



## NATIO BOTANICAL MOMENTS COMPETITION – COMPETITOR BRIEF

### SHOW BACKGROUND

The Melbourne International Flower & Garden Show returns to the heritage-listed Royal Exhibition Building and Carlton Gardens South for the 28<sup>th</sup> edition of the largest horticultural event in the Southern Hemisphere. The Show will be hosted from 26<sup>th</sup> to 30<sup>th</sup> March and anticipate hosting over 100,000 visitors across the 5 days.

The Show provides the leading platform for professional, emerging and student designers across a range of skills within the Floral and Garden industries. Each year, several competitions are curated to give participants the opportunity to showcase their abilities and be in the running for highly prestigious awards. An award at the Show provides a lasting recognition of quality, reaching an audience far wider than the substantial number of attendees that visit the Show.

### 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 **Natio Botanical Moments 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.

Participants will be provided with a photographic set design backdrop and an Urn to craft a scene that echoes historical elegance through a modern lens whilst crafting a naturally inspired floral arrangement that showcases a masterful blend of colours and textures, bringing timeless charm into a contemporary setting.

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.

The **Natio Botanical Moments Competition** will be open to applications for all interested floral designers until Friday 20<sup>th</sup> December. Applications can be made by completing the form available on the website, available through the below link.

<https://melbflowershow.com.au/botanical-moments-competition/>

# THEME

## SHOW THEME

For the 2025 Show, the theme for the Royal Exhibition Building and the floral displays within is:

### **The Future of Floristry: An Innovative Break with Tradition**

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 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.

Please refer to the provided 'Theme Overview' document for more detail on the Theme for 2025.

## COMPETITION THEME

While each of the Key Characteristics within the 'Theme Overview' should be considered within the design of each floral display for 2025, certain characteristics will be linked to each competition to provide greater direction for designers. This will provide a degree of variety for Show visitors and allow designers to attach themselves to the characteristics which they most align with from a creative perspective.

The Key Characteristics for the **Natio Botanical Moments Competition** are:

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

**Nature in its Purest Form** - Place an emphasis on natural, organic forms and materials, celebrating the irregularity and imperfection of the natural world.

*Note - Although only two Key Characteristics have been highlighted to provide a clear direction for designers in the Competition, all competitors are reminded each Key Characteristic is important in creating the desired impact of the overall theme in the final design.*

## DESIGN NOTES

### Adherence to Theme

Ensure your installation captures the theme of "*The Future of Floristry – An Innovative Break with Tradition*", taking inspiration from the artistic use of innovation through colour blending and natural movement.

### Innovation

Use innovative techniques to create the display. Push the boundaries while adhering to the principles of floral design.

### Sustainability

This year's Show will shine a spotlight on sustainability. Competitors will be expected to incorporate environmentally conscious practices, choosing materials that reflect a respect for nature while staying true to the creative vision. By aiming to merge creative brilliance with ecological responsibility, emphasis will be placed on the use of eco-friendly mechanics and techniques that demonstrate innovation in sustainable floral design, including the omission of certain materials (referenced in the General T&C's section).

### Principles & Elements of Floral Design

Display mastery of balance, rhythm, proportion & scale, contrast & dominance, colour and harmony.

### Wow Factor & Storytelling

Your installation must tell a compelling story with a strong "wow" factor, evoking a captured moment in time through innovative use of florals, foliage, and accessories.

### Longevity

Design your installation to consider the longevity of the display ensuring that the installation remains visually stunning for the duration of the event.

### Audience

The installation must present a 270-degree view, making it visually impactful from all angles. The designs will be at least 1.5m (on the 3m side) from the next design in 2025, allowing visitors to view more of the display.

## Photo Capture

The display space has been limited to 2.2m width and 2.2m height to support efforts to capture clean photos of your display.

## SITE LAYOUT

Participants will be provided with an Urn and the following infrastructure and space to create their display.

- Allocated space of 2.72x2m
- 1 x Background Paper Stand Set (3m wide & 2.4m tall) [MORE DETAILS HERE](#)
- 1 x Background Paper Roll (2.72m wide & 11m long)
- 1 x Urn

The below image is an example of a display from the 2024 Show and shows the provided Background Paper Stand Set and Background Paper Roll.



