

blooming news

Your seasonal guide to all that's floral



Graduate Profile: Justine Ford

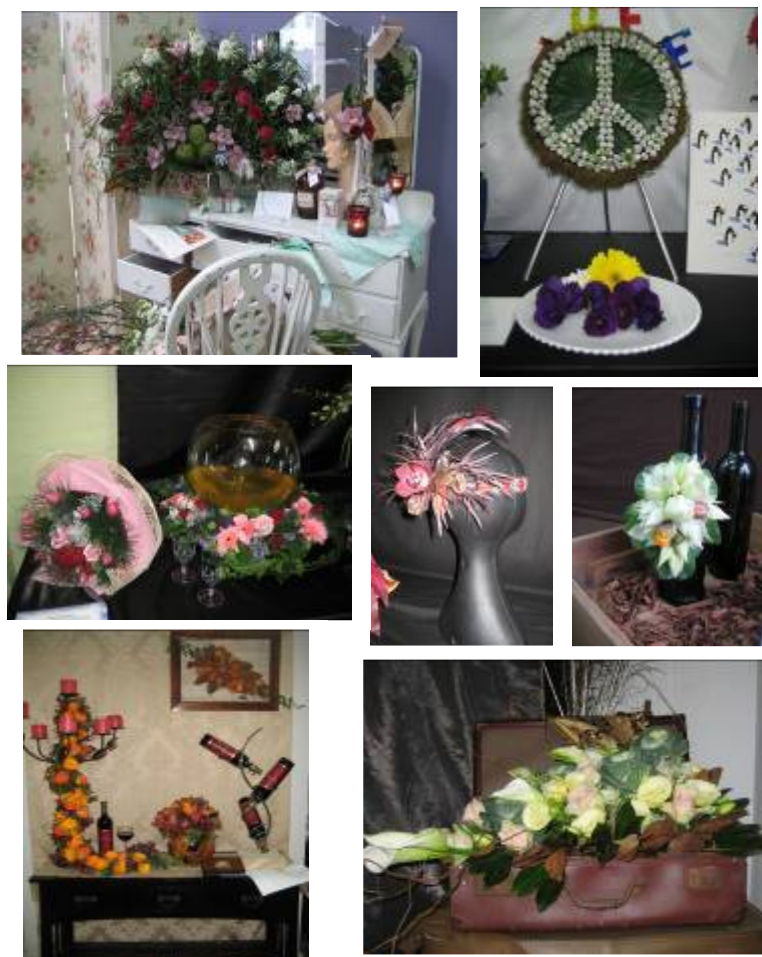


Armed with the desire to do something creative and not intending to change her career, Justine decided to enrol in Pearsons Commercial Course. She was still studying a commerce degree and worked part-time in marketing & hospitality. *"I liked the convenience of not having to go to the flower markets and wanted to do the course as quickly as I could."*

My favourite thing about PSF was that I looked at the course as my 'relax' day" Justine recalls. Justine has been working for Pearsons and is the Manager for their QVB store. She has a great team who works alongside her creating beautiful floral displays. She also does floral demonstrations for events.

End of Year Displays 2009

Three classes of inspired, budding florists have completed Pearsons Commercial Course in July this year. Below are some photos of their end of year displays! Well done to all!



Flower of the Season: Lilac



A native to Europe and Northern Easter Asia, these flowers make great filler flowers ideal for centrepieces. Be sure to strip the foliage off as this does not last as long as the flowers.

Although lilac is not a very hardy flower, it will be okay to use in a hand tied wedding bouquet but it is

best kept in water until the time when it is needed. It is best to use lilac with other flowers that can act as a support for them, like roses. Lilac will last in a corporate arrangement for about 4 days and then begin to dry out.

*Source: Fresh Cut Flowers Book & Google Images

Flora Australis – 28 – 30 August 2009

A two day floral extravaganza! Flora Australis brought together the best and talented in the industry! This year, world-renowned Gregor Lersch hosted a floral demo and workshops along with other talented Australian Designers. Below are some photos of the floral displays!



School News...

Open Day – 10 October 2009 – 50 Oxford St. Darlinghurst - 12pm – 3pm

PSF opens their doors in our annual Open Day! See what floristry is all about! Watch inspiring floral demonstrations, see student's competition entries and vote for your favourite! Floristry books, market special flowers, and sundries will be available for sale on the day!

