

February 20-22, Milan

Décor District: trend book and meeting place at Myplant

The Decor District is a meeting place for florists and wedding planners with flower fashion shows, cut flowers from Italy and the world, contests, workshops and international floristry masters.

Special partners of the event will be The Real Wedding - White Sposa and Bloom's.

VIDEO DÉCOR DISTRICT MYPLANT ED. 2018

<https://youtu.be/o2Jq4WWRuRk>

This and much more will enliven the Decor District at Myplant: a trend-book on 5,000 sqm of art and fashion in the floristry world.

Preview of trends and workshops by Bloom's

For the first time in Italy the magazine Bloom's will present a world preview of floristry trends for next year.

The gurus of Bloom's will present an installment by uniting Italian flowers and international creativity. They will set the base for the next seasons and offer ideas, inspiration and solutions to the flower designers who will come to the fair.

The Wedding World by White Sposa

3 couples, 3 atmospheres, 3 floristry masters, 1 minister. On Wednesday 20 February, 3 public ceremonies will consecrate love among signature flower arrangements, exceptional installments and a banquet.

The wedding fashion runways curated by White Sposa will be back with bouquets, hairstyles and flower accessories created ad hoc by floristry masters.

The seminar 'Flower designer and wedding planner: Comparison of two professions' will be a moment of gathering where projects, arrangements, decoration items and flower decorations for every occasion will be presented – from the bouquet to the flower installment.

International deco contest

The big names of international flower decoration, coordinated by the masters of Fondazione Minoprio, will work together to create an unforgettable atmosphere and ambiance by interpreting the leitmotif of the 2019 edition dedicated to a thousand colourful notes. Italian, Danish, Norwegian, Belarusian, French and Japanese (participation of Aritaka Nakamura is not yet confirmed) floristry masters will celebrate a hymn to beauty by taking inspiration from music scores. The creations of the flower designers of Federfiori will complete the frame.