

## Bart Hassam of Australia Wins the FTD World Cup 2019

**PHILADELPHIA** – Australia’s Bart Hassam was declared the Interflora World Cup Champion at the 2019 PHS Philadelphia Flower Show on Sunday night. A jury of certified, international floral design judges determined Hassam’s awe-inspiring designs were the best among a group of world-class competitors.



*FTD World Cup 2019 Winner Bart Hassam of Australia*

On Sunday night, the Australian floral designer competed live on stage against four other finalists, hailing from Czech Republic, Germany, Hungary and Russia, in the last round of competition. First runner-up went to Russia’s Natalia Zhisko, while Tamás Mezőffy of Hungary finished third out of 23 total [competitors](#), each of whom won national competitions to be the representative of their respective home countries.

In addition to the title of Interflora World Cup Champion, Hassam received a prize of \$17,000 and the well-earned respect and admiration of the international floral industry.

Held during opening weekend at the Flower Show, the FTD World Cup 2019 brought together the world's top floral designers for an intense competition to 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 setting for two embodying the transformative power of love through flowers.

Held approximately every four to six years in a different location, the FTD World Cup returned to the U.S. for the first time since 1985. This was the first time the competition was held at the Philadelphia Flower Show. The Show's theme this year, appropriately, is "Flower Power," and continues at the Convention Center through March 10.

The final round of designs will be showcased in the center of the Flower Show's Entrance Garden. Footage from the competition, Hassam's winning designs and those from all 23 competitors will also be displayed throughout the duration of the Show, so visitors can experience the thrill of the competition and marvel at these remarkable creations all week.

## **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

For more information about the PHS Philadelphia Flower Show and to purchase tickets, visit [theflowershow.com](http://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](http://PHSONline.org).

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