

Touring

FLOWER FIELDS AROUND THE WORLD



MASTERCLASS CLIFF'S NOTES:

- Laura owns Faith Flowers, an Atlanta-based florist shop.
- She started with church flowers. Wrote a how-to book.
- Found a love for teaching. She teaches basic classes.
- She has lead a dozen tours.
 - Belgium, Holland, France, Amsterdam, and US domestic tours.
- Her father was the US Ambassador for the Netherlands. She thought it would be a wonderful opportunity to visit. 2009 was her first trip.
- She bases tours on the interest of florists. Finding designers and topics that would be intriguing to her and friends.
- Tours are max ten days.
- It is a great bonding experience with like-minded people
- Tulip fields are Laura's favorite locations. The fields are actual farms. She has to establish connections with locals that have them in bloom.
- A great tour includes good instructors, with flower-centric content with gardens in the area.
- Vist 4 or 5 different instructors with in-depth workshops.
- Domestic tour to California. Starts in Santa Barbara and ends in San Francisco.
- Meet with growers to talk about their trials and tribulations. Great learning experience for guests.
- Focus on local experiences.
- Most essential items to pack: Rain coat, good worn-in shoes, bring own tools.
- Gathers emails to get on mailing list to stay up to date on tours.
- Usually book six month to a year in advance.
- The only aspect not included is airfare. Breakfast and lunch is covered everyday. A sit down dinner every night in a big city.
- Details helps her organize her numerous events and uses the software for retail.
- She is training the new generation of flowers to use Details!



Laura Iarocci, the owner of Faith Flowers, is a nationally recognized floral designer, speaker, and teacher on flower arranging. She is a certified floral designer with AIFD and a member of Chapple Designers. Laura has chaired the 50-member Flower Guild at the Cathedral of St. Philip for 20 years. In 2018, Laura authored a book on church flower design titled 'Faith Flowers: Celebrate a Glorious Array of Flowers'. She is trained in European design and has studied with leading floral designers around the world, including Gudrun Cottienere, Paula Pryke, and Hitomi Gilliam. She is available for demonstrations and workshops at garden clubs, churches, and other flower events.

Follow Faith Flowers on Instagram: <https://www.instagram.com/faithflowersatl/>
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