



# EUROPA CUP 2016

European Floristry  
Championship

*8 & 9 April – Genoa, Italy*

- The Championship Program
- The 23 Champion Competitors
- The World-famous Demonstrators
- The Location where it all happens
- & How to get your Tickets!

## The Program of the Europa Cup 2016

*Over the course of 6 rounds the competitors in the Europa Cup 2016 will be put to the ultimate test, to find out who is most deserving of the title European Florist Champion. A huge trade fair with expert demonstrations and workshops takes place alongside!*

### 8 APRIL 2016 – EUROPEAN FLORISTRY CHAMPIONSHIP:

09:00 - 10:00 Europa Cup 2016 Opening Ceremony  
 10:15 - 12:15 TASK NO. 1: "PARATA FLOREALE DI SANREMO"  
 14:15 - 15:45 TASK NO. 2: "PASTA, PESTO, E FIORI"  
 18:15 - 19:15 TASK NO. 3: "MATRIMONIO IN VESPA"

### 8 APRIL 2016 – FLORAL DESIGN DEMONSTRATIONS:

12:30 - 14:00 Expert Demonstration by Aritaka Nakamura  
 16:00 - 17:30 Expert Demonstration by Mauro Adami & Marco Introi  
 19:15 - 20:45 Expert Demonstration by World Champion Alex Choi

### 8 APRIL 2016 – WORKSHOPS & PRESENTATIONS

11:00 - 11:45 Workshop: How to Reach Millennials  
 12:00 - 13:45 Federfiori Congress  
 15:00 - 15:45 Fiera di Genova presents: Euroflora  
 15:00 - 15:45 Workshop: Social Media Developments  
 16:00 - 16:45 Workshop: Strategie di Vendita Floreali (Flower Sales Strategy)  
 16:00 - 16:45 Workshop: Colours & Emotions, with Ivan Berghella  
 17:30 - 19:15 Presentation: Bonsai, by Crespi

### 9 APRIL 2016 – EUROPEAN FLORISTRY CHAMPIONSHIP:

10:15 - 11:00 TASK NO. 4: "PIANTE E FASHION DI UN DESIGNER ITALIANO..."  
 17:00 - 18:00 TASK NO. 5: "AMORE E LUSSURIA"  
 18:30 - 19:15 TASK NO. 6: "PRIMAVERA A SORPRESA"  
 23:00 - 00:00 Europa Cup 2016 Winner Announcement & Award Ceremony

### 9 APRIL 2016 – FLORAL DESIGN DEMONSTRATIONS:

11:00 - 12:30 Expert Demonstration by Silvano Erba & Daniela Pighetti  
 13:00 - 14:30 Expert Demonstration by Gregor Lersch  
 20:15 - 21:15 Expert Demonstration by Dani Santamaria & Natalia Zizko  
 22:00 - 23:00 'Flower, Fashion & Food' Reception Show, by Pim van den Akker

### 9 APRIL 2016 – WORKSHOPS & PRESENTATIONS

10:00 - 10:45 Workshop: How to Reach Millennials  
 10:00 - 10:45 Workshop: FLOOS, a crafter's secret  
 11:00 - 11:45 Workshop: The Impact of Visuals on Millennials  
 11:00 - 11:45 Workshop: Strategie di Vendita Floreali (Flower Sales Strategy)  
 12:00 - 12:45 Workshop: Online Exposure  
 12:00 - 12:45 Workshop: Sustainable Florists  
 13:00 - 13:45 Presentation: Friar Ezio, the Art of Botanic Pharmacy  
 13:00 - 13:45 Workshop: Storytelling is selling: Extraordinary Plants  
 19:45 - 20:00 Presentation: Barcelona World Flower Cup Award Ceremony





## The Europa Cup 2016 Competitors

23 champion floral arrangers from all over the European continent will compete in the Europa Cup. Click on a photo, or the country, to view the candidate's profile!



