

### Putrajaya FLORIA CUP

FLORIA Cup is the FIRST Malaysian International Floral Design competition

The Putrajaya FLORIA Cup is an international challenge which provides an opportunity to develop the overall skills and knowledge of those in the floristry industry, via a formally recognised competitive and established platform, such as the Putrajaya Flower & Garden Festival (FLORIA).



#### **The challenge aims to:**

1. To raise the standards of Floral Designing, especially in developing skills in the local floristry.
2. To help develop the abilities of aspiring individual floral designer's creativity, resourcefulness and focus while giving real-life experience in a high pressure situation.
3. To spearhead and elevate the reputation of the FLORIA event into the international floristry arena with culture exchange and friendship.

Judging will be conducted, by an independent international jury with industry knowledge and capability in floristry, specially selected for the competition.

#### **Competition Criteria**

Each contestant will be given an open floor area of **W3000mm x D3000mm xH2400mm** to design and create their 3 assignments within the assigned zone.

Contestant will have to complete all categories with a specified theme assigned to be eligible to win. 3 competition pieces must be created by contestants without any assistance during competition in progress. Premade structure will be allowed on assignment No 1 & No 2, including installation of ornaments, accessories, sand or stone as basing.

#### **Pre - Set up**

#### **Reception / Lobby area Décor**

11th June 2014

1.00pm – 6.00pm

Pre order of basic die cut, sectioning or choices of simple wall treatment and carpet color can be requested from the organizer, the design perspective.

**MUST** be submitted on **Friday, 23rd May 2014** for budget approval.

Contestant may change their desired background color at their own

discretion and expense IF The submission exceeded dateline given,

Prior installation of the 2 wall panels and structure are allowed with official contractor and/ or ONE appointed assistant.

Extra caution should be given to the stability of the design in the construction and installation.

Contestants are allowed to process and condition their floral material to ensure sufficient freshness to maximize its lifespan throughout the 10 days

event. Pre-cutting of fresh materials of desired lengths; wiring or taping

on any fresh materials are NOT permitted before the competition begins.

FESTIVAL BUNGA DAN TAMAN PUTRAJAYA 2014 – Mesmerising Colours

Organised by



Supported by Ministry of Federal Territories



**12th June 2014**

**Assignment 1**

**Reception / Lobby area Décor**

The objective is to create a contemporary floral design as a warm and welcoming entrance statement for a small office, front desk or lobby area setting that will visually transform the space, greatly enhancing the atmosphere within a Corporate, Business or Commercial framework.

The setting **MUST STRICTLY** stay within **W3000mm x D2200mm x H2400mm**. The 2 detachable wall panels (**W1220mm X H 2440mm** and **thickness of 12mm** each) plywood are provided as an accent to create floral art wall decoration with choice of various facing in creative design and construction techniques, where design pieces can be displayed or mounted on the wall panels. Staples, nails, screws or permanent fixture are allowed on the individual wall panel **ONLY**. Props and decorative accessory items are permitted to and enhance the floral design creation and achieve the overall design look & feel.

All materials will be prepared by the respective contestant. Arrangement **MUST** comprise **60% of fresh flower & foliage** **30 % dried materials** and **10% others ornaments**. Artificial flowers are **NOT** permitted.

A "Title" is to be adopted with a brief description (in less than 30 words) and will be displayed on the description card for judging.

08:45- 10:30am  
(105minutes )

**Assignment 2**

**Designer's choice**

A design style of contestant's choice, all materials will be prepared by contestants for this category.

Arrangement can flow down **BUT** the overall design height should not exceed the wall height of the competition booth.

The competition piece should display on the provided cubical stand of **W600mm x D600mm x H760mm or H1030mm**.

Arrangement **MUST** comprise **60% of fresh flower** **30 % dried materials** and **10% others ornaments**. Artificial flowers are **NOT** permitted.

Contestants are allowed to pre create a structure **IF** desired. However, **NO** insertion of fresh plant material is allowed.

10:45- 11:45

(60 minutes)

**Assignment 3**

**Surprise Package**

Contestants are required to create a design with a selection of flowers and materials provided by the competition committee **ONLY**.

**Minimum of 70% of the material** must be used for the assigned theme. No additional decorative accessories are allowed into the arrangement.

Competition piece need to be firmly staged within cubical stand of **W600mm x D600mm x H760mm or H1030mm** (No height limitation)

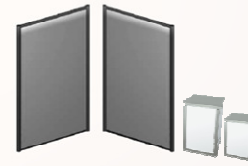
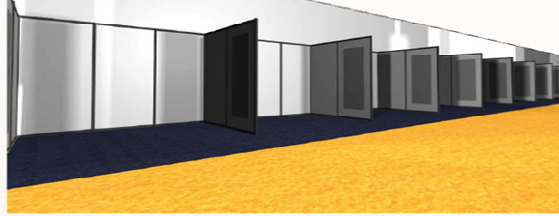
Penalty points will be imposed for failing to meet the above requirements.

