



The Future of Floristry

Newsletter

THE

ISSUE 4
SPRING
2026
February 21, 2026

FEBRUARY: TRADITION, PRACTICE, FUTURE

In this issue, we combine the scenography of major events with craftsmanship that you can take back to your own studio.

There are moments when floristry ceases to be decoration and begins to function as a medium. This is precisely the moment we are opening with our new series *Room by Room*: we return to the Municipal House in Prague and start where first impressions are made—at the entrance and on the staircase.

Then we'll move on to practice. In **the education section**, you'll find the upcoming dates and a clear reason why it makes sense to develop technique, sustainability, and pricing at the same time. For graduates, there is also a special window with registration and deferred payment — all just a few clicks away (or via QR).

And finally: what others say about our work. In the **Flora Olomouc** section, we begin with the curatorial framework and public responses — and gradually introduce selected artists who were there when the "flowers in glass" turned into an experience.

Behind it

Róbert Bartolen

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REACH AND
PARTNERS

Czech-Slovak Ball 2026. Entrance and staircase.

Every great story begins with a first step. Not in the hall—but at the moment when the entrance opens and the space takes on the rhythm of the evening. We designed the entrance area and staircase in the Municipal House as a transition between heritage and the future: material, light, and silence that prepare the senses for what is to come.

This is the first chapter of a new series.

In each subsequent issue, we will look at one room and show how scenography is created that is not decoration, but an experience. We would like to thank KLIA for the perfect facilities and professional cooperation. We appreciate your support and care, which allowed us to fully concentrate on our work.



In the next issue: the first hall and the main image of the evening.

ROOM BY ROOM



In the next issue: the first hall and the
main painting of the evening.

ROOM BY ROOM



EDUCATION TIMELINE

Workshops · seminars · personal coaching

Education

IMPORTANT:

This is the last season with such a rich educational calendar. Next year, we are planning significantly fewer dates, so the places that are available now may not be repeated. If you want to be sure, we recommend registering as soon as possible.

- Olomouc, CZ

Mikado technique and wedding floristry
Part 1 (spring–summer / sustainability)
February 23–24, 2026 — SK

- Nitra, SK

Mikado technique and wedding floristry
Part 1 (spring–summer / sustainability)
March 2–3, 2026 — SK

- Mallorca, Cala d'Or, ES

Mediterranean wedding (fruit and herbal design)
March 10–11, 2026 — SK, ES

- Rybník, SK

Life Cycle (meadow floristry / sustainability)
June 8–9, 2026 — SK

- Nitra, SK

From the first bouquet to business
July 13, 2026 — SK

All additional information is always available at
www.robertbartolen.com

OLOMOUC

Mikado technique and wedding floristry Part 1 —
February 23–24, 2026 (Language: SK)

Two days of intensive practice focused on the Mikado technique, stabilizing natural materials, and constructions that you can repeatedly use in commercial work. From smaller retail products to large, spatial works—with an emphasis on sustainability and pricing.

KEY POINTS

- Large and voluminous works at lower costs
- Stabilization and long-term use of materials
- Budgeting and pricing for practice
- Sustainable structures for interiors and exteriors

LINK

www.robertbartolen.com/olomouc-mikado



Olomouc
February
16–17,
2025



NITRA

Mikado technique and wedding floristry Part 1
March 2–3, 2026 (Language: SK)

Nitra is a continuation of the same format as Olomouc – two days of intensive practice, where you will build the Mikado technique as a system for everyday use. You will learn construction principles, stabilization of natural materials, and procedures that will allow you to create large works with cost control and clear pricing.

KEY POINTS

- Large and voluminous works at lower costs
- Stabilization and long-term use of materials
- Budgeting and pricing for practice
- Sustainable structures for interiors and exteriors

REFERENCE

www.robertbartolen.com/nitra-mikado

At the bottom of the page, click on the REGISTER button.



MALLORCA, CALA D'OR

Mediterranean Wedding, Fruit and Herbal Design
March 10–11, 2026, language: SK, ES.

EXPERIENTIAL WORKSHOP

Róbert Bartolen leads a closed group personally – individual corrections, mentoring, and time for details without stress. The workshop takes place in a privately rented house.