*Denmark*



*Azerbaijan*



*Spain*



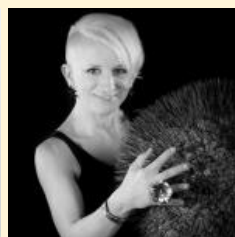
*Italy*



*Croatia*



*Slovenia*



*Czech Republic*



*United Kingdom*



*Germany*



*Greece*



*Finland*



*Russia*



*Austria*



*Belgium*



*Netherlands*



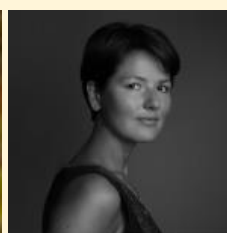
*Poland*



*Norway*



*Ukraine*



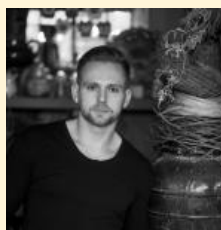
*Estonia*



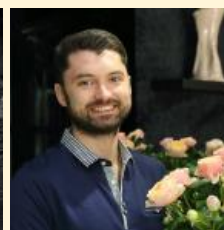
*Romania*



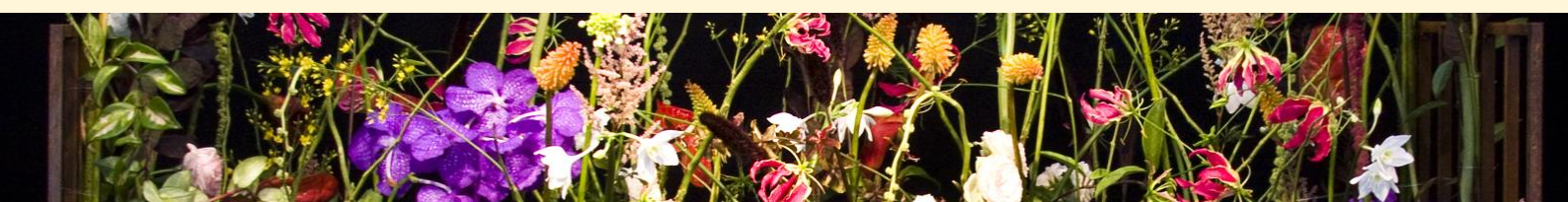
*San Marino*



*Hungary*



*Armenia*



## The World-famous Demonstrators

*A number of internationally celebrated floral arrangers with awe-inspiring resumes will be demonstrating their personal, unique approach to floral design during the Europa Cup 2016. They gladly introduce themselves to you below!*



### Alex Choi

*"The true value of design shines when it gives comfort and joy in daily life. I want flowers to be an integral part of the life of people: nature is the best guide & inspiration to lead you on the path of life!"*

- **Interflora World Champion 2015**
- Asia Cup 2014, representative for Korea
- Putrajaya Floria 2013 (Malaysia), participant
- Korea Floristry Skills Competition 2012, 1<sup>st</sup> place
- & medallist in countless local Korean floral competitions



### Gregor Lersch

*"One of the important fields for florists in the future, is the creation and production of floral room objects with plants and cut flowers, in combination with strong materials. From small to large. Let's make the floral world part of the lifestyles of now as well as tomorrow!"*

- **Acclaimed world-renowned floral designer and tutor**
- Winner of countless floral design awards, incl. German floristry championship 1976 and the Europa Cup 1978 in Rome, Italy
- Author of 28 inspirational and instructive books on floral design
- Owner of *Floristik Lersch* in Bad Neuenahr-Ahrweiler, Germany



### Aritaka Nakamura

*"My design approach focuses on optimizing the individuality and uniqueness of each flower..."*

- **Interflora World Cup 2015, 4<sup>th</sup> place**
- Tokyo Flower Award 2015: Champion
- Grand Championship of Japan 2013: Florist of the Year
- National Championship of Japan 2009: Florist of the Year
- Kyushu Flower Design Competition 2009: Champion
- Owner of *flower laboratory Kikyuh* in Tokyo, Japan







## Dani Santamaria

*"Floral Art is my great passion... A way of life with a high emotional content. I express feelings and communicate sensations through the floral materials I choose to use..."*

- **European Floristry Championship 2003, 2nd place**
- VII<sup>th</sup> Spanish Floral Design Cup 1997 – Champion
- Author and/or contributor to 5 books on floral design
- Floristry tutor, having given seminars in over 35 countries.
- Co-Director and teacher at the Floral Art School of Catalonia
- Owner of *Floristik Project* in Reinbek, Germany



