

A woman with long blonde hair, wearing a white dress with a floral pattern, is lying down in a lush field of flowers. She is surrounded by various types of flowers, including purple and blue ones. The scene is framed by a large, light blue circular shape. The background is dark, and there are some white, fluffy objects floating in the air. The overall mood is dreamy and ethereal.

The Future of Floristry

Newsletter

FFFT

NUMBER 1
SUMMER
2025
12.8.2025



Dear friends and colleagues,
as you well know, my name is Róbert Bartolen. And here it is. This year I celebrated my 40th birthday and I realized that I wanted to enter this next stage of my life in a different way. Not only with creation, but also with building relationships, community and human values. I am pleased to welcome you to the first edition of our new newsletter, The Future of Floristry Letter. What can you look forward to on a regular basis? Each issue will bring you content from three main areas: Workshops, seminars and education: news about upcoming courses, workshop reports, practical tips and practical guides. Events: Behind-the-scenes looks at our most distinctive exhibitions, weddings and inspirational events, including personal stories and photographs. Installations: examples of our original floral and interior realizations, references and opportunities for cooperation.

I believe that floristry is more and is not ephemeral. Floristry is an honest, lively and developing craft that can influence and cultivate people's lives, transform everyday life into memories, soften sadness and create good through beauty, which is so scarce. That is why we have decided to connect the community of florists, designers, experts and flower lovers across Europe and the world. Across my paths and footsteps. In the newsletter, you will therefore regularly encounter not only our projects, but also your stories, tips and successes. I would like to invite you to actively cooperate – your ideas, questions and inspirations have their place here. You can look forward to interviews with creators, professional trends, new technologies and space for your own experience. Simply everything that I meet on my travels through your lives and what happens to me. Stories, emotions, friendships, news, tips, advice, but also interesting insights from all of you, my colleagues, that you will want to share. I believe that it is by sharing that we can move our field forward and develop its future. Thank you for being with us at the beginning of this new journey and I look forward to everything we will create together.

For the team

Róbert Bartolen

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EDUCATION

EVENTS

INSTALLATION

Workshops Seminars

One-day business seminar

Nitra, June 15, 2025

"Floristry as a business of the 21st century" – an intensive mentoring program focused on brand identity, visual communication, marketing, pricing, working with a team and the use of AI. Participants appreciated specific advice and inspiration: "Inspiration and reassurance that my path makes sense", "Finally concrete advice and model situations from practice", "The AI part opened my eyes". Digital materials, photo gallery are available to registered participants via Google Drive. Partners: Tri Kvety.

Two-day Masterclass Workshop – Flower Clouds

Prague, 19 – 20 July 2025

It enabled participants from the Czech Republic, Slovakia and abroad to immerse themselves in hanging floral objects. The content included a theoretical part on constructions, selection of materials and floristic scenography, practical creation of hanging objects, installation in the exterior and a final group photo shoot with the presentation of certificates. Participants' responses: "Flower clouds changed my view of floral design", "Amazing energy, detailed guidance and professional level". Photos and video are being prepared and the September newsletter will include complete photo documentation and feedback. Partners: Marginpar and Montana Lisianthus.

Partners



Education

Latin America

● Ciudad de Guatemala, Guatemala

Grand Floral Show De OASIS

2 September 2025

● San José, Costarika

Grand Floral Show De OASIS

4. September 2025

● Ciudad de México, Mexico

Masterclass: Flower architecture for events

22. – 23. September 2025

● Guadalajara, Mexico

Intensive workshop: wedding bouquets

24. September 2025

● Monterrey, Mexico

Intensive workshop: wedding bouquets

26. September 2025

● Santiago de Chile, Chile

Grand Floral Show De OASIS

1. October 2025

Europe

● Brno, Czech Republic

Christmas show

8. November 2025

● Brno, Czech Republic

Natural Christmas Workshop

9.–10. November 2025

● Brno, Czech Republic

Business Seminar: Pricing, Marketing and Practice for Florists

11. November 2025

Data for the first half of the year will be published at the turn of August and September. Follow our site for up-to-date information.