PROGRAM: you will design a Mediterranean wedding concept for a destination wedding, create two main lines of arrangements, Fruit Design and Herbal Design, work with fruit, herbs, succulents, and local materials

- you will build compositions for both exterior and interior
- you will learn how to put these principles into practice

Food is part of the experience. We spend our evenings together in Porto Cari, right in the Cala d'Or marina – by the water, in a sophisticated fine-dining atmosphere.

During the day, we will have homemade lunches prepared on site from local ingredients; you will get to taste the fruits, vegetables, and herbs that we use in our compositions, including freshly picked oranges from the garden.

In our work, we use Ca Na Mel Santanyí handmade ceramics from Mallorca—a family brand founded in the 1940s, with collections that have a clear Mediterranean identity.

Registration and **program details**

www.robertbartolen.com

Education



Pesticides and exposure of florists

The Danish Environmental Protection Agency (2024) mapped pesticides and residues on imported cut flowers and, in their models, the risk was assessed as "controlled" ($RCR < 1$), with reservations regarding missing data for some substances and without assessing combined effects. (mst.dk)

Toumi et al. (2017) showed that residues are transferred to the hands during work and, in worst-case situations, some substances may exceed acceptable exposure limits — therefore, they recommend preventive habits. ([pmc.ncbi.nlm.nih.gov](https://pubmed.ncbi.nlm.nih.gov/))

SIMPLY (for practice)

Flowers may carry pesticide residues. In daily work, it is advisable to reduce skin contact and observe basic hygiene.

5 QUICK RECOMMENDATIONS

Wear gloves when handling large volumes and cleaning stems

Do not touch your face while working

Wash your hands after work (soap + water)

Eat/drink only after washing your hands

Wipe surfaces, remove waste immediately

SOURCES (caption)

Miljøstyrelsen 2024 · Toumi et al. 2017 (mst.dk)

Education Personal coaching

Silencia Flower Shop (now Michell Florist) Martin, Slovakia, 2021–2024

From 2021 to 2024, long-term personal and strategic mentoring took place at Silencia Florist under the leadership of Róbert Bartolen. The collaboration shaped the visual and conceptual identity of the store and went beyond floristry coaching to include business consulting.



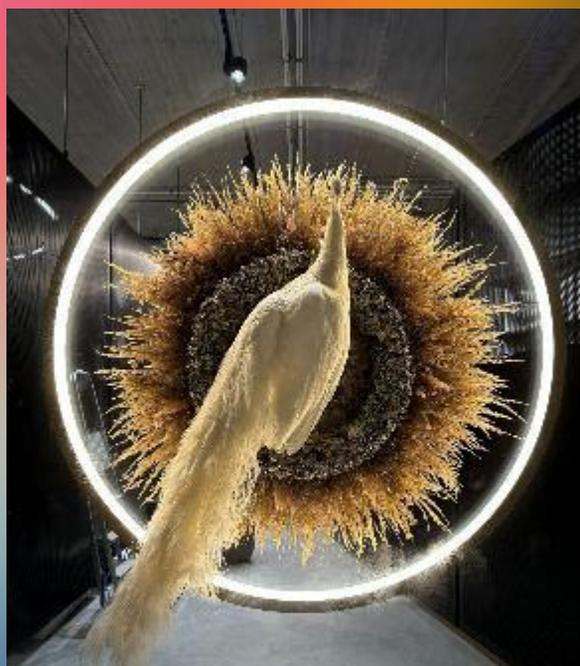
Photos: Vlado Vojtela

The coaching was comprehensive: gradually, all team members involved in creation, sales, and operations took part, and at the same time, ongoing consultations were held directly with the owner—from decisions about the direction of the brand to the daily details of the work.

Education
Personal coaching

Silencia Flower Shop
(now Michell Florist)
Martin, Slovakia,
2021–2024

Photographs:
Vlado Vojtela
Pages 12–14 were
created in
collaboration
with the author.



Photographs: Vlado Vojtela

Education Personal coaching

Silencia Flower Shop (now Michell Florist) Martin, Slovakia, 2021–2024

The scope included branding, product collections, bouquets, seasonal bouquets, window displays, seasonal window displays and installations, as well as pricing, sales techniques, assortment management and professional customer communication.

