012 -2013 "International Floral Art" has published two of his works sent for the competition

2014 Winner of FUSION FLOWERS Magazine "Christmas dinner table design"

2014-2015 "International Floral Art" - JUBILEE Edition" has published two works for the competition

2016-2017 "International Floral Art" has published three works for the competition

2016 Demonstrations in different countries:Germany, Belgium, Russia and Spain

2016 Ambassador in "Floral Fundamentals"

2016 Master Florist in FLOOS

MASTER FLORIST

Carles was born among flowers... In 1925, his maternal grandparents opened the first flower shop in Sant Celoni (Barcelona) and he is part of the third generation of florists of "Can Fontanillas". Her career in floral design began at the age of 17, when she started studying in the Catalan schools of Floral Art. Throughout these years he has been trained attending seminars with the most prestigious international teachers. Carles is the current champion of the Spanish cup of floral art (2018).

Carles combines his work in floristry with teaching, giving workshops, seminars and demonstrations in several countries: Greece, Romania, France, England, Ireland, Scotland, Wales, Germany, Uruguay, USA, Mexico, China, Japan, Belgium, Russia, Spain and Catalonia.



CARLES JUBANY
FONTANILLAS

Carles is the founder, ideologist and promoter of the FLOOS project (2015) and is one of the 'Master Florist' who publishes his designs in the books The Crafter's Secret. vol 01 (2016), The Crafter's Secret. vol 02 (2017), The Crafter's Secret vol 03 (2018) and The Crafter's Secret.Vol 04 (2019).

WINNER OF THE SPANISH CHAMPIONSHIP OF FLORAL ART 2018 AND HAS PRESTIGIOUS AWARDS ACHIEVED FOR ITS AVANT-GARDE INSTALLATIONS IN "TEMPS DE FLORS DE GIRONA".



DÍDAC PÉREZ MÁS

INNOVATION AND EXCELLENCE IN FLORAL



Born on June 15, 1978, Dídac Pérez Mas represents the second generation of florists in his family. He began his career in the world of floral art under the tutelage of his parents, Carmen and Francisco, who in 1980 founded the prestigious and oldest flower shop in Mollet del Vallès (Barcelona), known as Orquídia Flors.

His studies in floristry took place at the renowned Smilax School of Floral Art, where he later became a teacher in 2015. Currently, Dídac serves as co-owner and director of this educational institution.

Throughout his career, Dídac Pérez Mas has constantly sought to perfect his art, participating in specialization courses in floristics taught by leading experts at European and world level. Among the masters with whom he has had the privilege of learning are names such as Peter Hess, Gregor Lersch, Marijus Gvildys and Roman Steinhauer, among others.

She has participated in floral art competitions and courses both nationally and internationally in Germany, Russia, Lithuania, etc. Her presence in international Land Arts stages has contributed to her recognition in the floral field.

Dídac has also obtained teaching qualifications for professional training and has broadened his academic horizons by venturing into areas such as Humanities, Photography and Information and Communication Technologies (ICT).

Over more than eight years, Dídac Pérez Mas has played a key role as coordinator and creator of decorative projects at the Girona Temps de Flors event, collaborating closely with Smilax Escuela de Arte Floral. One of the most outstanding achievements of this collaboration was the transformation of the Girona Cathedral steps in 2019, leaving a memorable floral footprint.

His skill in floral demonstrations has led him to participate in various national events, and his experience has made him a recurring member of the jury at the renowned MAF event (Best Artisan Florist, Interflora).





In addition to his educational and creative work, Dídac owns two flower shops in Mollet del Vallès: Flors El Pensament and DA Just not flowers, the latter managed with his wife, Anna Begisheva.

Currently, Dídac Pérez Mas works as Director and Teacher at Smilax Escuela de Arte Floral / SMILAX TALLER DE FLORÍSTICA S.L., located in Vilassar de Mar, in the Flower and Ornamental Plant Market of Catalonia, Barcelona. Its commitment to innovation and excellence continues to be a fundamental pillar in its enriching trajectory in the world of floral art.

MEET OUT FLORIST WORKSHOP COLLABORATORS





JORDI PASCUAL

AN EXPERT FLORIST WITH MORE THAN
30 YEARS OF EXPERIENCE

Superior technician in Plastic Arts and Design in Floral Art, with studies in Didactic Methodology from the Universitat Autònoma de Barcelona. She has a certificate from the Institut Català de Qualificacions Professionals in Orientation, Advice and Evaluation in Floral Art, as well as business training in Organization, Marketing and Sales Techniques.

With more than 30 years of teaching experience throughout Spain, Portugal, Lithuania, Croatia, Italy, Russia, France and Canada, Jordi Pascual is a master florist and Landart expert.