Participants are not permitted to exceed the below dimensions for any part of their display:

- 2.2m width (centred)
- 2m depth
- 2.2m height

## BACKGROUND PAPER STAND SET AND ROLL

The Background Paper Stand Set will be in position upon your arrival, with the Background Paper Roll rolled out and affixed to the floor. Once commencing their installation, the competitor is responsible for the infrastructure. Additional paper is available on the roll in the event a competitor needs to restart their display.

A shortlist of Background Paper Roll colours has been made to best align with the Show Theme and curation of the **Natio Botanical Moments Competition**. Competitors will be required to select from the below colours:



**Competitors must submit their final colour selection by no later than Sunday 2<sup>nd</sup> March.**

## URN

Each competitor will be provided with one (1) urn to serve as the focal point of their display. Successful applicants will receive further details on the types of urns available for selection.

The images below are provided purely for inspiration, offering a visual element to spark ideas without suggesting or limiting possibilities.







## COMPETITION SCHEDULE

These dates are to be used as a guide are subject to change and will be confirmed in the Melbourne International Flower & Garden Show Exhibitor Manual which will be provided after the notification of a successful application.

EVENT	Guide Date
<b>Application</b>	
Application Deadline	Friday 20 <sup>th</sup> December at 5pm
Notification of Application Status	Friday 10 <sup>th</sup> January by 5pm (latest)
<b>Bump In</b>	
Onsite build commences	Sunday 23 <sup>rd</sup> March from 9am
Build to be completed	Tuesday 25 <sup>th</sup> March at 12pm
<b>Show</b>	
Judging	Tuesday 25 <sup>th</sup> March from 12:30pm
Notification of results	Tuesday 25 <sup>th</sup> March from 7:00pm
Winners announced	Wednesday 26 <sup>th</sup> March at Official Floral Competition presentations
Judges feedback	Wednesday 26 <sup>th</sup> March ( <b>must be pre-booked</b> ) (time TBC)
<b>Bump Out</b>	
Bump Out commences	Sunday 30 <sup>th</sup> March from 5:30pm to 9pm
Bump Out completed	Monday 31 <sup>st</sup> March by 5pm

**\*\*Times may be adjusted slightly in the lead up to the event**

Unless otherwise specified, site access is available from 7am to 5pm during bump in/out periods. A drop off/pick up area will be made available close to the venue to help the access for heavy items to and from the site.

# JUDGING OVERVIEW

## CRITERIA

<b>Interpretation of Theme (10 Marks)</b>	
<b>Overall Impact (35 Marks)</b>	
Originality, Creativity, and Innovation	15 Marks
Use of Colour	10 Marks
Floral Content	10 Marks
<b>Principles &amp; Elements of Design (30 Marks)</b>	
Line	5 Marks
Balance	5 Marks
Rhythm	5 Marks
Proportion & Scale	5 Marks
Contrast & Dominance	5 Marks
Harmony	5 Marks
<b>Professional Skills (25 Marks)</b>	
Selection & Conditioning of Materials to last 5 days	10 Marks
Level of difficulty and effective use of techniques	5 Marks
Overall workmanship and professional finish	5 Marks
Innovation of sustainable techniques and mechanics	5 Marks

A detailed criteria overview will be made available to support the participants in interpreting the assessed sections.

An opportunity to present a written brief in response to the Interpretation of Theme will be provided to each participant. More information on this will be provided in the event you are selected for a display at the Show.

## TIMING

Judging of the **Natio Botanical Moments Competition** will commence at 12:30pm on Tuesday 25<sup>th</sup> March. All designs must be completed by 12pm on the same day, with participants required to leave the venue directly thereafter to allow judging to commence in a timely manner.

Failure to adhere to any rules set forth by the Organiser or stipulated in the 'General Terms and Conditions' section below may result in the deduction of points or disqualification from the **Natio Botanical Moments Competition**.

Each confirmed infringement of the competition schedule and/or general terms and conditions will incur a 5–10-point deduction, with the range based on the severity of infringement.

Infringements include but are not limited to:

- Size violation (width, depth or height)
- Use of prohibited materials
- Less than 60% horticultural materials

The decision of the judging panel is final and conclusive.

