

SEED - FLOWER AND EVENT DESIGN SEMINARS

Introduction to Seed Seminars

Lesly Zamor (reference Google.com), founder of Bloom Flowers, Bloom Ballroom, and TAJ restaurant/ lounge in New York City, has started SEED, a design solutions, interior design planning and project management company. As part of this new venture, SEED will offer flower and event design seminars, taught by Mr. Zamor at his studio on West 21st street in Manhattan.

Since founding Bloom Flowers in May 1993, Mr. Zamor has been a leading flower designer and innovator in the New York flower scene. He pioneered the simple yet lush, monochromatic flower arrangement that has become his signature look. This style, which emerged with the coming of the modern minimalist era in flower design, is now popular amongst florist worldwide.

Mr. Zamor has demonstrated flower design on *Martha Stewart Living*, *B. Smith with Style*, *Designer Living with Sheila Bridges*, as well as *The Food Network*, and his flowers have been seen on media outlets such as *The Today Show* and the *Oprah Winfrey Show*. Mr. Zamor has also been featured or quoted in publications such as *The Knot Wedding Pages*, *Vogue*, *The New York Times*, *In Style Weddings*, *Women's Wear Daily*, *Modern Bride*, *Martha Stewart Weddings*, *New York Magazine*, and *Town & Country*.

Starting September 2003, Mr. Zamor will offer seminars in flower and event design. Through a combination of demonstrations, lectures and hands-on experience, students learn flower arranging skills, design concepts, flower business theory and event planning. For students of all levels, each seminar will end with students creating a class project, which they may take home.

The number of students in all Seed Design Seminars is limited to ensure individual attention and quality learning. The seminars are divided into many categories, which allows individuals to choose areas in which they would like to learn or improve their skills.

For more information or to register for a class, email: classes@seednyc.com or call 212-620-0997

www.seednyc.com



SEED - FLOWER AND EVENT DESIGN SEMINARS

Course Description

A. BASIC FLOWER DESIGN SEMINARS:

1. Designing Floral Arrangements for Home Entertaining

This seminar will discuss the likely design scenarios when preparing for small to medium size events in the home. The seminar will cover ideas for the entrance to the table to the dining table, bathrooms and more.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$250 materials included*
- **Class project:** Students will make a rectangular centerpiece.
- **Level:** Suitable for beginners, intermediate and advanced.

2. Techniques in Floral Arrangement

This seminar will cover different techniques when designing and how to choose the right flowers for an array of vases varying in size, shape and color. Students will learn what works best and why. From glass bowls and craft vases to the use of design mediums such as oasis and frogs to freestyle stem crossing.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$250 materials included*
- **Class Project:** Students are encouraged to bring a challenging container from home and create an arrangement in that container.
- **Level:** Suitable for beginners, intermediate students and those who want to see another perspective.

3. Designing for the Holidays

This seminar will show the elements of designing centerpieces, wreaths, garlands, and other wonderful creations. The focus will be on Thanksgiving/Rosh Hashanah and Christmas/Chanukah holidays.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$350 Materials included*.
- **Class Project:** Students will make a fresh flower door wreath for the home.
- **Level:** Suitable for beginners, intermediate and advanced.

4. "One Flower Done 3 Ways"

This seminar is inspired by a segment that was made for the Martha Stewart magazine and her show. Students will learn how one flower can be used in three separate ways to denote romance, country and contemporary designs. This seminar is an all time favorite.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$275 Materials included*.
- **Class Project:** Students will make an arrangement using one of the design styles.
- **Level:** Suitable for beginners, intermediate and advanced.



5. Creative Floral Designing

This seminar will teach you to think creatively, using fruits, vegetables, twigs and other natural elements into the floral arrangement.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$275 Materials included*.
- **Class Project:** Students will create a flower design incorporating natural elements.
- **Level:** Suitable for beginners, intermediate and advanced.