He has been a juror on occasions both nationally and internationally and has taught courses and seminars alongside renowned names such as Marie Hess-Bosón, Peter Hess, Jean Marie Leman and more. In addition, he was the owner of a flower shop in Tàrraga (Lleida) for more than three decades and is the founder, teacher and co-owner of Smilax Escuela de Arte Floral / SMILAX TALLER DE FLORÍSTICA S.L.

NÚRIA SIMON

Superior Technician in Plastic Arts and Design in Floral Art, with a Certificate of professionalism level 3 in "Teaching of Vocational Training for employment". She was the Director of the 5th International Symposium of Floral Cultures in Viladrau (Girona), an event organized by Smilax School



INTERNATIONAL EXPERIENCE AND CONSTANT UPDATING

She has taken courses and seminars with experts such as Josep Ma Ventura, Jordi Pascual, Peter Hess, Marie Hess, Marijus Gvildys, Vadim Kazinski and more. Nuria Simon also has training in Information and Communication Technologies (ICT), social networks and AI. She is the owner of Aràlia Flors Florists in Vic (Barcelona) and plays roles of communication director, teacher and co-owner in Smilax Escuela de Arte Floral / SMILAX TALLER DE FLORÍSTICA S.L.



ANNA BEGISHEVA

INTERNATIONAL AND
MULTIPLE TRAINING

Engineer with training as a florist at the Nicole Academy of Floral Art in Moscow. She has participated in international seminars with renowned experts such as Gregor Lersch, Peter Hess, Peer Benjamin, Jordi Pascual, Marijus Gvildys and more. Her training also covers photography, social media and multimedia. Trainer at Smilax Flora Art School. Anna Begisheva is the owner of DA Florist Just not flowers in Mollet del Vallès (Barcelona).

MARTA LLAMPALLAS

EXPERIENCE WITH LEADING FIGURES IN FLORAL ART

Superior Technician in Plastic Arts and Design in Floral Art, with a Certificate of professionalism level 3 in "Teaching of Vocational Training for employment". She has participated in courses and seminars with leading figures such as Gregor Lersch, Jordi Pascual, Gianni Jannoni and Jordi Abelló. She has specific training in window dressing and plays a formative role in Smilax Escuela de Arte Floral. Marta Llampallas is also the owner of Floristería l'Amarant in La Garriga (Barcelona).





MARTA GARCÍA

MARTA GARCÍA WITH 20+
YEARS OF EXPERIENCE

Freelance florist with more than 20 years of professional experience and a Level 3 Certificate of professionalism in "Teaching of Vocational Training for employment". She has had an outstanding participation in several contests and competitions at state level. As a trainer at Smilax Escuela de Arte Floral, Marta García shares her experience. She is also owner of the Florist Innocu Espai Floral in Mataró (Barcelona).

JOAN XAPELLI BORNAY

Founder of Flowers by Bornay in 2009. Winners of the competition for the floral decoration of the W Hotel in Barcelona. The uniqueness of their work has been recognized in multiple publications. In 2014, they were included in the book "Floral Contemporary."

"The Renaissance in Flower Design" by Olivier Dupon. They make creations for special events, weddings, product presentations and prestigious celebrations around the world.

VICENÇ HUGUET PARADELL

Trainer in Digital Marketing, Web Design and Advertising. He is also a trainer in Social Media and Community Management. Degree in Marketing from Pompeu Fabra University and in Advertising from the Autonomous University of Barcelona.

Maximizing team efficiency.



CRISTINA FORÉS

FREELANCE
PHOTOGRAPHER
WITH MORE THAN
20 YEARS OF
EXPERIENCE

COLLABORATOR
IN VARIOUS MEDIA
AND WRITTEN
PRESS



Our expert photographer will be in charge of capturing all the moments of the course through her expert lens. Each participant will have a complete photographic dossier in digital format, which will capture the essence and learnings of the event.

In addition, Anna Begisheva, our expert Instagram instructor, will be in charge of capturing spectacular moments in video and photography. These stunning images can be shared on your social networks in real time, allowing you to relive the experience both during and after the course. Anna will capture all of these moments from her cell phone, ensuring an authentic and direct connection to the event.



3 DAYS OF COURSE/WORKSHOP/SEMINAR:

The proposal of this workshop is to provide support to common florists in conventional stores. To achieve this, we will present ideas and works without extreme complications, so that each student can complete their work in 4 hours of workshop, under the guidance of the teachers and the ideas presented during the demonstration of the first day.

THE OVERALL GOAL IS TO TRAIN FLORISTS TO ACHIEVE GREAT
SUCCESS IN THE NEXT 5 YEARS.



1ST DAY: NOVEMBER 6, 2023

9:00 - WELCOME AND PRESENTATION

Talk-colloquium with Joan Bornay, addressing the topic: Brand creation and new business opportunities.