Floral show Jezbořice, Czech Republic, April 2025

In May, we created a show for Florasis, where we presented the color of 2025 and its use in the wedding concept.

I have always decided to grasp this color in connection with another related color. Mocha Mousse as the color of the year looks very nostalgic.

In my workshops, I often teach the basic principles of aesthetics. One of them is harmony, its use and ability to influence various feelings in us and their extent.

Melancholy or the feeling of using one tone or one color can seem very boring, even bland. My tip for you is to use this color in confrontation with a related color to brighten the mocha mousse color and bring energy to it. A preview in photos and videos will tell you how to do it



HEX
#a47764

RGB
164, 119, 100

CMYK
0 %, 27 %, 39 %, 36 %

Education



Following the MOCHA MOUSSE color and its color spectrum, I would like to draw attention to the tinting of flowers with color sprays from the OASIS brand. Those of you who were at the last workshop – FLOWER CLOUDS in Prague, could see this procedure. The goal is to connect individual related colors.



The success lies mainly in layering flowers on individual floors. Put the most striking color on the lowest floor, and the higher you go, soften this color. Each additional floor should be represented by a flower of a softer color, but always from the same color spectrum.

After you have placed all the flowers in the arrangement, take the OASIS color spray and dust all the layers with it very gently. This creates a gradation of one color. It's a very simple trick with great effect.



Pay attention to detail and story

And now let's look at MOCCA from a marketing perspective. If you're racking your brains over how to attract new followers on social media, pay attention to detail and story. It is necessary to realize how organically our viewer changes. It used to be a spectator longing for a sensation and a WOW effect. Today, we are getting into a situation where the viewer is watching us deeper. And if we are able to offer him a story, we will draw him in. That's why my advice is – create with a story. But look for one detail in the story and focus on it. Like me in this case. I focused on MOCCA. And I'm showing it to you from different angles. How to revive it, then how to technically process it and further implement it in floristry.

There are many stories, but always bet on only one.

Detail **decides.**

Environmental responsibility is becoming a key topic in contemporary floriculture. The results of current research show that most florist companies are implementing specific sustainable practices in practice, such as the purchase of locally grown and certified flowers, recycling of packaging materials, composting or the use of energy-saving technologies. According to the study "Perceptions of Environmentalism and the Use of Sustainable Floral Design Practices" (Mississippi State University and Floral Marketing Fund), 71.3% of the companies surveyed implement at least one sustainable practice, but only 22.1% actually promote these activities to their customers [1].

Similar trends are confirmed by the "Floriculture Sustainability Survey 2024" (North Carolina State University), which found that 60% of consumers prefer to buy flowers with sustainable attributes, and half of the respondents are willing to pay about 10% more for such products. For most florists, sustainability is a fundamental value, which is manifested in practice not only by reducing waste, composting and using energy-saving technologies, but also by actively communicating environmental topics [2].

Conclusion For practice:

Florists who implement sustainable practices and actively communicate them to their customers have a chance to increase not only their reputation, but also their profit. Surveys confirm that up to half of customers are willing to pay 10% more for flowers with an ecological attribute – if this added value is clearly marked and visibly presented.

Použité zdroje

Mississippi State University, Floral Marketing Fund. Perceptions of Environmentalism and the Use of Sustainable Floral Design Practices by Professional Florists. ResearchGate [online] [citované 7. 8. 2025]. Dostupné z: https://www.researchgate.net/publication/386314832_Perceptions_of_Environmentalism_and_the_Use_of_Sustainable_Floral_Design_Practices_by_Professional_Florists
North Carolina State University, American Floral Endowment. Sustainablebloom Survey Shows Floral Sustainability Progress. thursd.com [online] [citované 7. 8. 2025]. Dostupné z: <https://thursd.com/articles/sustainablebloom-survey-shows-floral-sustainability-progress>