The intensity of the collaboration in one of the years was based on more than two dozen personal visits, directly on site.

Photographs: Vlado Vojtela



During this period, the concept of the video series Fragrant Conversations was also created—a format that combines conversation with creativity and gives the content a clear "product" output.

The collaboration ended at the end of 2024. The subsequent rebranding of the store to Kvetinárstvo Michell was no longer part of our activities.

CZECH-SLOVAK BALL 2026 CEREMONIAL SCENOGRAPHY "FROM HERITAGE TO THE FUTURE"

You have already seen this article in the ROOM BY ROOM section (p. 5). We are presenting it in the EVENTS section as a brief reminder and will continue smoothly with the next implementation.

BEAUTY BALL 2026 METAMORPHOSIS

Monochromatic colors from a florist's perspective

Beauty Ball 2026 was all about transformation — a space where ideas and visions gradually became reality. We were responsible for the complete floral and scenic design of the entire event: from the initial concepts to the final look of the halls, where structures, flowers, and light came together to form a single cohesive image.

Together with an exceptional team of professionals, we created an environment that connected art, emotions, and unforgettable moments. The result was a gala evening at Bratislava Castle, where beauty, creativity, and transformation came together in a powerful visual experience.

[LINK \(line\)](#)

www.beautyball.sk

EVENTS

Events





Together with an exceptional team of professionals, we created an environment that connected art, emotions, and unforgettable moments. The result was a gala evening at Bratislava Castle, where beauty, creativity, and transformation came together in a powerful visual experience.

www.robertbartolen.com

FLORA OLOMOUC 2025

PARALLEL FLOWERS

How the media wrote about the central exhibition (selection of quotes)



"A showcase not only of flowers themselves, but also of their various transformations in cooperation with light, technological, and audiovisual art."

April 24, 2025 (olomouc.eu)

"There are lots of white flowers, delicate glass, water, and beautiful lighting. It's quite an experience."

April 24, 2025 (prostejovsky.denik.cz)

"A remarkable fusion of art, nature, and modern technology."

April 30, 2025 (worldofflowers.org)

"An extraordinary combination of art, nature, and modern technology."

April 30, 2025 (worldofflowers.info)

FLORA OLOMOUC 2025

Tomáš Rachúnek

glass as tension, scale, and emotion

We often associate glass with fragility. Tomáš Rachúnek works with this idea in exactly the opposite way: he is interested in what happens when a "fragile" material is scaled up and begins to act as a physical presence in space.

His thinking is based on the tension between what we expect from glass and what it can actually do—hardness, volume, pressure, silence, but also the threat we feel simply because we know glass from our own experience.

Rachúnek has moved from product design to distinctly personal work, where contact with people and space is important, not just the object itself. His work repeatedly features monumental scale and the intention to evoke emotion through an "uncomfortable" moment — for example, when a glass object seems as if it could turn into something dangerous at any second.