13:00- 13:45

(45 minutes)

Space details for: **FLORIA Cup International Competition**

- Open floor area measuring W3000mm x D3000mm x H2400mm (side panels should be W2000mm only)
- Carpeted floor ( final with Competitors' choice)
- 1 nos. low pedestal 600mm x 600mm x H760mm
- 1 nos. high pedestal 600mm x 600mm x H1030mm
- 2 nos. of wall partition panel, each W1220mm x H2440mm (plywood thickness 12mm) detachable / stand alone structure (final position with competitors'



Proposed & Design by: KATHY ONG

**FLORIA PUTRAJAYA 2014**

- Judging will commence on Friday, 13th June 2014
- The judges' decision is final and no correspondence will be entertained
- Winners will be announced at the official opening on, Saturday, 14th June 2014.
- Contestant / appointed representative are required to dismantle and clear away ALL their design and displayed materials on Monday, 23rd June 2014, between 9am -5pm

The 100-point grading scale as follows:

1	Compliance of Theme 主题表达	25 Points 分
2	Design 设计、造型	25 Points 分
3	Colour Aesthetics 色彩美学	25 Points 分
4	Professional Skills Application 专业技术	25 Points 分

Prizes & Awards as follows:

- GOLD Award - 1 Challenge Cup, Trophy, Cash reward of RM 5000 & Certificate
- SILVER Award - 1 Trophy, Cash reward of RM 3000 & Certificate
- BRONZE Award - 1 Trophy, Cash reward of RM 2000 & Certificate
- Creative Award- 1 Design Leaf Trophy & 1 year FREE subscription of Leaf Magazines (4 books )
- 2 sets of Merit Award – Cash reward of RM500 & Certificate
- Certificate of Participation will be awarded to all contestants

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The Organizing Committee of the 7th Putrajaya FLORIA 2014 has the right of the final interpretation on the Rules & Regulations of the competition.

**Competition Itinerary:**

Date & Time	Agenda	Task
June 11th 2014 ( Wednesday) 10:00 – 16:00	Registration & Set up	<ol style="list-style-type: none"> <li>1. Upon registration each contestant will be assigned to the competition booth accordingly</li> <li>2. Set up wall panel - One assistant with Official Contractors</li> <li>3. Check material list - Process &amp; condition flowers</li> </ol>
June 12 <sup>th</sup> 2014 (Thursday) 08:00 08:15-08:30	Check In Briefing & inspection (15mins)	<ol style="list-style-type: none"> <li>1. Confirm registration @ Pavilion Contest Zone</li> <li>2. The Rules &amp; Regulations of the individual categories will be briefed by the Head Jury before competition begins</li> </ol>
June 12 <sup>th</sup> 2014 08:30-08:45	Preparation with ONE assistant (15mins)	Assistant is allowed to assist in delivering structure & placing materials into booth ONLY
June 12 <sup>th</sup> 2014 08:45-10:30	<b>Competition 1</b> Reception /Lobby (105mins)	<ol style="list-style-type: none"> <li>1. Work in progress - for Assignment 1 – Reception / Lobby settings</li> <li>2. An official timekeeper will announce the time remaining</li> </ol>
June 12 <sup>th</sup> 2014 10:30-10:45	Competition Ends ( 15mins)	Competition site clearance
June 12 <sup>th</sup> 2014 10:45 – 11:45	<b>Competition 2</b> Designer's Choice (60 mins)	<ol style="list-style-type: none"> <li>1. Work in progress – Assignment 2 - Designer's Choice</li> <li>2. An official timekeeper will announce the time remaining</li> </ol>
June 12 <sup>th</sup> 2014 11:45 –12:45	Competition Ends Lunch Break (60 mins)	<ol style="list-style-type: none"> <li>1. Competition site clearance</li> <li>2. Lunch Break</li> </ol>
June 12 <sup>th</sup> 2014 13:00-13:45  13.45 -14.00	<b>Competition 3</b> Surprise package ( 45mins ) Refreshing (15mins)	<ol style="list-style-type: none"> <li>1. The theme of the Surprise Package will be announced</li> <li>2. Surprise package materials will be provided and placed at the individual booth</li> <li>3. Work in progress – Assignment 3 – Surprise Package</li> <li>4. Refresh &amp; final touch all competition pieces before check out competition booth. ( NO RE-ENTRY WILL BE ALLOWED)</li> </ol>
June 12 <sup>th</sup> 2014 14:00 - 14:30	Competition Ends	<ol style="list-style-type: none"> <li>1. Competition officer will direct all contestants out of the competition zone</li> <li>2. Competition site clearance</li> </ol>
June 13 <sup>th</sup> 2014 (Friday) 09:00-17: 00	Review	Judging in Progress