

World's Talented Floral Designers Compete at 2019 Philadelphia Flower Show

FTD World Cup hosts international competition in the U.S. for the first time since 1985

PHILADELPHIA – PHS is proud to welcome the FTD World Cup 2019, the world's most prestigious event for the floral industry, to the 2019 Philadelphia Flower Show.

Illustrating this year's theme of "Flower Power," the FTD World Cup brings together the world's top floral designers, representing 23 countries, for an intense floral design competition where the winner will be named Interflora World Cup champion.

Held approximately every four to six years in a different location, the FTD World Cup 2019 returns to the U.S. for the first time since 1985. Over the course of three days, the talented designers will produce breathtaking, larger-than-life floral creations from both predetermined themes and surprise packages of materials. Example challenges include creating a hand-tied bouquet demonstrating the relationship between color and light; and, fashioning a table for setting two embodying the transformative power of love through flowers.

"PHS is honored to have the FTD World Cup and this group of inspiring, talented designers at the Philadelphia Flower Show. It will be a once-in-a-lifetime experience to see the universal language of flowers conveyed in such imaginative ways," said Sam Lemheney, PHS Chief of Shows & Events.

Designers competing in the FTD World Cup represent 23 countries. Each competitor won national competitions to be the representative of their respective home countries. And that well-deserved recognition, along with years of experience and countless

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awards, qualifies them for a chance to be named Interflora Cup champion. Competitors include:

- Bart Hassam, Australia
- Elin Susan Havreberg, Norway
- Hans Zijlstra, Netherlands
- Hervé Frézal, France
- Katharina Stuart, United States of America
- Kelvin Lee, Chinese Taipei
- Kristine Gudiksen, Denmark
- Laura Leong, United Kingdom
- Leopoldo Gómez, Mexico
- Lina Roig, Spain
- Myeon Oh, Republic of Korea
- Nam Bao, Vietnam
- Natalia Zhizhko, Russia
- Paul Jaras, Canada
- Pirjo Koppi, Finland
- Přemysl Hytych, Czech Republic
- Sofie Danielsson Söhr, Sweden
- Solomon Leong, Hong Kong
- Stephan Triebe, Germany
- Tamás Mezőffy, Hungary
- Vincenzo Antonuccio, Italy
- Wei Yao, China

A total of five design tasks will occur within the Entrance Garden on the Flower Show floor. Preliminary rounds of competition will take place between March 1-2 with a private reception held on Saturday evening to announce the 10 semi-finalists. The semi-final round will be held on the Show floor where competitors will complete a surprise package design task. A private event on Sunday night will feature the five finalists in a design competition on stage followed by judging and a trophy presentation to the Interflora World Cup champion.

The competitors' awe-inspiring floral creations will remain on display throughout the Show's duration.

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The 2019 PHS Philadelphia Flower Show, “Flower Power,” will pay tribute to the enormous impact of flowers on our lives on March 2 to 10, 2019, at the Pennsylvania Convention Center.

ABOUT THE FLOWER SHOW

The PHS Philadelphia Flower Show is the nation's largest and longest-running horticultural event and features stunning displays by the world's premier floral and landscape designers. Started in 1829 by the Pennsylvania Horticultural Society, the show introduces diverse and sustainable plant varieties and garden and design concepts. In addition to acres of garden displays, the Flower Show hosts world-renowned competitions in horticulture and artistic floral arranging, gardening presentations and demonstrations, special events, and the citywide Bloom Philly pre-Show celebration. The Philadelphia Flower Show has been honored as the best event in the world by the International Festivals & Events Association, competing with events such as the Kentucky Derby Festival, Tournament of Roses Parade, Indianapolis 500 Festival, and other international celebrations.

The Premier Sponsor of the 2019 Flower Show is Subaru, and the Exclusive Sponsor is Bank of America. Official Sponsors are AARP, ACME, Aetna, Bartlett Tree Experts, Belgard, Green Mountain Energy, Main Line Health, United Healthcare, and Xfinity. Supporting Sponsor is STIHL. Contributing Sponsors are Bath Fitter, Cruise Planners, Cutco, Global Home Improvement, Green Star Exteriors, LLC, Homespire Windows and Doors, KIND Snacks, LeafFilter, Luxury Bath NJPA, Mid-Atlantic Waterproofing, Oasis Floral Products, Power Home Remodeling, Renewal by Andersen, Stella Artois, and Verizon Fios. Promotional Partners include The Jersey Cape, The New Jersey Shore, Old Sod Travel, Valley Forge Tourism & Convention Board, and Visit Pennsylvania. Official Media Partner is 6ABC.

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For more information about the PHS Philadelphia Flower Show and to purchase tickets, visit theflowershow.com, and follow us on Facebook, Twitter and Instagram.

ABOUT PHS

The Pennsylvania Horticultural Society is a not-for-profit organization, founded in 1827, whose programs connect people with horticulture and together creates beautiful, healthy and sustainable communities. PHS brings together people from diverse backgrounds to engage in horticultural projects that advance social equity, environmental sustainability, and urban livability. PHS's best known activities include the Philadelphia Flower Show, street tree planting and maintenance, community gardening, public beautification, and the PHS Pop Up Gardens. PHS is supported by Show proceeds, individual members and supporters, foundations, partners and government grants. For information and to support our work, visit PHSonline.org.

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