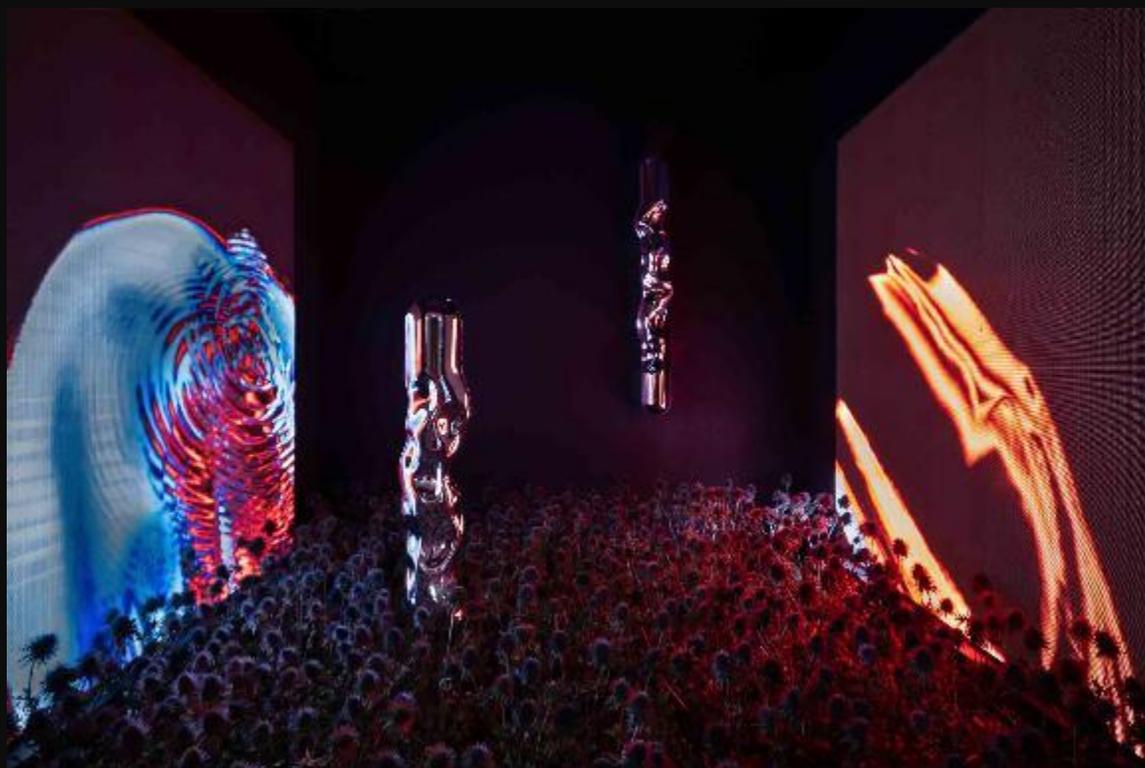
In the Parallel Flowers project, he was one of twelve glass artists invited to the central exhibition — as one of the voices of the new generation of Czech glass in dialogue with floristry, light, and architecture.



FLORA OLOMOUC 2025

Tomáš Rachunek — INVADEISTA

As part of the central exhibition *Parallel Flowers*, we present the first selected authorial voice. Tomáš Rachunek works with objects, light, and reflections so that the work behaves like an "invasion" of space — not decoration, but an intervention that changes the perception of the place.

**LIBRETO (original text by the author)**

The artwork INVADEISTA acts as a parasite of space, transforming and bending the environment when it attacks. It represents a confrontation between spatial elements, architecture, and the present viewer. Depending on the degree of exploitation, INVADEISTA radically changes the light, spatial, and visual perception of a given place. As an autonomous three-dimensional object, it emerges in space and disrupts the natural rhythm of the environment, destabilizing it through this act.

The visual installation works with physical objects, light, and reflections within a specific fragment of the landscape, which is invasively transformed.

FLORA OLOMOUC 2025

Dominika Petrtýlová – Mrs. Vase
(author's libretto)

LIBRETTO (original text by the author)

Dominika Petrtýlová

Mrs. Vase

My inspiration for Mrs. Vase came from years of observing the motif of the vase, which appears as a symbol of wealth and wisdom across the applied arts – from painted wallpaper to inlays on wooden chests of drawers. Have you noticed that these vases with flowers often resemble a woman's head with lush hair? I decided to materialize these 2D decorations into 3D form. Welcome to the materialized Rococo decor!

LINK (QR / author)

https://www.instagram.com/dominika_petrylova/



FLORA OLOMOUC 2025

Dominika Petrtýlová — Mrs. Vase



FLORA OLOMOUC 2025

Dominika Petrtýlová — Mrs. Vase

Dominika Petrtýlová is a glass artist and glass painter. Her main domain is vases – she pushes them beyond the boundaries of mere decoration, using them as a means of expressing her own ideas and elevating them to artistic objects.

In addition to vases, she also creates lamps, awards, functional glassware, art objects, and installations, and she likes to combine glass with unusual materials such as carbon, plastic, and bronze. She draws inspiration from the city, pop culture, art history, and architecture—motifs that are prominently featured in her work. She works on each piece personally; it is important for her to be part of the production process and to "imprint" a part of herself on the work.



