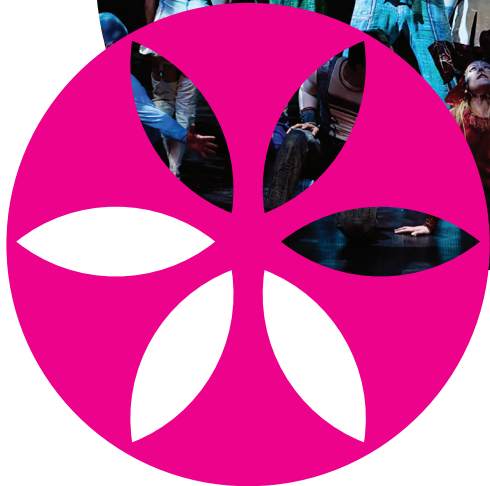


48th Annual  
Sylvia Cup  
Design  
Competition

Surprise Theme

# Cirque Fleur



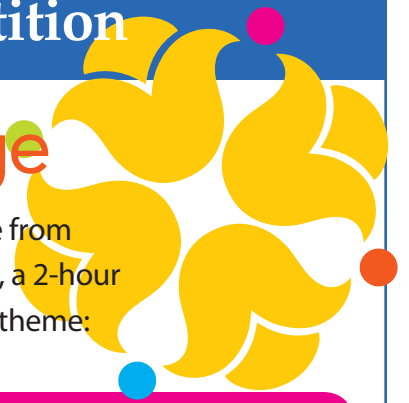
**E**pitomizing artistic expression, Cirque du Fleur is a theatrical troupe enchanting audiences of all ages through fantasy, creativity and inventiveness while honoring the performances by the famed Circus of the Sun.



# 48th Annual Sylvia Cup Design Competition

## Surprise Floral Design Challenge

Each Sylvia Cup contestant receives the same assortment of flowers and foliage from the California Cut Flower Commission and design supplies from Smithers-Oasis, a 2-hour time limit and challenge — to create three floral designs in the Cirque du Fleur theme:



### Delirious

**Delirious** is a quest for **BALANCE** in a world that is increasingly out of sync with reality. It is an urban tale with a state-of-the-art mix of music, dance, theatre, and multi-media that transports into a delirious sensory folly.

**Principle of design — BALANCE** — a state of equilibrium, actual or visual; a feeling of three-dimensional stability. *The AIFD Guide to Floral Design*

Create a functional, mystical **Floral Headpiece** to be worn in a Cirque du Fleur performance. Remember the headpiece should be perfectly balanced just like the performer! (Yes, it will be worn during judging — so watch your balance!)

### Mysterious

**Mysterious** breathes **RHYTHM** and music! An intense sensory experience, it features constant motion, high-energy acrobatics, evocative dances, colorful costumes and vivid lighting.

**Principle of Design — RHYTHM** — visual movement throughout a design, usually achieved through repetition or gradation. *The AIFD Guide to Floral Design*

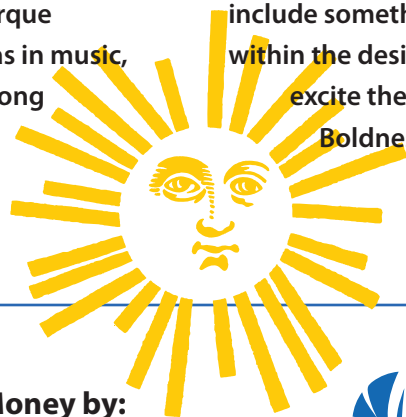
Bring to life your best **Table Centerpiece** to be used at the Opening Gala of a Cirque du Fleur event. Just as in music, it must embody a strong sense of rhythm.

### KARMA

**Karma** tells the story of The Innocent on his journey to find the difference between strength and fragility, laughter and smiles, turmoil and **HARMONY**. It is set in an electrifying and exotic visual world.