## Natalia Zizko

*"The beauty and harmony of flowers lie in their naturalness and originality. For me the real art is to be able to see that and to show a bloom's nature and uniqueness. Flowers are the source of my inspiration and good mood..."*

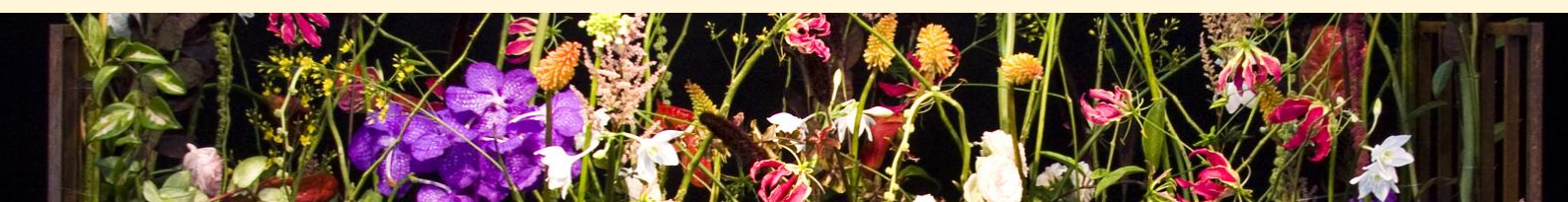
- **European Floristry Championship 2011, Grand Champion!**
- Gold medal winner at the Japan Garden & Flower Show 2015
- Renowned floral art demonstrator, having done workshops and shows in more than 12 different countries
- Published in professional floral art magazines in Japan, Europe, Russia, various countries in South America and all over Scandinavia.



## Silvano Erba

*"Nature + shapes + colours = flowers... = my life!"*

- **Professor of Federfiori floristry school** as well as organizer and technical manager of school events, the teacher's register and the Federfiori Laboratory of Floral Art.
- International floral art demonstrator (incl. Italy, Poland, Germany, Japan, Guatemala, Ecuador, Mexico, Costa Rica, Argentina & Brazil).
- Participant in the 1999 Europa Cup in Linz, Austria and the 2015 Interflora World Cup in Berlin, Germany.





## Daniela Pighetti

*"Lights and Colours: the sources of Life and the Emotions... And the foundations of my Floral Art!"*

- **Teacher and event director at Federfiori Floristry School, as well as technical director of the Federfiori Laboratory of Floral Art.**
- National and international floral art demonstrator (Italy, Portugal, Ecuador, Colombia, Nicaragua, Costa Rica, Argentina).
- Participant in the 'Coppa Italia' florist championship 1995, assistant of the Interflora World Cup 2015 competitor for Italy in Berlin, Germany.



## Pim van den Akker

*"If designing regularly feels difficult; if the arrangement is not coming to you effortlessly... Well, you're not doing it right!"*

- **Master florist, internationally acclaimed teacher and demonstrator, successful author and designer.**
- Proud owner of Pimdesigned design company in his home country The Netherlands
- Driving force behind the innovative, social media-driven Flowerfactor and Floral TweetJam phenomenon



## Mauro Adami

*"Flowers can truly make your wedding unforgettable. Flowers are happiness makers and put a smile on everyone's face!"*

- **Celebrated Italian wedding & event designer.**
- Initiator and namesake of the Domo Adami Academy, which specializes in the expert design and coordination of wedding events, corporate and private parties and unique celebrations.



## Marco Introini

*"My relationship with flowers is deep but conflicted: love and passion alternated with an often intense, visceral resentment; a mix of feelings that is the main impetus for my creativity!"*

- **Distinguished Italian floral arranger with nearly 40 years of experience in the industry.**
- Italian wedding arrangement specialist.