6. Creative Flower Designs with Seasonal Blooms, Branches and Foliage

This seminar will show students how to create beautiful and highly creative designs using readily available, seasonal items in their area or from their local markets. Students will be shown how different elements can be used in conjunction with flowers to make items ranging from beautiful table settings to room decorations.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$250.00 Materials Included*
- **Class Project:** Students will work on a seasonal mantelpiece design
- **Level:** Suitable for all levels

7. Designing with the Times

In this seminar, historical, period and architectural floral designs will be shown and discussed in class to familiarize the student with the various ways a certain design style may be accented or complemented with flowers.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$250 Materials included*
- **Class Project:** Students will create a modern minimalist arrangement
- **Level:** Suitable for all levels

8. Creating Table Centerpieces

In this seminar, students will learn the essentials for creating centerpieces that are suitable for specific occasions. The seminar will demonstrate the mechanics of building centerpieces in bowls and candelabras to metal boxes and urns.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$275 Materials included*
- **Class Project:** Students will create a modern minimalist arrangement
- **Level:** Suitable for all levels

9. Asymmetrical and large scale flower arranging

Through lecture and demonstration, students will learn the mechanic of designing asymmetrical arrangements, the art of grouping flowers and building large-scale flower arrangements.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$275 Materials included*
- **Class Project:** Students will create a flower arrangement by using the grouping technique.
- **Level:** Suitable for all levels



B. FLOWER DESIGN FOR WEDDINGS AND SPECIAL EVENTS

1. Designing for Special Events

This seminar touches on the process of planning and developing a theme for a special event. Whether the theme is focused on the centerpiece or an element suspended in the air, students will learn to think outside the box when planning these functions. This course will address floral and non-floral aspects and possibilities that may be used to enhance the ambiance of a room.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$350 Materials included*
- **Class Project:** Students will create a centerpiece with a theme.
- **Level:** Suitable for intermediate and advanced students, and those interested in event planning.

2. Overview for Designing Weddings- Part I

This seminar will touch upon personal floral arrangements for the wedding party, such as the bridal bouquet, bridesmaids, maid of honor, corsages, and boutonnieres.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$375 Materials included*
- **Class Project:** Students will create a bouquet and a boutonniere
- **Level:** Suitable for intermediate and advanced students, and those interested in event planning

3. Overview for Designing Weddings- Part II

This seminar will touch upon designing the elements of the ceremony including aisle markers, custom runners, draping canopies/chuppahs, and candelabras. There will be a Canopy/Chuppah building demonstration.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$375 Materials included*.
- **Class Project:** Students will create a floral aisle marker.
- **Level:** Suitable for intermediate and advanced students, and those interested in event planning

4. Overview for Designing Weddings- Part III

This seminar will touch upon designing Cocktail and Dinner table Centerpieces, and card table pieces.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$375 Materials included*.
- **Class Project:** Students will create a dinner table centerpiece.
- **Level:** Suitable for intermediate and advanced students, and those interested in event planning

5. Overview for Designing Weddings- Part IV

This seminar will touch upon designing room area arrangements including arrangements on the bar, flanking the band and the importance of specialty lighting.

- **Time:** 6:00 p.m. to 9:00 p.m.
- **Fee:** \$375 Materials included*.
- **Class Project:** Students will create an arrangement for a side table.
- **Level:** Suitable for intermediate and advanced students, and those interested in event planning



C. THE FLOWER BUSINESS

1. This Business of Flowers: Business Theory and Practices Part I

This seminar is the first of two designed for those who want to enter the retail flower business or simply want some insight and awareness into this trade. This will be a day long course and will cover the following topics:

- I. **What it takes to design flowers**
 - a. Design Concepts, Sense and Style, Motive, Passion and Determination
 - b. Understanding the basic elements of design: Texture, Color, Depth, Contrast, and Tone
- II. **Knowing your niche market**
 - c. Common or high style design
 - d. Who will your clients be?
 - e. Flowers as it relates to art and design
- III. **How do you price flowers?**
 - a. Cost of labor, goods, and fixed and variable expenses
 - b. Cost of name recognition (goodwill)
 - c. Profit (Wouldn't that be nice?)
- IV. **Categories of florist**
 - a. The freelancer, the retail store owner, and the floral decorator (event designer)

