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Indiana Floral Designer Wins 57th Annual Sylvia Cup



ALEXANDRIA, VA – AUGUST 20, 2026 – Cindy Hall, AIFD, CF, owner of Four Season's Florist in Brookville, Indiana, won the 57th annual Sylvia Cup Design Competition, the nation's longest-running live floral design competition. The Society of American Florists presented Hall with the honor during its annual convention, held Aug. 18–20 in Amelia Island, Florida.

Hall competed against some of the country's most accomplished floral designers in a two-hour challenge inspired by the theme "A Night at the Copacabana." Competitors created a headpiece, memorial piece and centerpiece using identical materials.

Midway through the competition, they received a surprise element — a pineapple — that had to be incorporated into their designs.

Although Hall left the competition doubting her centerpiece, the judges were impressed by her bold combinations of flowers and fruit, accented with candles and floral mesh.

"I told my husband that my big centerpiece was an epic fail," Hall says.

Judge Vonda LaFever, AIFD, PFCI, says Hall's work demonstrated a strong command of design principles and mechanics, thoughtful interpretation of the theme and exceptional originality.

"Most importantly, those fundamentals were elevated through creativity and originality," LaFever says. "The winning design didn't simply meet the criteria, it brought all of those elements together in a way that felt cohesive, intentional, and memorable."

Judge Marlin Hargrove, AIFD, PFCI, was particularly impressed by Hall's memorial piece.

"I was simply captivated by this memorial design," Hargrove says. "The serenity it offered, created by an innovative approach and clean artistry, gave me a visceral reaction. It welcomed me in and held me there."

Hall received \$3,000, an engraved silver trophy and recognition during SAF's Stars of the Industry Awards Recognition Ceremony. She also received complimentary registration for SAF's 2027 convention, scheduled for Aug. 30–Sept. 1 in Palm Springs, California.

First runner-up Sambath Prom-Chiem of Floral Chateaux in Fallbrook, California, received \$500. Second runner-up Alejandro Figueira Fernandes of Ornatus Floral Academy in Davie, Florida, received \$250. Both received award plaques and recognition during the ceremony.

Smithers-Oasis sponsored the competition's prize money, and Continental Flowers provided the floral products.

Hall earned her place in the Sylvia Cup by winning the 2025 Kentucky Florist Design Cup. The Kentucky Florists' Association, which produces that competition, sponsored her participation in the national contest. A veteran floral designer, Hall has competed for nearly a decade.

Her victory also came with an unexpected coincidence: The 57th Sylvia Cup was held on her sister's 57th birthday, and her sister's childhood nickname was Sylvia. Hall had joked before the competition that she seemed destined to win.

"It's been pretty exciting," Hall says. "I feel like I've won the World Series of floral design."

[Event photos are available here.](#)

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.