



# MELBOURNE INTERNATIONAL FLOWER AND GARDEN SHOW

PRESENTED BY



**NATIO BOTANICAL MOMENTS FLORAL DESIGN  
COMPETITION  
2024**





## COMPETITION OVERVIEW

Floral Designers are amongst the best visual content creators across all relevant industries. Whether it be informative, entertaining, aesthetic or educational, flowers are at the forefront of the most viewed visual content available, gaining a lot of attention and encouragement on social media platforms. The *Botanical Moments Floral Design Competition* explores and elevates the traditional skill set of floristry to celebrate the ever evolving floral installation trends.

As the presenter of this competition, **Natio** invites participants to create an installation that has synergy with the **Natio** brand voice. **Natio** is Latin for creation and the ancient name for the Goddess of Nature. The name symbolises the pure, plant-based origins of their product range. **Natio** is a proudly Australian, family-owned business that is guided by a deep appreciation for the natural world and a strong belief that nature nurtures best.

### **2024 THEME: “Natural Beauty”**

Participants will be provided with a photographic set design backdrop to produce an installation that speaks the language of nature, telling a story that transcends the visual realm.

Judges will be looking for a harmonious blend of creativity, craftsmanship, and a deep understanding of botanical aesthetic. We encourage a kaleidoscope of floral interpretations and to embrace diversity in your design. From classical arrangements to avant-garde compositions, let your creativity bloom freely, reflecting the myriad botanical moments that inspire you.

In the spirit of fostering a deeper connection with nature, our floral competition not only celebrates the beauty of blooms but also emphasizes minimal environmental impact. Participants are encouraged to explore eco-friendly materials and techniques, showcasing a commitment to the preservation of our precious botanical heritage.

All floral designers, flower growers and florists qualify to compete in the Botanical Moments Competition.





## COMPETITION INFORMATION

### *Install Timelines*

Competitors will have the below timeline to complete their installations:

- Set-up commences - Sunday 17<sup>th</sup> March from 2pm
- Set-up concludes – Tuesday 19<sup>th</sup> March at 4pm sharp

Please note, the site will be accessible from 7am until 5pm on Monday 18<sup>th</sup> & from 7am on Tuesday 19<sup>th</sup> March.

### *Uninstall Timelines*

Competitors will have the below timeline to remove their installations:

- Uninstall commences – Sunday 24<sup>th</sup> March from 5:30pm
- Uninstall concludes – Sunday 24<sup>th</sup> March at 9pm

### *Site Layout*

Competitors will be provided with the following space and inclusions:

- 3m wide Backdrop/Background Support Stand (approx. height 3.2m)
- 2.72m wide background paper roll (colour options to be provided prior to Show)
- 3x2m space (3m frontage)
- Participant signage with opportunity for QR code
- Partitions (rope and pole or similar) to define space during Show

Competitors should make the following notes with their planning:

- There will be space left between each display for visitors to view from both sides
- The opportunity to include overhead features (light in weight only) via Cat Wire is being explored but should not be included in your initial concept





## INSPIRATION & EXAMPLES

Please use the below images as inspiration and examples of how you could set out your installation and the use of the provided facilities.





## AWARDS

Winning an award at the Melbourne International Flower & Garden Show (MIFGS) is highly prestigious and is of great value to an exhibitor. The award is a lasting recognition of quality, which reaches a far wider audience than just the visitors attending the Show. The recognition of companies that are presented winning exhibits at MIFGS is reported in a large number of magazine and newspaper articles after the event.

MIFGS will present the following awards to participants in the Botanical Moments Floral Design Competition:

- 1<sup>st</sup> Prize (Receives trophy)
- 2<sup>nd</sup> Prize (Receives trophy)
- 3<sup>rd</sup> Prize (Receives trophy)

Awards will be presented to the three highest scoring entries based on the provided Judging Criteria.

## PRIZE MONEY

MIFGS will present the following prize money to participants in the Botanical Moments Floral Design Competition:

- 1<sup>st</sup> Prize - \$2,500
- 2<sup>nd</sup> Prize - \$1,250
- 3<sup>rd</sup> Prize - \$750





## JUDGING OVERVIEW

### *Timing*

Judging of the Botanical Moments Floral Design Competition will take place on Tuesday 19<sup>th</sup> March at 4:30pm. All designs must be completed by 4:00pm sharp. Exhibitors must leave the venue promptly upon completing their installation to allow the judging can commence at 4:30pm.

### *Award Notification*

The winner of First Place will be asked to attend the Official Opening Breakfast of the Show on Wednesday 20<sup>th</sup> March at 7.30am. They, along with all competitors, will be contacted on the evening of Tuesday 19<sup>th</sup> March to notify them if they have finished first and are required to attend the Breakfast, have won 2<sup>nd</sup> or 3<sup>rd</sup> prize, or have not been awarded a prize in the competition.





## **JUDGING CRITERIA OVERVIEW**

The judges will assess the display according to the following criteria and point system.