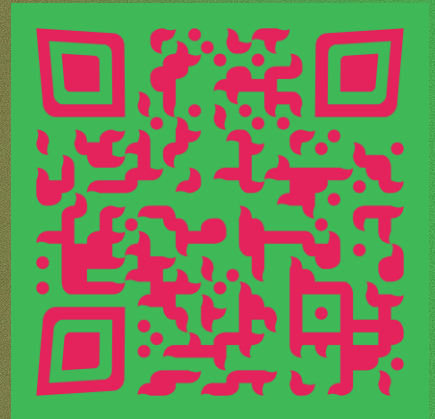
Inspiration

Become part of exclusive workshops! During them, you will gain knowledge from Róbert Bartolen and the team: practical demonstrations, marketing advice and access to certificates and digital materials. For partners, we offer the possibility of cooperation and brand presentation.

Wedding Floral Installation

July 2025

For this wedding, we designed a conceptual floral installation that transformed the entire ceremony and reception into a harmonious and elegant space. Each composition was created with respect for the architecture of the place and the atmosphere of the day itself. You can now watch the progress of the preparations and the installation itself in the video report on our website:



Mysterious Wedding Project

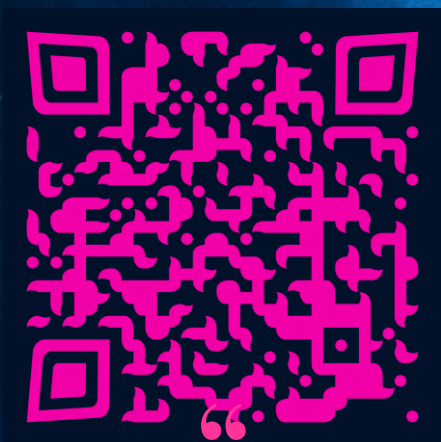
June 2025

At this point, we can only tell you that this exceptional project is successfully behind us. However, due to the exclusive agreement, we still have to keep a secret – the first look at the entire wedding gallery and behind-the-scenes shots will belong to a prestigious world magazine. Follow our newsletter – in the next issue we will bring you the exact date of publication and a link to the complete gallery and video highlights on our networks. You have a lot to look forward to!



11. 11. 2025

BUSINESS SEMINAR FOR FLORISTS BRNO



Pricing
Marketing and Instagram
Brand, Team, Technology
Artificial intelligence in
practice
Practical examples
Certificate
Refreshments all day
SK and HU
Price: 250 €
Capacity: 30 seats

What participants say:

”

„The seminar was very specific, targeted, answering most of the questions of florists. I found myself in many model situations, it was really well built. Congratulations. And the last AI block was a bonus for me in finding information.”

“

”

"A kick on how to plan purposefully and openly see that many things can be done right away... The seminar encouraged me that I am on the right path and that I met a person in my life who encouraged and confirmed me, with what he says and does, that all this makes sense."

“

VYRAJA 2025 – Nitra,
July 2025, SK

Part of the cultural event Nitra, dear Nitra was the exhibition VYRAJA, which combined floral art inspired by Slavic mythology with theater, fashion and photography.

The project was created in cooperation with the Andrej Bagar Theatre, Slovak designers and photographer Jakub Gulyás.

Read more on page 9.

Wedding floral installation, SK July 2025

The wedding ceremony of violinist Filip Jančík and Lucia Supeková, the world champion in endurance horseback riding, took place on a private farm above Piešťany. The decoration of this wedding was carried out by our company. The video and other recordings of the preparations are available in the article in the Inspirations section or on our website.

Mysterious Wedding Project, CZ June 2025

In addition to the above-mentioned wedding, we also implemented other wedding decorations. However, we cannot publish this decoration yet – we are waiting for the issue to be harmonized with the prestigious wedding magazine. The only thing we can reveal now is that the event took place at Chateau Mcely near Prague. Details can be found in the next article in the Inspirations section.



