



Flower**ART** Academy

**Further Education**  
*Courses 2019*



27.03.2019 / Berlin

### The perfect day...Wedding 2019: Bridal Bouquets & Co.

- Bridal bouquets; commercial and fancy
- Create buying impulses, how do I bring additional offers to the buyer
- Giveaways, floral jewelry for bridal companions and flower children
- How to optimize a consultation and sales-promotion for weddings from small to large. The art of creating mood.

**Course location:**

Czeminskistrasse 9  
10829 Berlin-Schöneberg

**Course schedule:** 9 am - 5 pm

**Speaker:** Dominique Herold

**Course language:** English

**Course fee:** 198,- Euro incl. material

10/04/2019 / Berlin

### The perfect day...Wedding 2019: Table and Room decorations

- Table and room decorations
- Corresponding wedding and color concepts from small to large. The art of creating a mood.
- Techniques with alternative table and room decoration concepts, how elaborated constructs can be prepared commercially and effectively
- To lend or to sell, which variant is when appropriate
- Final implementation of various designs in group work

**Course location:**

Czeminskistrasse 9  
10829 Berlin-Schöneberg

**Course schedule:** 9 am - 5 pm

**Speaker:** Dominique Herold

**Course language:** English

**Course fee:** 245,- Euro incl. material



30/04 - 2/05/2019 / Berlin

### Three days in Berlin with Jürgen Herold

A personal tour through the small corners of the big city. Visit to a design exhibition and dinner at the Gendarmenmarkt. Jürgen Herold gives you an impression of 'his Berlin'. Based on installations and rental objects, the new impressions can be processed and implemented. A technical and conceptual course of a special kind.

**Course location:**

Czeminskistrasse 9  
10829 Berlin-Schöneberg

**Course schedule:** 9 am - 5 pm

**Speaker:** Jürgen Herold

**Course language:** English

**Course fee:** 498,- Euro incl. material, snacks, ticket for the exhibition „And Berlin will always need you“, ticket for public transport.

24 - 25/07/2019 / **Aschheim**

### Space inspirations / installations

Experience with Jürgen Herold a very own approach to the realization of spatial objects. Achieve new results with simple finger exercises and simple thinking patterns. Jürgen Herold shows how he deals with impressions and how they turn into new ideas. Spatial objects that really correspond with their environment and how you find them. A fundus of materials and tools become a filter for the collected impressions and directions to the idea.

**Course location:**

**Blumengroßmarkt Aschheim**  
**Uhlandstraße 10,85609 Aschheim**

**Course schedule:** 9 am - 5 pm

**Speaker:** Jürgen Herold

**Course language:** English

**Course fee:** 398,- Euro incl. material

All our seminars are tax-free according to §4, 22a UStG. There is no sales tax.

( discover )

NATURE

( experience )

DESIGN

( stimulate )

IMAGINATION

( provide )

PERSPECTIVES

Flower**ART** Academy



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