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## Kelsey Thompson, AIFD Wins 53rd Annual Sylvia Cup Design Competition

**ALEXANDRIA, VA. — Sept. 15, 2022 —** Kelsey Thompson, AIFD, owner and head designer at Bloom Floral & Home Studio in Algona, Iowa, won the 53rd annual Sylvia Cup Design Competition at the Society of American Florists' 137th annual convention last week. As grand prize winner, Thompson received the trophy cup, \$3,000 and complimentary registration to SAF's 2023 Annual Convention.



The Sylvia Cup is the country's longest running live floral design competition. The Sylvia Cup Design Competition began in 1967 and is named for Sylvia MacGuffog Valencia, a prominent designer and long-time SAF supporter.

Jenny Thomasson, AAF, AIFD, PFCI, EMC, of Jenny T Floristry in Dallas, Texas was the first runner-up and received \$500; Sam Prom-Chiem, AIFD, of Floral Chateaux in Fallbrook, California, was second runner-up and received \$250.

The 20 competing designers had just two hours to create three designs in the style of "The Whimsical World of Dr. Seuss" the Pulitzer Prize-winning author of more than 60 titles, that enchanted the world with colorful, zany characters who subtly shared deep lessons.

Embracing her love of storytelling through floral design, Thompson, who was competing for the first time, focused on the playful, quirky and repetitive aspects of the theme.

### **The three designs:**

**A brunch banquet piece for Sam-I-Am:** Competitors created a beautiful banquet worthy composition to honor Sam-I-Am from one of Dr. Seuss's most famous stories *Green Eggs and Ham*.

**A cascade bouquet made entirely of foliage:** Inspired by *The Lorax's* grumpy but charming Truffula Tree, competitors constructed a cascading bouquet that captured the essence of the whimsy forest-dwelling creature.

**A sympathy design for the Grinch's funeral:** The classic holiday story, which focuses on the importance of community over consumer-focused culture, ends with the Grinch's heart growing three sizes. Competitors created a sympathy composition, which featured a heart in some shape or form.

The Sylvia Cup competition, organized by the Professional Floral Communicators-International (PFCI), was sponsored by Smithers-Oasis, which provided the prize money and hard goods, and Certified American Grown, which provided the fresh product.

Three AIFD Certified Floral Evaluators/Judges appointed by the PFCI Board of Trustees scored each design based on nine factors covering design elements, design principles, mechanics and execution and creative application. The highest combined score determined the winner.

Judges were: Tim Farrell, AAF, AIFD, PFCI; Deborah De La Flor, AIFD, PFCI and Renee Tucci, AIFD, CFD, PFCI.

See pictures from the event [here](#) and learn more about the competition [here](#).

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### **About The Society of American Florists**

The Society of American Florists is the association that connects and cultivates a thriving floral community through training, education, marketing resources and advocacy. Our vision: The power of flowers in every life. For more information, visit [SAFNow.org](http://SAFNow.org).