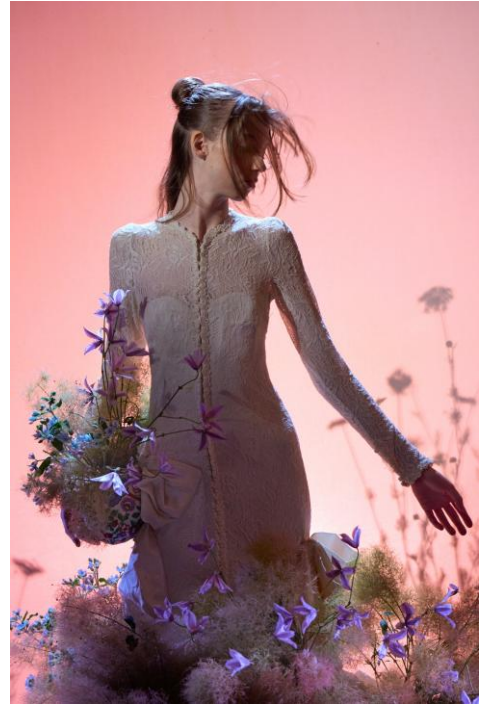
Nitra, dear Nitra, July 2025, author's exhibition VYRAJA

Author's exhibition of Róbert Bartolen during the celebrations of Nitra, dear Nitra (4–6 July 2025) In the magical atmosphere of the historic synagogue in Nitra, the exceptional exhibition VYRAJA, inspired by Slavic mythology and spiritual heritage, came to life in July 2025. The exhibition is part of the national cultural event Nitra, dear Nitra.



Take a look at a few selected photos and for more experiences, follow our website, where you will find videos from the preparations and a complete photo gallery after the end of the exhibition.

VYRAJA offers a journey to a Slavic paradise – a space of abundance, cycles and a return to the roots. Floral installations, created with an emphasis on symbolism and emotion, connect the stories of gods, forest spirits and mythical creatures. The unique atmosphere is underlined by the cooperation with the Andrej Bagar Theatre, leading actors and Slovak fashion designers.

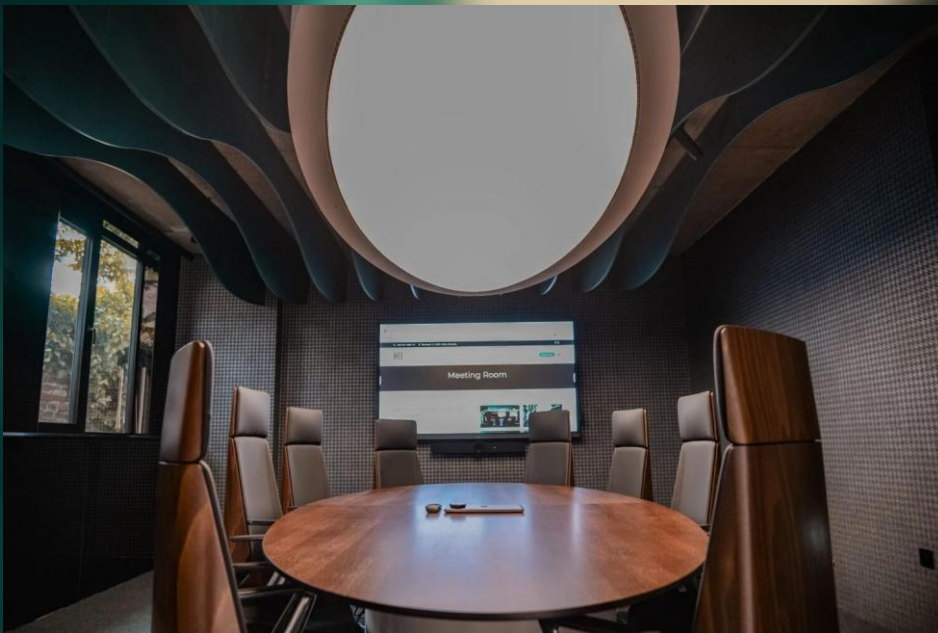


Meeting Room Design, Hotel 11, Nitra

The room with a capacity of 10 guests is equipped with state-of-the-art technology for virtual presentations and video calls. An interactive whiteboard, a high-quality audio system and a carefully composed lighting atmosphere ensure an environment that is both efficient and aesthetically appealing.



