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Ian Prosser, AAF, AIFD, PFCI, Receives SAF's President's Award

ALEXANDRIA, VA — Aug. 12, 2024 — Ian Prosser, AAF, AIFD, PFCI, a titan in the world of floral design and dedicated volunteer of the Society of American Florists' (SAF) annual convention design team, received the 2024 President's Award.

SAF President and Chairperson Oscar Fernandez honored Prosser with the award — which acknowledges an individual who exemplifies incredible devotion and dedication to the floral industry — for lending his world-class design talents to chair the convention design team for 20 years.

“Ian has done this with his signature humor, endless energy and creativity, creating an environment where his team wanted to come back year after year,” Fernandez said when presenting the surprise award during the Stars of the Industry Awards Experience at SAF Miami 2024, SAF's annual convention. “What a treat it has been for this industry to see the fruits of your labor at convention for 20 years.”



About Ian Prosser, AAF, AIFD, PFCI

Ian Prosser, AAF, AIFD, PFCI, launched his illustrious career in Glasgow, Scotland, where he quickly garnered acclaim as the youngest recipient of Scotland's prestigious "Floral Designer of the Year" award and attained the esteemed "National Diploma of the Society of Floristry," the highest European honor in his field. In 1989, Ian expanded his horizons by founding Botanica International Design Studio in Tampa, Florida, which has since evolved into Botanica Design Studio, renowned for its exquisite event designs both locally and globally.

Ian's visionary talent has attracted attention on an international scale, leading to prominent roles such as design chairperson for President George W. Bush's second presidential inauguration. His clientele includes luminaries like Queen Elizabeth, President Bill Clinton, and celebrities such as Elton John and Tom Cruise, among others.

In 2012, Ian established Ian Prosser Productions, a specialized division for exceptionally creative events, further solidifying his reputation as a leader in the industry. He remains actively involved in advancing floral design through memberships in esteemed organizations like the American Institute of Floral Designers (AIFD), American Academy of Floriculture (AAF), and Professional Floral Communications - International (PFCI). Ian's crowning achievements include designing inaugural decorations for two U.S. presidents and orchestrating floral arrangements for numerous high-profile events, including multiple inaugural balls.

Beyond his professional accomplishments, Ian is celebrated for his meticulous attention to detail, unwavering work ethic, and infectious sense of humor. His enduring passion and innovative approach to floral artistry continues to inspire year after year, making Ian Prosser a revered mentor and sought-after designer worldwide.

Event photos will be available here: [SAF Photo albums | Flickr](#)

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.