



2025 Theme Overview

Floral Competitions

The Future of Floristry: An Innovative Break with Tradition

The 2025 Melbourne International Flower and Garden Show is poised to lead the charge into a bold, new era of floristry. Set within the iconic Royal Exhibition Building, referred to as the 'Great Hall of Flowers' for the 5 days of the Show, this year's Show will unveil a fresh look that reflects a spirit of innovation, creativity, and sustainability. To support the transformation, each of the competitions and exhibits is carefully curated to ensure all displays are inspired by and align with the Show's overarching theme of *innovation*, pushing floristry into the future.

This is not just another flower show - it is the platform for a revolution currently taking place within the floral industry.

The theme for the 2025 edition is inspired by the impact of one of the great artistic pioneers: **Claude Monet**. Just as Monet, amongst several other artists during the period of Impressionism, broke with tradition and redefined the boundaries of art, this year's Show invites florists and competitors to challenge convention and create something truly transformative.

The theme is designed to be **playful yet profound**, inviting participants to dive into the innovative use of colour, texture, and light while staying on a forward-thinking, sustainable path. Expect to see **vibrant colour palettes**, imaginative interpretations, and cutting-edge techniques that not only pay homage to Monet's artistic vision but also propel floristry into a future where tradition and innovation coexist.

Key Characteristics

To help provide direction for the florists across all the competitions. Several key characteristics have been identified to inspire innovation within the displays at the Show. Each competition will be tailored to highlight specific characteristics, encouraging participants to select the direction that best resonates with their creative inspiration. These key characteristics are:

1. Play of Light and Shadow

Design displays that explore contrast between light and dark, between soft and bold hues – allowing the light in the venue to play a role in the final presentation.

2. Colour as Emotion

Use colour as a focal point, creating displays that draw attention to emotional storytelling through unexpected colour combinations and transitions. Vibrant and bold colours can express mood and atmosphere, often creating dramatic contrasts and subtle gradients. Use of colour theory, blending complementary and contrasting tones to evoke emotion.

3. Fluidity and Movement

Arrange displays with asymmetry or cascading forms to create a sense of movement and rhythm, reflecting the natural world in flux.

4. Nature in Its Purest Form

Place an emphasis on natural, organic forms and materials, celebrating the irregularity and imperfection of the natural world.

5. The Art of Layers

Layer different textures, heights and materials within your design to build visual depth and intrigue. Whether it's foliage, flowers, or structural elements – building from base to top in ways that draw the viewer in and allow them to experience the display in stages.

6. Atmosphere and Mood

Capture a sense of mood and atmosphere, designing displays that transport the viewer to a specific moment or place. Create an immersive experience with your arrangement by evoking a particular time of day, season, or emotion. Use a combination of colours, textures, and scents to build a multisensory experience.

These characteristics, drawn from Impressionist's artistic principals, will serve as a creative foundation for competitors, allowing each participant to explore the themes that resonate most with their vision. By focusing on these key elements, florists can produce innovative displays that move the future of floristry into new, exciting directions.

What the Theme Means for Competitors

This year, we're calling on competitors to take their artistry to new heights. With each competition structured around elements of Monet's mindset, the challenge lies in not only interpreting his iconic style but in pushing boundaries even further. Innovation will be at the heart of every design brief, encouraging florists to think beyond traditional arrangements and explore new, sustainable ways to create.

As all pioneers of Impression showed, the key to innovation is not through being restrained by the norms or expectations of what has come before. The best displays in 2025 will set the industry on a path with new visions and by looking to create a new identity, rather than replicate or mimic what has come before.

What the Theme means for Judging

This year's theme requires an open mind and an eye for innovation. Traditional judging criteria will be adapted to place greater emphasis on forward-thinking designs, sustainability, and bold uses of colour and composition that echo Monet's daring approach. Judges will be looking for competitors who break with convention, celebrate artistic freedom, and embrace the future of floristry.

What to Expect for the Public

Visitors will be treated to an explosion of colour and creativity like never before. Just as Monet's masterpieces drew the viewer into a world of light, shade, and contrast, the 2025 Show will immerse attendees in a floral experience that celebrates artistry, boldness, and the evolution of design. Each exhibit will offer a unique interpretation of Monet's vibrant use of colour, inviting the public to see flowers in a completely new light.

This is not just a showcase of floristry talent—it's an invitation to witness the **next chapter** in floral design. With the combination of **sustainability, artistic freedom**, and a deep connection to one of history's most boundary-pushing artists, the 2025 Melbourne International Flower and Garden Show is set to be a groundbreaking event that redefines the future of floristry.

Let's break with tradition and step into the future—just as Monet would have done.