## FEEDBACK

Participants will have the opportunity to schedule a formal feedback session with a member of the appointed judging panel on Wednesday 26<sup>th</sup> March during the Show. Feedback sessions must be booked in advance, with detail on how to do so to be provided closer to the Show.

## AWARDS AND RECOGNITION

### AWARDS

The Show will present the below awards for the **Natio Botanical Moments Competition**.

**1<sup>st</sup> Place**– Awarded to the highest scoring display from the Natio Botanical Moments Competition. Only one display can receive this award. This award will be presented at a Floral Competition Award presentation held during Show hours on the first day of the event. Final engravings for the trophy will be ready to be collected from the Organiser by Friday 28<sup>th</sup> March to add to the trophy.

**2<sup>nd</sup> Place**– Awarded to the second highest scoring display from the Natio Botanical Moments Competition. Only one display can receive this award. This award will be available for collection from the Event Management Office from Wednesday 26<sup>th</sup> March, with final engravings ready to be collected from the Organiser by Friday 28<sup>th</sup> March to add to the trophy.

**3<sup>rd</sup> Place**– Awarded to the third highest scoring display from the Natio Botanical Moments Competition. Only one display can receive this award. This award will be available for collection from the Event Management Office from Wednesday 26<sup>th</sup> March, with final engravings ready to be collected from the Organiser by Friday 28<sup>th</sup> March to add to the trophy.

Winning an award at the Show is highly coveted &, profiled accordingly, has long-lasting benefits for the award-winning exhibitors.

### PRIZE MONEY

The Show will present the below prize money for the **Natio Botanical Moments Competition**.

PLACE	AWARDED
1 <sup>st</sup> Place	\$1,000 and trophy
2 <sup>nd</sup> Place	\$500 and trophy
3 <sup>rd</sup> Place	\$250 and trophy

### NOTIFICATION OF RESULTS

All competitors will be contacted on the evening of Tuesday 25<sup>th</sup> March to advise if they have achieved a Top 3 placing.

Please refer to the 'Judging' section for more information about receiving formal feedback from the appointed judging panel.

## GENERAL TERMS AND CONDITIONS

1. All participants must adhere to all OH&S requirements as directed by the Organisers, including the completion of any safety briefings or inductions.
2. Participants can utilise the support of additional people on the basis all individuals involved have fulfilled the requirements set out in Point 1.
3. Pre-work on any element of the display is allowed.
4. Participants acknowledge the purpose of 'florals' within their display, as is befitting of the Show. It is expected that the display is made of no less than 60% of botanical materials.
5. Participants must abide by the 'Prohibited Weeds list' provided as part of the Exhibitor Manual. Failure to do so may result in the removal of the display.
6. The designs of displays must be the Competitor's original work and must not infringe the copyright of any third party.
7. All participants are subject to the venue rules and requirements.
8. An Exhibitor Manual will be provided outlining rules and requirements not directly linked to the competition.
9. Penetration of the ground is strictly prohibited. Any damage caused to the ground caused by the competitor that is deemed negligible may result in a charge to the competitor.
10. The use of artificial flowers, artificial plants or any other product that does not align with the overall Show celebration of green life is not permitted within the competition, and any participant who uses such materials will be penalised or disqualified from the competition.
11. Participants must provide their own materials, tools, and any other equipment required to install their displays.
12. The installation of any structure may be subject to an engineering review by the Organiser's appointed contractor.
13. Any piece of equipment requiring power within the display must be approved by the Organiser and remains subject to the rules of the venue.
14. It is the requirement of participants to ensure that their display remains in good condition for the duration of the Show. Early/late access to the venue will be made available for participants to maintain their display.
15. Participants are responsible for the removal of their display from the venue at the conclusion of the Show. Any labour required by the Organiser in removing a display may result in a charge for labour/waste to the participant.
16. The Organiser reserves the right to dispose of any item that is not removed from the venue by 5:00pm on Monday 31<sup>st</sup> March and shall not be liable to the participant for any loss, expenses, damages or any other consequences arising from such disposal.
17. Participants are responsible for their personal belongs. The Organiser will not be responsible or liable for any injuries, lost, damaged or stolen items or any other losses resulting from participation in the competition.
18. The Organiser reserves the right to amend these terms and conditions without prior notice.