- **Time:** 10:00 a.m. to 5:00 p.m.
- **Fee:** \$500 Materials included*.
- **Class Project:** Students will create a basic mixed flower arrangement.
- **Level:** Suitable for all levels

2. This Business of Flowers: Business Theory and Practices Part II

This seminar is the second of a series designed for those who want to enter the retail flower business or simply want some insight and awareness in this trade. This will be a daylong course and will cover the following topics:

- I. **Buying at wholesale flower markets**
 - a. Different suppliers for different style types
 - b. Buying for price, longevity, ease of use, and production
 - c. What is the definition of FRESH?
 - d. Over-buying caution
 - e. Forming wholesale relationships
 - f. Other ways to purchase flowers
- II. **Branding an image**
 - a. Naming your company
 - b. Logo design
 - c. Store design and Location
 - d. Target marketing and promotions
 - e. Packaging and presentation
- III. **Basic design planning**
 - a. Buying for a retail store: What's for display and what's for sale?
 - b. Ordering flowers for an arrangement or an event
 - c. When to use different containers: What works best and why
 - d. Managing client's expectations
 - e. Lead-time for jobs: Give yourself the cushion; you'll probably need it!



This Business of Flowers: Business Theory and Practices Part II - Continued

IV. Business tips

- a. Location, location, location (sometimes)
- b. Advertising, to have or have not?
- c. Beginners beware! (When to do it for free!)
- d. Branding, is image everything? (Where the real value is)
- e. Save money and “make it right the first time”
- f. Sourcing and the trade shows
- g. What’s knowledge got to do with it? Read, Read, Read!

- **Time:** 10:00 a.m. to 5:00 p.m.

- **Fee:** \$500 Materials included*.

- **Class Project:** Students will create a basic mixed flower arrangement.

- **Level:** Suitable for all levels



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Seminar Policies

- I. **Payment-** Seed accepts personal checks up to 7 calendar days before any class, after which only certified checks, money orders, and cash will be accepted. American Express, Visa and MasterCard are also accepted forms of payment. There is a \$25 service fee for returned checks. Payments must be made in advance and will not be accepted in class.
- II. **Fees** - Fees for all seminars include the flowers and other materials (i.e. vase, wire, flower foam, etc.) necessary to complete class projects except for cutting tools (see section VI), which students need to provide or pay for in advance.
- III. **Class Projects-** All seminars include a class project towards the end of the instructional part of the class. However, participation is at will. It is not mandatory to work on class projects, though it is recommended to help students incorporate the things that they learned during the lecture part of the class. Students can take their projects home.
- IV. **Booking-** all seminars are limited in space. The classes will be booked until they are full.
- V. **Rescheduling-** Seed reserves the right to reschedule the seminar to another day with a one-day notice if classes do not reach a minimum attendance, if the instructor is ill or if there are any unforeseen circumstances that prevent the class from being held. Should the same class be forced to cancel twice, Seed will issue a refund if desired. Students also are able to reschedule a class one time without any penalties only when done by the close of business (6 p.m. EST.) 5 business days in advance. Should any student fail to reschedule on time or if this is more than the first time they reschedule, they will be charged a service fee of \$100 per incident.
- VI. **Refunds-** There is no refund unless Seed has canceled the seminar twice. Classes can be rescheduled indefinitely within the guidelines from paragraph III or transferred to another individual.
- VII. **Tools and Equipment*-** Students must come with a pair of flower clippers and a flower knife (Swiss Army variety preferred). These items are not provided in the class and the lack of such items will seriously hinder student from completing in-class projects. Also recommended is a notebook and writing instruments for note taking.
- VIII. **Dress Code-** Students must come dressed accordingly. Most classes have a hands-on segment where soiling of clothing is possible. Aprons and appropriate non-slip shoes with rubber traction are recommended to reduce the risk of slippage from water and foliage that may occasionally spill onto the floor.
- IX. **Insurance Waiver-** I understand that participation in any class activity is not required and is at my own discretion. I also understand that some activities may be potentially hazardous because of the use of sharp instruments such as knives, flower clippers or shears, wire cutters and may also include the use of plant material containing pollen that may cause an allergic reaction in some individuals. Also, due to the nature of flower and event design, there may be elements such as water and plant material that may cause a hazardous condition in the student's immediate area.