### **Originality, Impact & Interpretation – Maximum Points 15**

- Your display is expected to have a degree of originality to the theme and demonstrate your ability to create something new, with flair and imagination.
- Clearly demonstrates interpretation of theme
- Consideration of visual impact within the allocated space

### **Application of the elements of design - Maximum Points 25**

- Use of forms and shape
- Demonstrates an understanding of the use of space and special awareness.
- Demonstrates and understanding of colour theory
- Thoughtful use of textures
- The element of line should be incorporated within the design

### **Application of the principles of design – Maximum Points 30**

- Must display dominance / focal area / impact
- Show visual and physical balance
- Use of contrast
- Design to show rhythm and harmony overall
- Scale of design to create impact and meet the guidelines of the brief and allocated space
- Demonstrates an understanding of proportion within design

### **Technique and workmanship – Maximum Points 15**

- Suitable Selection and conditioning of all materials to last 5 days on display





- The overall workmanship, mechanics and techniques used should be secure and with a professional finish.
- Demonstrate working in a cleanly, safe manner and show an efficient use of materials.

### **Environmental Impact and Sustainability – Maximum Points 15**

- Show use of Sustainable techniques and mechanics
- Demonstrate understanding of low impact and low waste options
- Earth conscious approach to selection of plant materials and products.

NOTE – Competitor to submit written support for choices to qualify for sectional points

*See below for guidelines specific to this section*

### **ENVIRONMENTAL IMPACT AND SUSTAINABILITY (GUIDELINES ONLY)**

#### **Omit use of**

- Floral foam, bio foam or other traditional foam-based products incl Styrofoam
- Plastic [vessel, mechanics and / or sundries]
- Chemically altered products i.e artificially dyed or bleached botanicals
- Imported floral materials
- Invasive species as per attached invasive and noxious weed list
- Non -Ethically sourced materials and products

#### **Encourage use of**

- Wire based mechanics
- Flower frogs /kenzan/pin holders etc
- Seasonal and locally grown materials
- Botanical and organic constructed mechanics using branches, grasses, moss, vines etc.
- Earth friendly and approved products such as Oshun Pouch, Agra wool







## JUDGING CRITERIA

Originality, Impact & Interpretation (15 Marks)					
Originality, Flair and imagination	1	2	3	4	5
Theme interpretation	1	2	3	4	5
Visual impact and within allocated space dimensions	1	2	3	4	5
Application of the elements of design (25 Marks)					
Form	1	2	3	4	5
Space	1	2	3	4	5
Colour	1	2	3	4	5
Texture	1	2	3	4	5
Line	1	2	3	4	5
Application of the principles of design (30 Marks)					
Dominance	1	2	3	4	5
Balance	1	2	3	4	5
Contrast	1	2	3	4	5
Rhythm /Harmony	1	2	3	4	5
Scale	1	2	3	4	5
Proportion	1	2	3	4	5
Technique and Workmanship (15 Marks)					
Selection & Conditioning of materials to last five days	1	2	3	4	5
Workmanship, mechanics and professional finish	1	2	3	4	5
Safe and clean manner & efficient use of materials	1	2	3	4	5
Environmental Impact and Sustainability (15 Marks)					
Sustainable techniques and mechanics [creation]	1	2	3	4	5
Low waste and low impact options selected [environmental considerations]	1	2	3	4	5
Source of materials and products [ethical choices considered]	1	2	3	4	5
<input type="checkbox"/> Student has submitted written support of choices made					
<b>TOTAL SCORE</b>	/100				





## PROHIBITED WEEDS LIST

The following list of State Prohibited Weeds are banned within Victoria & must not be used within your display. If these weeds are found within your display they will be removed & point penalties will be imposed by the Judges.

Common name	Scientific name	Common name	Scientific name
Alligator weed	Alternanthera philoxeroides (Mart.) Griseb.	Lagarosiphon	Lagarosiphon major (Ridl.) Moss
Bear-skin fescue	Festuca gautieri (Hack.) K. Richt.	Lobed needle grass	Nassella charruana (Arechav.) Barkworth
Black knapweed	Centaurea nigra L.	Marijuana	Cannabis sativa L.
Branched broomrape	Orobanche ramosa L.	Mesquite	Prosopis spp.
Camel thorn	Alhagi maurorum Medik.	Mexican feather grass	Nassella tenuissima (Trin.) Barkworth
Giant knotweed	Fallopia sachalinensis (F. Schmidt ex Maxim) Ronse Decr.	Nodding thistle	Carduus nutans L.
Giraffe thorn	Acacia erioloba E. Mey	Parthenium weed	Parthenium hysterophorus L.
Hawkweed	Hieracium spp.	Perennial ragweed	Ambrosia psilostachya DC.
Horsetail	Equisetum L. spp.	Poverty weed	Iva axillaris Pursh.
Ivy-leaved sida	Malvella leprosa (Ortega) Krapov.	Salvinia	Salvinia molesta D.S. Mitch.
Japanese knotweed	Fallopia japonica (Houtt.) Ronse Decr.	Tangled hypericum	Hypericum triquetrifolium Turra
Japanese knotweed hybrid	Fallopia x bohémica (Chrték & Chrtkova) J.P. Bailey	Water hyacinth	Eichhornia crassipes (Mart) Solms
Karoo thorn	Acacia karroo Hayne		