**Principle of design — HARMONY** — compatibility; a pleasing or consistent arrangement of parts. *The AIFD Guide to Floral Design*

Design your best harmonious **Bridal Bouquet** that **MUST** include something suspended within the design. Remember to excite the senses with Visual **Boldness!**



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Amelia ISLAND 2015

SEPTEMBER 9-12

131<sup>ST</sup> ANNUAL CONVENTION

# 48th Annual Sylvia Cup Design Competition

## The longest-running, live national floral industry design competition.

*120 minutes ... Top designers ... A mystery assignment ... Only one will win the grand prize ... Watch the action.* Contestants are given the same product assortment featuring fresh products from the California Cut Flower Commission, hard goods from Smithers-Oasis, and a surprise task. The grand prize winner receives \$3,000, first runner-up receives \$500, and second runner-up receives \$250. All three prizes are provided by Smithers-Oasis. The grand prize winner and two runners-up will be announced at the Awards Dinner.

### Sylvia Cup History

In 1967, SAF instituted the Sylvia Award in dedication to the memory of Sylvia MacGuffog Valencia, AAF, one of the floral industry's leading designers and businesswomen, charter member of AAF, respected carnation grower and longtime supporter of SAF.

### Sylvia Cup Winners

Jacob McCall, AAF, AIFD, FSMD - 2014	Allan Howze - 1989
Joyce Mason-Monheim, AIFD, PFCI, AzMF - 2013	Brian K. Gathright - 1987
Vincent Petrovsky, AAF, AIFD - 2012	Ken Senter, AIFD - 1986
John Hosek, AIFD, PFCI, CAFA, MCF - 2011	Robert Brown - 1985
Kyle Roberson - 2010	Osamu Honjo, AIFD - 1984
Cindy Anderson, AIFD - 2009	Wayne Piper - 1983
Coby Neal, AIFD, PFCI - 2008	Gary Schott, AAF, AIFD - 1982
Ian Prosser, AAF, AIFD, PFCI, NDSF - 2007	Louis Pattillo, AAF, AIFD - 1980
Conrad Quijas, AIFD - 2006	Richard Coleman, AAF - 1979
Alex Torres - 2005	Charles Kofler, AAF - 1978
Lee Burcher, AIFD - 2004	Karlton Morris, AAF - 1977
Conrad Quijas - 2003	Grace Rymer, AAF, AIFD, PFCI - 1976
Debbie Holth, AIFD - 2002	Frances Jones Poetker, AAF, PFCI - 1975
John Klingel, AAF, AIFD, PFCI - 2000	Arthur Ito, AAF, AIFD - 1975
Song Ki Yun, AIFD - 1999	Michael Polychrones, AAF, AIFD, PFCI - 1974
Kirk Foster, AIFD - 1997	Charles Bannow, AAF, AIFD - 1973
Patricia Gomez - 1996	Alan James, AAF & Mrs. Alan James - 1972
Susan Standerfer, AIFD - 1995	Vincent Adamo, AAF - 1972
Richard Crause - 1994	Vincent Adamo, AAF - 1971
Steve Brickner, AAF, AIFD, PFCI - 1993	Irwin J. Kilday, AAF - 1970
Catherine Hillen-Rulloda, AIFD, PFCI - 1992	Dorothy Temple, AAF, AIFD - 1969
Rene van Rems, AIFD, PFCI - 1991	C. Clinton Lindley, Jr., AAF - 1968
Mark Newcomb - 1990	S. Louis Battinelli, Jr., AAF - 1967

### Sample Evaluation Form

SAF's PFCI Board of Trustees appoints the judges. Each judge scores each design based on the factors below. The highest combined score determines the winner. Judges must be a: PFCI member, retail florist, design instructor or a member of the American Institute of Floral Designers.