As part of a wider interior cooperation, we designed and implemented a complete concept of an exclusive meeting room in Hotel 11 in Nitra. The space was created for strategic corporate meetings, video conferences and important business meetings – with an emphasis on comfort, functionality and visual effect



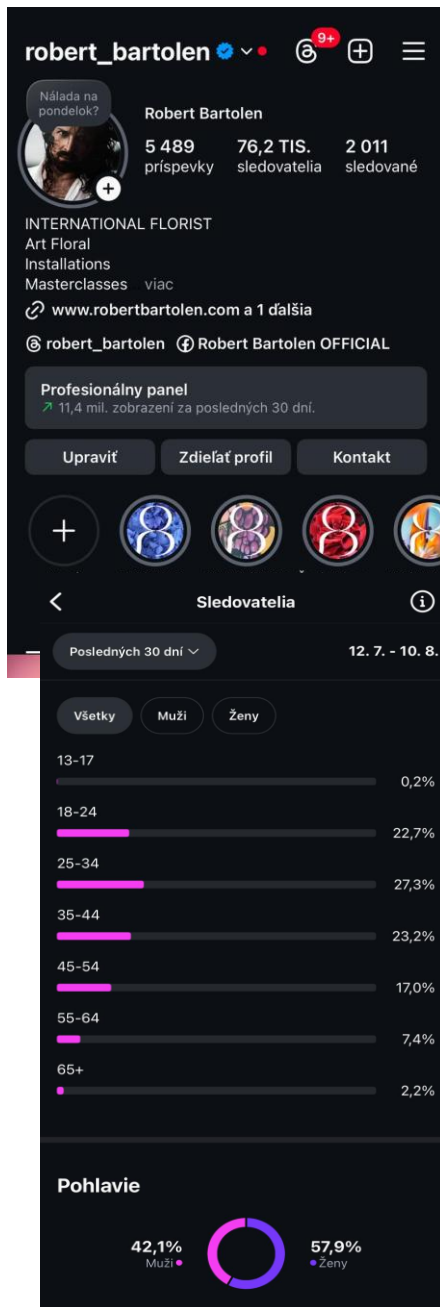
Meeting Room Design, Hotel 11, Nitra

Our design included a private lounge area and in-room bathroom amenities, providing a cultured and undisturbed environment for professional communication.

The aim was to create a space where focus, trust and clear dialogue are supported by intelligent design – a modern meeting room where every detail promotes productivity and presence.



Global Partnerships and Values



Over the last 30 days (12/7–10/8), the Robert Bartolen community has grown to 76,228 followers, a net increase of 6,621 (+9.3%). The content received 11.4 million views, with the 25–34, 35–44, and 18–24 age groups having the most followers.

This sends a clear signal to partners – a steady reach in key generations that value aesthetics, quality and sustainability. Our work shows that innovative floral design can go hand in hand with a responsible approach.

With activities in Europe and Latin America, we offer partners the opportunity to present themselves in an international context, where visibility, relevance and values form a solid basis for cooperation.



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Partners and acknowledgments

We thank the following brands and institutions for their cooperation:

Marginpar

Montana Lisianthus

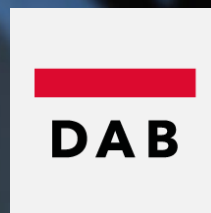
Andrej Bagar Theatre

Three Flowers

Jakub Gulyás

fashion designers of Slovakia – costume cooperation

Space for paid advertising and presentation of our partners' products or services. We offer the possibility of visibility in the newsletter and on social networks.



Contacts

Follow us on social media via QR codes.
Are you interested in cooperation, exhibition or workshop? Visit our website www.robertbartolen.com and go to the Contacts section where you will find all the information in multiple languages.

Stay with us in a world where flowers turn into stories.
Thank you for creating the future of the florist with us.



WEB



INSTAGRAM



FACEBOOK

#futureoffloristry
#sustainabilityoffloristry