By signing this agreement I attest that I am aware of the aforementioned hazards and conditions that may exist either in the classroom or as a result of participation in a particular project, that I take full responsibility for any injuries to me as a result of any given class project, and that I hold "Seed" harmless for any injuries sustained at the premise as a result of the conditions that arise from flower and event designing.

- X. **Recording Devices-** The use of video, non-video recording devices or any combinations thereof are not permitted in the class. Still digital or film photos are allowed.

I have fully read, understand and accept the above policies and insurance waiver.

Accepted by _____, this _____ day of _____, 2003

Signature



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Schedule and Pricing

OCTOBER 2003

DATE	SEMINAR	CLASS #	TIME	FEE
Wed. 1st	Creative Floral Designing	A5	6:00-9:00 P.M.	\$250
Sat. 4 th	This Business of Flowers: Part II	C2	10 A.M.-5 P.M.	\$500
Mon. 6 th	Techniques in Floral Arrangement	A2	6:00-9:00 P.M.	\$250
Tue. 7 th	Designing with the Times	A7	6:00-9:00 P.M.	\$250
Wed. 8 th	Designing for Special Events	B1	6:00-9:00 P.M.	\$350
Sat. 11 th	Techniques in Floral Arrangement	A2AM	9:00AM-12PM	\$250
Sat. 11 th	Techniques in Floral Arrangement	A2PM	1:00PM- 4PM	\$250
Mon. 13 th	"One Flower Done 3 Ways"	A4	6:00-9:00 P.M.	\$275
Tue. 14 th	Designing for the Holidays	A3	6:00-9:00 P.M.	\$350
Wed.15 th	Dsgn. Floral Arr. for Home Entertaining	A1	6:00-9:00 P.M.	\$250
Sat. 18 th	Overview for Wedding Design-Part I	B2	10 A.M.-5 P.M.	\$500
Sat. 25 th	Overview for Wedding Design-Part II	B3	10 A.M.-5 P.M.	\$500
Mon. 27 th	Designing with Seasonal Blooms	A6	6:00-9:00 P.M.	\$250
Tue. 28 th	Creating Table Centerpieces	A8	6:00-9:00 P.M.	\$275
Wed. 29 th	Dsgn. Floral Arr. for Home Entertaining	A1	6:00-9:00 P.M.	\$250



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Schedule and Pricing

NOVEMBER 2003

DATE	SEMINAR	CLASS #	TIME	FEE
Sat. 1 st	This Business of Flowers: Part I	C1	10 A.M.-5 P.M.	\$500
Mon. 3 rd	Dsgn. Floral Arr. for Home Entertaining	A1	6:00-9:00 P.M.	\$250
Tue. 4 th	"One Flower Done 3 Ways"	A4	6:00-9:00 P.M.	\$275
Wed. 5 th	NO CLASS/ DAY OFF			
Sat. 8 th	This Business of Flowers: Part II	C2	10 A.M.-5 P.M.	\$500
Mon. 10 th	Creating Table Centerpieces	A8	6:00-9:00 P.M.	\$275
Tue. 11 th	Techniques in Floral Arrangement	A2	6:00-9:00 P.M.	\$250
Wed. 12 th	Designing for the Holidays	A3	6:00-9:00 P.M.	\$350
Sat. 15 th	Overview for Wedding Design-Part I	B2	10 A.M.-5 P.M.	\$500
Mon. 17 th	Designing with Seasonal Blooms	A6	6:00-9:00 P.M.	\$250
Tues. 18 th	"One Flower Done 3 Ways"	A4	6:00-9:00 P.M.	\$275
Wed. 19 th	Techniques in Floral Arrangement	A2	6:00-9:00 P.M.	\$250
Sat. 22 nd	Overview for Wedding Design-Part II	B3	10 A.M.-5 P.M.	\$500
Mon. 24 th	Designing for the Holidays	A3	6:00-9:00 P.M.	\$350
Tue. 25 th	Creating Table Centerpieces	A8	6:00-9:00 P.M.	\$275