FREE to attend, but bookings are essential. Call 9550 7755 or visit www.pearsonsschool.com.au

David Jones Spring Flower Display – 1-13 September 2009

If you haven't seen this yet, try to catch the last few days of this flower display that celebrates the beauty of native flowers this Spring. *David Jones – Elizabeth St, Sydney*

Professional Bridal workshop – 27 September 2009

Build on your existing floristry skills with this Professional bridal workshop. Create 3 heart-shaped designs that will inspire romance in any wedding. Flower materials, lunch and morning tea are included. Current PCDC students and ex-students get a discount. See page 3 for further details.

Budding Florist of the Term: Alison Morris

Congratulations to Alison for winning the Budding Florist of the Term competition last term. She wins a 'Chic' bouquet from Pearsons Florist! Alison created floral pieces for an Opera & Arts event. She also does work experience for Carla Florist in Double Bay.

PSF's Budding Florist of the Term competition is open to all PCDC students. It is an opportunity to share your floral creations which you do outside the classroom.

We would like to thank everyone who placed entries in the budding florist box. We encourage you to keep sending entries in as you could be the next winner!

(Pictured right: Floral vase design for Opera & Arts event)



Work Experience Review

Spastic Centre - we would like to thank our student volunteers who created these fantastic displays for the Spastic Centre's Might and Power Race Day! They also made hair circlets which were worn by models of Myer for their fashion parade.



*Students working on Spastic Centre table centres above

QVB Floral Display – Thank you to students who also participated in the QVB floral display in August. Pictured on the right, was the main floral feature created by Lyn (senior florist/trainer), Justine (QVB store manager featured above) and happily assisted by student volunteers from the school.

Professional Workshop with Naomi Jones

Naomi Jones taught the Professional Workshop last month that focussed on styling for an event. She chose a 'French Provincial' theme and also gave students an insight of what it takes to plan and execute an event from start to finish! Below are some photos.

Next Professional workshop is 'Romantic Bride Workshop' on 27 September! See below!

CONTACT US!

Are you a past PSF student and working in the floral industry?

We would love to hear how you are doing! Drop us a line and send us some photos of your creations to:

school@pearsonsfiorist.com.au

Visit our Students page to see what other graduates are up to
www.pearsonsschool.com.au



Courses & Workshops... Enrolling Now!

PCDC incorporating Certificate III in Floristry October 2009

Attend a FREE Information Session **to save \$400** off the Commercial Course. Also, get a chance to win a 2 hour floristry workshop and watch a floral demonstration! For further enquiries please contact the school on (02) 9550 7755.



Essential Floristry Skills – 5 Day Intensive Block Course Monday 12 – Friday 16 October 2009, 9am – 3pm

CONTEMPORARY STYLE

- Day 1 – Elements of Successful Design
- Day 2 – Events with Finesse
- Day 3 – Bouquets 'a la mode'
- Day 4 – Wiring and Wedding Designs
- Day 5 – Modern Designs

Professional Bridal Workshop

ROMANTIC BRIDE WORKSHOP

Sunday 27 September – 9am – 3pm, City campus

Join Debra Dwyer and enhance your current floristry skills whilst gaining some bridal inspiration in this romantic workshop.

Create 3 projects during the day, you can take home :

- 1) Heart Bouquet
- 2) Junior Heart Hoop
- 3) Heart Boutonniere

Flowers & materials included, \$275, 9am - 3pm includes lunch & morning tea.

Current PCDC Students – entitled to 15% discount - \$233.75

Ex-students – entitled to 10% discount - \$247.50

Introduction to Floristry: One Day Workshops

Spend a whole Sunday learning 3 floral designs in a fun and relaxed environment. Choose from the following:

- 1) **Vintage Style Workshop** – Sunday 18 October, City campus
- 2) **Flowers in Fashion Workshop** – Sunday 25 October, City campus
- 3) **Flowers for Home Workshop** – Sunday, 8 November, City campus

Flowers & materials included, \$275 per one day workshop, 9am - 3pm, includes morning tea and lunch.

Introduction to Floristry: 5 Week Course – October

Monday 19 October – 10.30am – 12.30pm, City Campus

Tuesday 20 October – 6.00pm – 8.00pm, City Campus

Wednesday 21 October – 6.00pm – 8.00pm, Inner West Campus

DECORATING WITH FLOWERS COURSE

Week 1 – Horizontal Table Design

Week 2 – Wild Flower Bouquet

Week 3 – Hedge Design

Week 4 – Fish Bowl Posy

Week 5 – Mantel Arrangement

Be a florist...

Pearsons Commercial Design Certificate, incorporating Certificate III in Floristry

Become a work-ready florist in just one day a week, over a year!

Classes start in October 2009... Choose a weekday or Saturday class

Come to a FREE Commercial Floristry information session to find out more – call or see website for details