

Where We Bloom:

MAKING THE MOST OF YOUR CREATIVE SPACE



MASTERCLASS CLIFF'S NOTES:

- Debra Prinzing has always loved writing and storytelling. She started working in newspapers and magazines and is originally a home and garden writer.
- Bloom Imprint is a new venture by Debra and Robin started in 2020, in the middle of the pandemic. They publish books about and by Slow Flowers and people who support and own local and sustainable flowers.
- Where We Bloom highlights 37 creatives and their spaces.
- Every creative is inspired by their environment. It is the vessel in which they create.
- Creative spaces have made their way into pop culture with the introduction of "She Sheds."
- 16 million people started gardening in 2020 during the pandemic!
- A benefit of being a member of Slow Flowers Society is to be featured in their books.
- Pro Tip: All tables should have wheels to make the space multi-purpose.
- Use what you have to make your space functional for you!
- Bloom Imprint prides itself on printing locally and having a fast turnaround time.
- To start a book, it's important to have collaborations with a photographer, author, copy editor, image editor, graphic designer, printer, and distribution center. It's all about relationships!
- You don't have to start from scratch. Give yourself an audit of photos or blog posts that you have.
- 58% of Americans say buying local flowers is "very" or "somewhat" important.
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- Buying local flowers allows florists to take comfort in knowing that they are going in the right direction. It takes baby steps to try out local flowers. Try a sampling of local florals as a special choice arrangement.
- Slow Flowers Society has 880 floral businesses and almost 1,000 members!
- More florists started growing practices during the pandemic.
- 2021's Slow Flowers Summit will be the Summit's 4th year. It's an in-person celebration of locally grown flowers on June 28th and 29th in California. Attendees will experience design demos, large floral installations, and farm tours.
- Transform your creative space by introducing shelving and storage.



- While writing *Where We Bloom*, they noticed a lot of the spaces included music, natural light, and inspiring scents to influence their creative spaces.
- American Flowers Week 2021 is June 28th - July 4th! Use hashtag #americanflowersweek and share on social media. Images are free to use at americanflowersweek.com.

In summary: There are so many different ways you can make your space inspiring. Maximize the use of your space, and add in all of your favorite things to keep you inspired while creating your floral art pieces.

*Debra Prinzing is a Seattle-based writer, speaker, and leading advocate for American-grown flowers. Through her many Slow Flowers-branded projects, she has convened a national conversation that stimulates consumers and professionals alike to make conscious choices about their floral purchases. Debra is the producer of slowflowers.com, the online directory to American flower farm's florists, shops, and studios that source domestic and local blooms. She is the author of 10 books, including *The 50 Mile Bouquet* and *Slow Flowers*. Debra hosts the 'Slow Flowers Podcast' on Wednesday nights which focuses on the importance of purchasing American-grown flowers and is the creator of American Flowers Week which launched during July fourth week of 2015.*

Visit Slow Flowers Society: <https://slowflowers.com/>

Join the discussion during American Flowers Week: <https://americanflowersweek.com/>

Check out Bloom Imprint & Purchase "Where We Bloom!": <https://www.bloomimprint.com/>