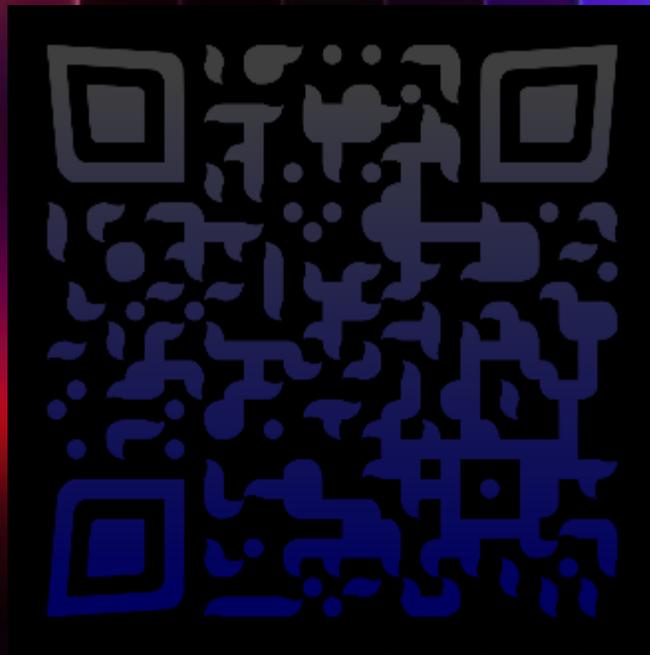
MORE CURRENT CONTENT ON INSTAGRAM

Behind the scenes · new projects · process · details

If you want to see more photos, short videos of the process, and current projects in real time, check out our Instagram.

We regularly post details about materials, structures, lighting, and work in the space — things that often don't fit in print.

Follow, save, and share with colleagues who may find inspiration there.



Bojnice, 2018

Complete interior design and permanent floral installations



Comprehensive interior design and permanent floral installations for a space that is intended to be a curated experience — not just decoration. The project included concept design, material composition, and implementation so that the floristry would grow naturally from the architecture and remain functional over time.

More projects and additional information can always be found at www.robertbartolen.com.