## The Venue of the Europa Cup 2016

*The European Floristry Championship 2016 will take place at a beautiful, historic venue in Genoa, Italy: the 'Magazzini del Cotone'. Below, we tell you a bit about it, as well as how to profit from discount air travel and what nearby hotels come recommended!*

### THE LOCATION

Built in 1926 as a warehouse for cotton, the Magazzini del Cotone building is the main structure in 'Porto Antico' – a bustling square in Genoa's historic harbour, overlooking the Mediterranean Sea. The Magazzini has been one of the city's most popular locations for events ever since its renovation in 1992. It features a one-of-a-kind auditorium that seats no less than 1480 people: a stunning stage for the finals of the Europa Cup!



The weather in Genoa is mild year-round, combining elements of a Mediterranean and a subtropical climate. The city has been nicknamed *la Superba* ("the Proud one") due to its glorious past and impressive architecture and landmarks! [> Click here to read more.](#)

### AIR TRAVEL

We would like to offer you seamless air travel via SkyTeam Global Meetings to the Europa Cup 2016 in Genoa. By booking and buying your airline ticket via the dedicated link below you will benefit from exclusive discounts, while booking the most convenient itinerary online with any of the 20 SkyTeam member airlines!

[> Please click here to book your air travel now!](#)

### HOTEL ARRANGEMENTS

There are numerous hotels in the vicinity of the Magazzini del Cotone in Genoa. We have prepared a helpful overview document for you: it lists the 11 hotels that we recommend, along with the amenities they offer, their unique selling points and their locations on the map.

5 of those 11 hotels also offer visitors a special Europa Cup discount! We sincerely hope this will make it much easier for you to book the type of accommodation that you prefer.

[> Please click here to download the document with our 11 recommended hotel accommodations!](#)



## How to buy your Europa Cup tickets

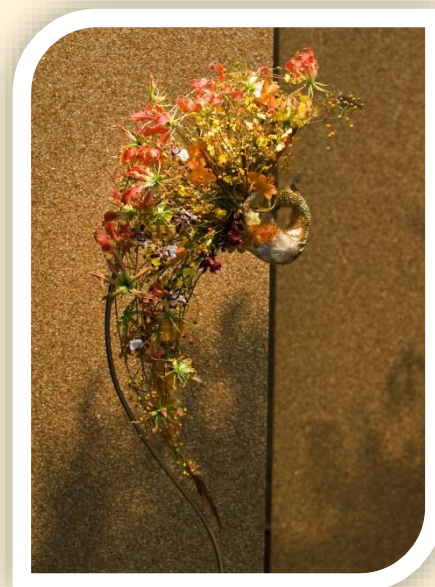
*Day tickets as well as special offer Europa Cup 2016 combination tickets, which are at a **big discount during pre-sale**, can be booked directly online via the official Europa Cup website. We tell you a bit more about the various ticket arrangements below!*

We offer single or two-day (April 8 & 9) entry tickets to the European Floristry Championship 2016, as well as discount Europa Cup 2016 combination arrangements.

Our featured ticket is the Complete Europa Cup Package, which offers the most value for money as it includes:

- Two Day Full Access to the European Floristry Championship (April 8 & 9)
- Access to the Expert Floral Art Demonstrations and Florist Section
- Access to the spectacular 'Flower, Fashion & Food' Europa Cup 2016 Reception Show
- Access to the Championship Finals & the Europa Cup Award Ceremony

The easiest way to compare the various Europa Cup 2016 ticket arrangements is to [click this link or the button](#) below. You will be taken to the website of TicketTailor, our event ticketing partner for the Europa Cup 2016!



**BUY TICKETS**



TicketTailor's check-out process takes place via the reliable online payment service PayPal. Setting up a PayPal account is a matter of minutes ([click here to do so](#)), and this is our recommended payment option. Once the transaction is completed you will receive your personalized E-ticket via mail!

If you cannot use PayPal or prefer to pay via wire transfer, please book your preferred tickets through the official Europa Cup website: <http://europacup2016.com/tickets/>. We will send you a registration form via email, which you will need to fill in and return to finalize the booking process.

*Please note: Ticket prices will be up to 50% higher at the venue!  
Buying a discount package during the pre-sale period is recommended.*





## The Europa Cup 2016 Sponsors

*A massive event like the European Floristry Championship could not be realized without the organisational backing of a number of Florint's partner organisations and patrons. We thank the below-mentioned organisations for all their much-appreciated support!*