10 Points = Superior   5 Points = Average   1 Point = Poor	Possible Points	Awarded Points
<b>DESIGN ELEMENTS</b>		
<b>Line/Form</b> – Definable path for the eye to follow. Has a “3-D” shape	10	
<b>Color</b> – Definable color harmony present	10	
<b>Space</b> – Area utilized in and around ingredients (including negative space)	10	
<b>DESIGN PRINCIPLES</b>		
<b>Balance</b> – Does not fall under its own weight and gives a sense of optical equilibrium Focal Area	10	
<b>Proportion</b> – Size relationships of the design ingredients to each other	10	
<b>Unity</b> – Chosen materials “work” together in size, shape, texture	10	
<b>MECHANICS/EXECUTION</b>		
<b>Mechanics/Execution</b> – Design is neat, clean and finished. No foam showing, sturdy and able to be picked up without falling apart?	20	
<b>CREATIVE APPLICATION</b>		
<b>Originality within the Category Interpretation</b> – Have they taken the category and made it something “above”?	10	
<b>EXCEPTIONAL MERIT</b>		
<b>Bonus Points</b> – Reward an outstanding quality with additional points. Please use the exceptional merit for anything you liked above and beyond. Maybe a leaf treatment, maybe a container alteration. It can be 1 pt. – it can be 9 points. These extra points help break ties that may occur from even scoring on the above categories.	10	
<b>SCORE</b>	<b>100</b>	

ENCOURAGEMENT & SUGGESTIONS FROM JUDGE:

Coordinated by:



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# Meet the Contestants

As of August 14, 2015

## California



**Lisa Casazza**  
Lisa Casazza Floral  
Artistry  
Foster City, California  
*Sponsored by Lee's  
Florist and Nursery*



**Karen Kroemer-  
Spiess, CFD**  
Karen's Floral Artistry  
Vista, California  
*Sponsored by  
California State Floral  
Association*



**Greg Lum, AIFD,  
EMC**  
Lee's Florist & Nursery  
San Francisco,  
California  
*Sponsored by Flowers  
Indeed!*

## Florida



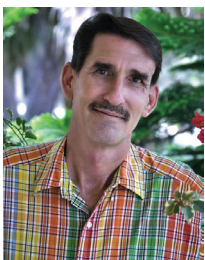
**Alicia Jeffers, CFD**  
Edge Design Miami  
Miami, Florida



**Yaniort Lante**  
art d'cor  
Miami, Florida  
*Sponsored by Florida  
State Florist Association*



**Brooke Raulerson,  
AIFD, FSMD**  
Artistic Florist  
Fernandina Beach,  
Florida



**Robert Tucker,  
CFD, FSMD**  
Miss Daisy's Flowers  
& Gifts  
Leesburg, Florida

## Georgia



**Jenna Naylor,  
AIFD, GMF**  
Bloom with Jenna  
Snellville, Georgia  
*Sponsored by Arkansas  
Florist Association*



**Sharon Sabin Ivey,  
AIFD, PFCI, GMF**  
Bishop, Georgia

## Maryland



**Lori Himes, AIFD**  
Abloom Ltd.  
Walkersville, Maryland

## Michigan



**Derek Woodruff,  
AIFD, PFCI, CF**  
Floral Underground  
Traverse City,  
Michigan

## Minnesota



**Sandy Schroeck,  
AIFD, PFCI**  
Trend on Design  
Eden Prairie,  
Minnesota

## Nebraska



**Mary Doyle, AIFD**  
Stem Gallery  
Lincoln, Nebraska

## North Carolina



**Michael Whaley,  
AIFD**  
Fresh Affairs  
Raleigh, North  
Carolina

## Ohio



**Loann Burke, AAF,  
AIFD, PFCI**  
Furst Florist and  
Greenhouses  
Dayton, Ohio

## South Carolina



**Paul Ponn, AIFD**  
Mary's Flowers and  
Gifts, LLC  
Florence, South  
Carolina

## Texas



**Rey Rodriguez, AAF,  
AIFD, TMFA**  
The Gypsy Florist  
Floresville, Texas  
*Sponsored by Red Crown,  
LLC*

## Wisconsin



**Denise Gehrke,  
AIFD, PFCI**  
Waukesha Floral &  
Greenhouse  
Waukesha, Wisconsin