ROSE Installation



2025 Installation



Bojnice, 2018 Complete interior design and permanent floral installations

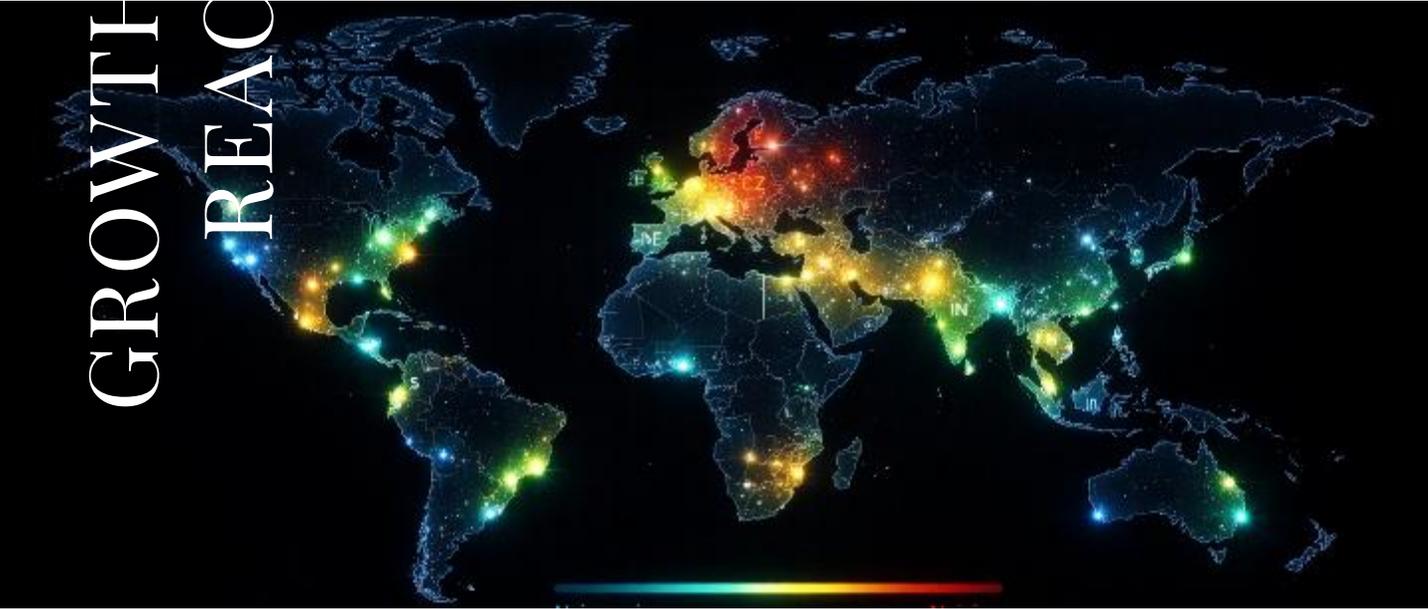


We worked with the principle of "quiet luxury": with scale, rhythm, and detail that reveal further layers upon repeated viewing. The result is a space that is stable, representative, and lively at the same time — suitable for a private residence as well as a diplomatic or business lounge.

You can find more projects and additional information at www.robertbartolen.com.

Where we are read — countries

(data, 01/2025–01/2026)



Readers, partners, and professionals from the Czech Republic, Spain, Mexico, Brazil, Australia, Panama, Singapore, Switzerland, Norway, Denmark, the Netherlands, Finland, Sweden, Austria, Canada, Israel, the United Kingdom, France, Japan, Taiwan, South Korea, Cyprus, Slovenia, Estonia, Lithuania, Latvia, Italy, Portugal, Greece, Chile, Croatia, Romania, Turkey, Costa Rica, Argentina, South Africa, Indonesia, Vietnam, the Philippines, Ukraine, Guatemala, El Salvador, Nigeria, Poland, Ireland, Slovakia, the USA, Hungary, Germany, and India.

Your presence, interest, and activity create a space in which our work takes on an international dimension. You follow our projects, education, installations, and partnerships—and in doing so, you give our work a context that transcends the borders of a single country.

We appreciate every newsletter opening, every piece of feedback, and every share. Thanks to you, the floristry we create has a global dialogue.

Florasis — OASIS® EcoBase Raquette

When creating floral decorations and scenography for events, I rely on solutions that give me confidence and stable results.

I would like to introduce you to a product from OASIS that is an integral part of every event and social occasion I decorate with my floral arrangements.



The photos are from the decorations for His Holiness Pope Francis' visit to Slovakia in 2021.

Florasis — OASIS® EcoBase Raquette

This product is an integral part of my work and a great help. The first major project I used it for was Pope Francis' visit to Slovakia. It helped me to create the entire scenography in a fantastic way.



Robert Bartolen believes that such reliable solutions are the basis for professional results – from small social events to projects with a society-wide impact.



Florasis — OASIS® EcoBase Raquette

The photos are from the decorations during His Holiness Pope Francis' visit to Slovakia in 2021.



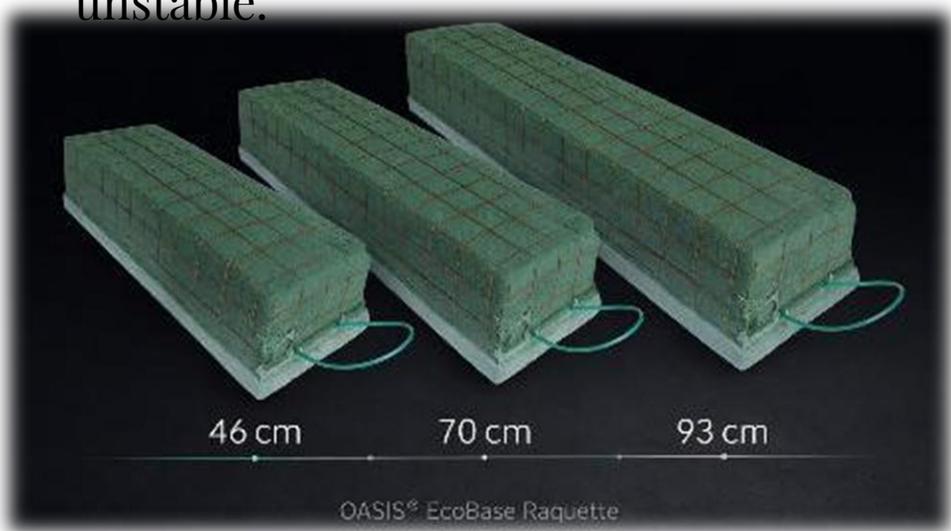
Choosing the right length is crucial for the stability and logic of the design — whether it is a precise module, a medium universal line, or a long, distinctive element.

