



BLOMATELIER

CREATIVE FLORAL DESIGN
INTERNATIONAL FLORIST TRAINING CENTER



INSPIRATIONS





GOUDA - HOLLAND

Blomatelier is situated in the oldest street of historic Gouda, at a few minutes' distance of the old town hall and the world-famous St. John's Church with its 72 stained-glass windows. Gouda is one of the prettiest cities in the province of South Holland, known for its syrup waffles, candles and cheese, but also for its many artist's studios and art galleries. At just one hour away from Amsterdam and only 30 minutes from Rotterdam, Den Haag and Utrecht: Gouda is really worth a visit!



INTRODUCING ... DINY BLOM

"I was born in 1961, among the azaleas my father used to grow. After completing my training to become a Dutch Master Florist, I worked at renowned florists and floral training institutes all over the world. Since October 1991 I share my passion for flowers, nature and art with my clients and students in my own studio: Blomatelier. It is studio, gallery and training centre in one. Blomatelier specializes in stunning floral creations. For home and office as well as for special occasions: a marriage,

the farewell of a loved one or a special event. I create remarkable floral work and special bouquets, complete with unique and spectacular vases and pots."

DYNAMIC COACH

Blomatelier has trained students of over 25 nationalities. They have already experienced the benefits of individual training and coaching. Many now run their own business or studio. Diny is also an experienced European Floristry Judge.

EXPLANATION TRAININGEN/WORKSHOPS

The training is meant for 'floraholics' who want to develop or enhance their creativity. You will get to know Dutch floristry and will focus on your techniques. It's possible to apply for a three-day, a one-week or a one-month training. If you live in the Netherlands you can also take a four-hour course.

WHAT TO EXPECT:

- learn basic skills and the latest techniques
- acquire expertise and learn all about flowers, including their names
- take trips to flower auctions, events and museums
- enjoy a dynamic coaching style
- develop your own style and talent
- receive a free and personal study guide
- acquire a certificate
- make flexible arrangements for training days or sessions
- read the latest floristry books and magazines

"You are very welcome at my training facilities where I can help you become a floral design specialist."

Would you like to receive more information or apply, please send an email to: diny@blomatelier.nl

Also for groups and floral demonstrations at your convenience.



BINDING TECHNIQUE

Binding is the most essential technique for making flower arrangements. Hand-tied and parallel binding offer countless creative options.



FLORAL FOAM TECHNIQUE

Discover the benefits of a proper floral foam technique. Besides floral foam you can also use clay or a temporary construction of sticks or wire.



WEAVING TECHNIQUE

Weaving stimulates your creativity. Using materials such as unspun wool, string, textiles, branches, fruits and flowers you can make exciting creations.



PLAITING & BRAIDING TECHNIQUE

You can use this technique for flexible stuff like branches, grasses and vines and all sorts of other materials. It is challenging technique that allows you to enhance your focus.



WIRING TECHNIQUE

Wire is used to fasten things but also as a decorative element. With metal wire you can wind, bind, tie or string; it allows you to investigate your imagination. This is a great technique for bridal arrangements or fashion floral design.



GLUING TECHNIQUE

We distinguish two different gluing techniques: cold glue is used for fresh flowers and warm for 'dead' materials. Both offer plenty of creative possibilities.





ORGANIC & WOODEN OBJECTS

Diny is always on the lookout for inspiring wooden forms that can be transformed into exciting floral objects. Care to join her?



FLORAL DESIGN & FASHION

Art, culture and fashion are very inspiring for floral design. Blomatelier has already organized many floral catwalk shows in Dutch students all over the world.



ACCOMMODATION OR STAY



During the training you can stay in the historic centre of Gouda. You're welcome to stay at Diny's cosy homestay, located in a picturesque secluded courtyard, provided you are not allergic to dogs as her lovely dog also stays there.

Alternatively you can book a room at the elegant www.bestwesterngouda.nl, at a ten-minute walking distance from Blomatelier.

BLOMATELIER
CREATIVE FLORAL DESIGN
INTERNATIONAL FLORIST TRAINING CENTER

Blomatelier | Molenwerf 22 | 2801 PP GOUDA Holland
+31 (0)6 53 93 96 99 | diny@blomatelier.nl | www.blomatelier.nl