

IMPORTANT INFO:

When you decide to participate in the Student Exhibition, you must be available on Saturday, September 30th, 2017 to check in and set up your design in the exhibit area between 7:00 AM and 12:00 PM. No set up or entry into the exhibition area will be permitted after 12:00 PM sharp. The exhibition pieces will be on display at Koehler & Damm for the duration of the Fall & Winter Classic Design Show, through the close of the show on Sunday, October 1st. You are responsible for retrieving your design at the end of the show on Sunday, October 1st; any remaining designs will be disposed of.

Continued education is critical to the development of floral design skills, and by participating in the student exhibition, you are taking a vital step towards becoming the designer you aspire to be! While your design will be evaluated and scored by our judges, we are not determining a winner or placements from your scores - the judges evaluations are for your knowledge and use in personal development only. This is to get you comfortable with critique and the evaluation process in a non-competitive environment. Next year, once you have gone through the exhibition process, we encourage you to enter at the professional level and explore how your work stacks up among industry professionals. The professional level competition is a great way to gauge your advancement as a designer, build on your experience, and establish a name for yourself within the floral community!

IMPORTANT DATES:

WEDNESDAY, SEPTEMBER 27TH, 2017 - The last day to pre-register for the Fall & Winter Classic, and the last day to sign up for the Designer of the Year Student Exhibition.

SATURDAY, SEPTEMBER 30TH, 2017 - All designs must be delivered and fully set up with your assigned number next to your design between 7:00 AM - 12:00 PM, and NO LATER than 12:00 PM at Koehler & Damm.

Koehler & Damm will also be hosting the annual vendor trade fair as part of the Fall & Winter Classic on Saturday, September 30th.

SUNDAY, OCTOBER 1ST, 2017 - Join us at Koehler & Damm's Fall & Winter Classic Design Show!

SATURDAY, APRIL 7TH, 2018 - Join us at the Minneapolis Convention Center where the six finalists from the Professional Design Competition will face off for the title of 2018 Professional Floral Designer of the Year! All floral industry members, colleagues, friends, and family are encouraged to attend and cheer on the competing designers!

TO REGISTER:

Sign up today with Cheryl Stanius-Deiman by filling out a registration form for the design show and either dropping it in the mail with payment or at the receptionist's desk at Koehler & Damm. You must indicate that you are participating at the student level.

Cheryl
612-362-3133
cstanius-demian@koehlerdamm.com

Mailing Address:
Koehler & Damm Wholesale Florist
Professional Design Competition
2407 East Hennepin Avenue
Minneapolis, MN 55413

The chairperson for this competition is:
Jessica Leopold
612-362-3151
jleopold@koehlerdamm.com

The co-chairperson for this competition is:
Britta Wilson

FOLLOWING UP:

Your evaluation packets containing score results and comments will be available for pickup at the front desk during the Fall & Winter Classic Design Show on Sunday, October 1st, 2017 from 1:00 PM until the close of the design show.

We will be continuing the tradition of guests casting their votes for the People's Choice Award, the winner of which will receive a FREE Advanced Design Workshop, courtesy of the Koehler & Damm Institute of Floristry. The People's Choice Award will be announced on Sunday, October 1st.



2018 FLORAL DESIGNER of the YEAR

STUDENT
EXHIBITION

topiary JAMBOREE

STUDENT THEME:

Topiary JAMBOREE

DATE:

Saturday, September 30, 2017
at Koehler & Dramm's annual
Fall & Winter Classic Design Show

Help us celebrate the whimsical, playful style of topiary design by showing off your balancing skills!

This year's student exhibition has been formatted to highlight one of our favorite design styles, and we cannot wait to see your inventive sculptural interpretations! Create an elevated topiary design and show us why this style is a timeless favorite.

WHO QUALIFIES:

Any floriculture student who has or is currently attending the Koehler & Dramm Institute of Floristry or any accredited floral school, any student who has been in the floral industry three years or less, or any entry level designer working in a shop or studio.

Please note: Anyone who has won (placed first) in the student division in past competitions is not eligible to enter at the student level; you have earned your right of passage to the professional level! Also note that due to the student level classification as an "exhibition," there will be no winner or finalist placements awarded.

RULES & GUIDELINES:

1. There is no fee to participate in the Student Exhibition. When you sign up for our Fall & Winter Classic design show, you get free entry to the exhibition, but you **MUST** specify that you are entering at the student level. Cost of the show will be announced at a later date.

2. The wholesale cost must not exceed \$50.00. A minimum of 50% must be dedicated to fresh product, meaning fresh product must not fall below \$25.00 wholesale. All ingredients used **MUST** be available on the wholesale market; foraging is not permitted. The maximum allowed design space is 23" x 26" x 5' high.

3. All entries must conform to any requirements by category and theme, such as size, materials used, and costs to qualify for judging. The predominant amount of product must be purchased from Koehler & Dramm. **FAILURE TO MEET ANY CATEGORY REQUIREMENT WILL RESULT IN DISQUALIFICATION.**

4. Containers or accessories must be available on the wholesale/retail market. The design must be confined to the size requirements. Antiques and collectibles are not allowed. Props will not be judged.

5. "No Outlet Required" (battery operated) lights are permitted. **ALL** other electrical items such as lights, fountains, etc. are not allowed.

6. Entries are limited to one design per person. A number will be assigned to you at registration.

7. Each design entry must have a product allocation worksheet completed prior to arrival. You will receive this worksheet in the mail with your welcome packet, and will be available for download from the Koehler & Dramm website. All materials used in your design and the wholesale cost of each **MUST** be listed on this form, either typed or written legibly. **DO NOT INCLUDE SHOP OR DESIGNER NAME ON THE WORKSHEET.**

8. When you arrive at Koehler & Dramm, **YOUR DESIGN MUST BE FINISHED.** You may fine-tune it in your designated display area. You will check in with a Koehler & Dramm staff member. He/she will take your name and assign you a number. You will receive a packet of information with your number. Take your design to the corresponding number in the display area, place it, fine-tune it, place your product allocation worksheet in front of your design, and clean your area. Do **NOT** list your name or shop name on the design or anywhere in the area.

9. Designs **MUST** be in place by 12:00 PM sharp. The area must be vacated by everyone except the judges at 12:00 PM. ***NO ONE MAY ENTER AFTER 12:00 PM***

RULES & GUIDELINES CONT'D:

10. There will be five qualified judges who are not employed at Koehler & Dramm. There will be one additional cost-product judge who may be an employee of Koehler & Dramm.

11. On September 30th, check in at the Design Event Registration Table. If you are not checked in for the Design Event, you will not be eligible for the exhibition. The design area will be open for display and photographs after judging is completed.

12. Your evaluation packets containing score results and comments will be available for pickup at the front desk during the Fall & Winter Classic Design Show on Sunday, October 1st, 2017 from 1:00 PM until the close of the design show.

We will be continuing the tradition of guests casting their votes for the People's Choice Award, the winner of which will receive a **FREE** Advanced Design Workshop, courtesy of the Koehler & Dramm Institute of Floristry.

13. Please remove your design after judging is complete. Entries will be released after the show on Sunday, October 1st. Any remaining designs will be disposed of.

DESIGNS MUST ARRIVE BETWEEN 7:00 AM - 12:00 PM ON SATURDAY, SEPTEMBER 30TH, 2017. THE DESIGN MUST BE COMPLETED AND SET UP BY 12:00 PM AT THE MARKED DISPLAY AREA.

THANK YOU. AND GOOD LUCK!