DECEMBER 2003

DATE	SEMINAR	CLASS #	TIME	FEE
Mon. 1 st	Techniques in Floral Arrangement	A2	6:00-9:00 P.M.	\$250
Tue. 2 nd	Asymmetrical and large-scale design	A9	6:00-9:00 P.M.	\$250
Wed. 3 rd	Creating Table Centerpieces	A8	6:00-9:00 P.M.	\$275
Sat. 6 th	Designing for Special Events	B1AM	9:00AM-12PM	\$350
Sat. 6 th	Dsgn. Floral Arr. for Home Entertaining	A1PM	1:00PM-4PM.	\$250
Mon. 8 th	Designing with Seasonal Blooms	A6	6:00-9:00 P.M.	\$250
Tue. 9 th	Asymmetrical and large-scale design	A9	6:00-9:00 P.M.	\$250
Wed. 10 th	Designing for Special Events	B1	6:00-9:00 P.M.	\$350
Sat. 13 th	Techniques in Floral Arrangement	A4AM	9:00AM-12PM	\$250
Sat. 13 th	"One Flower Done 3 Ways"	A2PM	1:00PM-4PM	\$250
Mon. 15 th	Designing for the Holidays	A3	6:00-9:00 P.M.	\$350
Tue. 16 th	Dsgn. Floral Arr. for Home Entertaining	A1	6:00-9:00 P.M.	\$250
Wed. 17 th	Creating Table Centerpieces	A8	6:00-9:00 P.M.	\$275

JANUARY/ FEBRUARY 2004 - will be announced on Friday, December 5th, 2003. Happy Holidays!



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Class Information

Location - all classes are held at the **SEED** design studio at **16** West 21st street between 5th and 6th avenues.

Mailing Address – **SEED Design Solutions** mailing address is **48** west 21st street, New York, New York, 10010 Tel-212-620-0997, Fax 212-620-4298

Seminar Packages - A 15% discount will be applied when registering for two or more classes within 60 days. For students registering for course and career certificates, a 20% percent discount is given off the aggregate price of the total of the classes in each category.

Materials -Materials are included in seminar fee; however, students must bring flower shears and a flower knife to class.

Class Format – The first third of most classes is a lecture period. The second third is usually a teacher demonstration. And the last third is for student participation in creating class projects.

Groups and Private Classes - Classes can be tailored to suit private and corporate individuals and groups upon request. Call for rates and scheduling.

Gift Certificates – Gift certificates are available for all classes.

Referrals - Referrals are appreciated. A discount of 15% will be issued to any registered student who refers a registered friend.

Course Certificate – A course certificate will be issued to students only after completing all classes in a particular category

Career Certificate – A career certificate will be issued for students who fully complete all of the classes in each category.



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Registration Form

NAME: _____

E-MAIL: _____

CREDIT CARD _____

BILLING ADDRESS: _____

(if not paying by credit card, then write home address)

CREDIT CARD #: _____

EXP.: _____

WORK PHONE: _____

HOME PHONE: _____

CELLULAR: _____

COURSE NAME 1: _____

DATE: _____ AMOUNT _____

COURSE NAME 2: _____

DATE: _____ AMOUNT _____

COURSE NAME 3: _____

DATE: _____ AMOUNT _____

(15% discount if applicable) DISC _____

TOTAL _____

PAYMENT METHOD: Credit Card Check Cash

My signature below authorizes SEED Design Solutions Inc., to charge my credit card (Amex, MC, VISA)

Card # _____ Expiration _____ in the amount of \$_____.

Signature _____

Date _____

*Please fill out and mail this page along with a signed seminar policies agreement. Mail or fax back to:

SEED Design Solutions
48 West 21st St., Lower level, NY, NY 10010
Fax 212 620 4298

*Please make checks payable to **SEED**

*Upon receipt of all registration documents and payment, you will receive a fax or email confirmation