Florasis — OASIS® EcoBase Raquette

This is a foam pad with a wire grid that prevents the material from breaking when used in larger and heavier arrangements. On one side, there is a loop for attaching or hanging.

However, it is important to emphasize that the hanging loop itself does not guarantee vertical stability.

When working vertically, the decisive factors are the fixation technique, weight distribution, load direction, and secondary securing of the structure. Without the right know-how, the result may be unstable.



Florasis — OASIS[®] EcoBase Raquette

PRACTICAL USE IN SCENOGRAPHY

- stable base for larger arrangements
- suitable for spatial compositions and structural solutions
- possibility of modular assembly into longer or more flexible lines
- division into smaller segments allows for the creation of arcs and softer forms
- wire mesh reduces the risk of foam cracking when the material is densely packed



Florasis — OASIS® EcoBase Raquette

When working with longer variants (70 cm and 93 cm), it is crucial to work with the center of gravity and balance. In practice, it often proves useful to use several shorter modules instead of one long element — stability is higher and shaping is more precise.

OASIS® EcoBase Raquette is not just a "funeral holder" for us. It is a construction tool that allows us to think about floristry architecturally — with an emphasis on stability, scale, and professional results.



CHOOSE
PARTNERS

Delicate flowers. Solid
reliability. Marginpar.



Delicate flowers? The opposite is true.
I have been working with Marginpar flowers
for a long time, and over the years they have
become a certainty that I can rely on for every
project.



Photo: Palo Bobek
For: WeddingHouse LOVE

CHOOSE PARTNERS

Delicate flowers. Hard certainty. Marginpar.



Flowers that look natural and airy, yet are absolutely professional.

As a florist, I particularly appreciate their firm stems, long-lasting nature, and durability. This is crucial for projects where the arrangements must look perfect from the morning preparations to the evening program.



Photo: Palo Bobek
For: WeddingHouse LOVE

Marginpar offers first-class quality practically 365 days a year, which gives me creative freedom without compromise.

CHOOSE
PARTNERS

Delicate flowers. Hard
certainty. Marginpar.



I also greatly appreciate their approach to cultivation – ecological and sustainable practices, support for the communities and regions in which they operate. It is important for me to know that I am working with flowers that are not only grown with an emphasis on beauty, but also on responsibility.

Their delicate, watercolor-like flowers with long durability are an excellent choice for the event sector.



Photo: Palo Bobek
For: WeddingHouse LOVE

Reliability, quality, and natural elegance – that's why I recommend them with confidence.

CHOICE OF PARTNERS

One of the biggest surprises of my professional life – in terms of flower quality – has been French tulips from the grower XL TULIPS.

XLtulips



Photo: Lukáš Moravský

CHOICE OF PARTNERS



Their lifespan exceeds three weeks, during which time they can grow up to 30 centimeters. Some cultivars reach a flower diameter of 12 to 15 cm – a standard that is certainly not a given for every grower.



Photo: Lukáš Moravský

CHOICE OF PARTNERS

For me personally, this is the best product on the market: with exceptionally strong stems and the certainty that the flowers will always bloom fully. The Menton Exotic variety produces massive flowers in the color of the setting sun. Each flower has a unique color and shape; the stems form naturally, gently deforming and growing each day, creating a dynamic silhouette for the arrangement.

Its double-flowered version, Menton, is pure and enchanting – identical in color and size, but with a simple interior consisting of six petals.

If you want to really impress your customers, look for French tulips under the XL TULIPS brand.

Photo: Lukáš Moravský



XL tulips

Partners

We would like to thank our partners for their trust and cooperation.

oasis[®]
PRODUCTOS FLORALES



XLtulips



Collaboration / Exhibitions / Workshops
www.robertbartolen.com

The website is available in three languages:
Slovak / Spanish / English
Scan the QR code and select your language.

#futureoffloristry
#sustainabilityoffloristry

The Future of Floristry Letter is the official monthly newsletter of the brand

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