10:30 - COFFEE BREAK AND CONTINUATION OF THE TALK

11:00 - CARLES JUBANY DEMONSTRATION

Creation of several works with the collaboration of Smilax teachers, Jordi Pascual and Marta Llampallàs.

13:00 - BREAK FOR A LIGHT LUNCH AT THE SAME VENUE

While we continue sharing ideas and experiences.

14:00 - DEMONSTRATION BY DÍDAC PÉREZ

Presentation of proposals and creation of works with the assistance of SMILAX teacher Núria Simon.

16:00 - COFFEE BREAK TO PREPARE THE STAGE AND RECHARGE ENERGIES.

16:30 - DEMONSTRATION BY NICU BOCANCEA

Creation of proposals with the help of SMILAX teachers Anna Begischewa and Marta Garcia.

18:30 - END OF THE DEMONSTRATIONS

With photography by the renowned professional Cristina Forés.

19:00 - CLOSING OF THE DAY AND OF THE SPACE UNTIL THE NEXT MORNING.



2ND DAY: NOVEMBER 7, 2023

9:00 - WE START THE DAY WITH AN EXTRAORDINARY TALK/COLLOQUIUM ON MARKETING AND SOCIAL NETWORKS, BY THE EXPERT: VICENÇ HUGUET

10:00 - SHORT COFFEE/TEA BREAK AND CONTINUATION OF THE DISCUSSION

10:30 - EACH TEACHER, WITH A GROUP OF 10/15 STUDENTS

Will lead a space where they will make proposals. Nicu, Carles and Dídac will also have the support and assistance of the rest of Smilax teachers: Jordi Pascual, Núria Simon, Anna Begischewa, Marta Llampallàs and Marta García.

13:30 - BREAK FOR A SMALL SNACK/MEAL/LUNCH

14:30 - WE WILL HAVE ONE HOUR TO FINALIZE THE WORK AND, IF THE TEACHER CONSIDERS IT NECESSARY, TO CARRY OUT ITS DISPOSITION.

15:30 - EACH GROUP OF STUDENTS WILL CHANGE TEACHERS AND TACKLE THE NEXT CHALLENGE AND STYLE PROPOSED BY THE NEW TEACHER.

19:00 - CLOSING OF THE DAY AND OF THE SPACE UNTIL THE NEXT MORNING.



3RD DAY: NOVEMBER 8, 2023

9:00 - WITH THE SAME TEACHER/STUDENT TEAM THAT CLOSED THE PREVIOUS DAY, THE WORKS WILL BE PLACED AND DISTRIBUTED IN THE DESIGNATED PLACE

9:30 - TALK/COLLOQUIUM WITH CARLES JUBANY

Exploring Innovation and new business opportunities.

10:30 - SHORT COFFEE/TEA BREAK AND CONTINUATION OF THE TOPIC

11:00 - CHANGE OF TEACHER AND PROPOSALS

Each group of 10/15 students will move to the next teacher and space, to continue with the suggested instructions and proposals.

14:00 - BREAK FOR A SMALL SNACK/MEAL/LUNCH

15:00 - WE WILL HAVE ONE HOUR TO FINALIZE THE WORK AND, IF THE TEACHER CONSIDERS IT NECESSARY, TO CARRY OUT ITS DISPOSITION

16:00 - EACH GROUP WILL HAVE COMPLETED ITS THIRD WORKSHOP

16:30 - WE WILL OBSERVE TOGETHER THE DIFFERENT SPACES AND PROPOSALS

Unifying the three spaces into one to create a possible flower shop of the future. We will discuss how, why, where and when.

17:00 - TAKING PHOTOGRAPHS AND VIDEOS UNDER THE SUPERVISION AND ADVICE OF CRISTINA FORÉS AND ANNA BEGISCHEWA.

18:30 - CLOSING OF THE COURSE WITH A FINAL SURPRISE.

19:00 - HUGS AND FAREWELLS, CLOSING OF THE SPACE.



WHY SHOULD YOU JOIN?

EXCLUSIVE COURSE:

Learn from internationally renowned master florists
Master the most current trends in design, marketing and social networks
Transform your passion into a constant and successful source of income



FLOWER SHOP OF THE FUTURE

INNOVATION, DESIGN AND BUSINESS SUCCESS

Embark on a higher level of knowledge and skills in the fascinating world of floral art. This course not only represents an opportunity; It is an investment in your business and in your professional growth.



SPECIAL OFFER
FOR EARLY
REGISTRATIONS
UNTIL OCTOBER 5TH
€950

Take advantage of this opportunity!
Register before October 5th and
secure your place at an exceptional

NORMAL PRICE: 1200€