



The Future of Floristry

Newsletter

F E R

April 14, 2026

APRIL: CRAFT, IMPACT, FUTURE

In this issue, we combine the scenography of grand evenings with techniques you can take back to your own studio—and with statistics showing where our work is being read.

The Room by Room series continues. After the entrance and staircase of the Czech-Slovak Ball, we move to the Smetana Hall—to the main scene of the evening, where Fruit Design, roots, and light created a space that was not merely decoration, but a visual language.

In education, we're wrapping up three sessions in a row—Olomouc, Nitra, Mallorca. Each one different, each with its own atmosphere. What unites them: participants left with techniques they can use tomorrow and an experience that will last longer. At the same time, the fall session of the Mikado Masterclass is approaching—for those who want to complete the certification process and earn an official certificate.

In the Sustainability and Technology section, we'll look at what NASA is discovering about seeds and cultivation beyond Earth—and why this is relevant for florists, gardeners, and growers here on Earth. Flora Olomouc 2025 continues with the introduction of additional artists from the Parallel Flowers project—Klára Janypková and Tomáš Kučera, Johan Pertl, and Patrik Čech. Three different artists, one material, an infinite number of perspectives.

And finally: our reach. More than 50 cities, four continents, a peak of 13,300 views in March 2026. For our partners, this isn't just a statistic—it's the context in which their brand appears every day.

Behind the Scenes

Róbert Bartolen

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REACH AND
PARTNERS

Cover photo:

Photographer / Frank
Stabrila

Model / Viktória Podmanická
Location and Dress / LOVE
WEDDING HOUSE Nitra
Flowers / Marginpar,
Middenwegflowers, Decorum

Vases:

Štefan Sekáč

Czech-Slovak Ball 2026. The First Hall and the Evening's Main

Monumental fruit trees created using Fruit Design became the dominant feature of the Smetana Hall. Trees made of fruit, roots, and natural materials symbolized the heritage of the Czech and Slovak lands—the richness of the land that shaped generations.

The artistic concept *From Heritage to the Future* blended the poetics of 19th-century Romanticism with modern lighting technologies inspired by artificial intelligence. A dialogue between wood and light, minerals and data, the silence of nature and the whisper of technology. Not a ball with decorations—an evening with its own visual language.



In the next issue: the second hall

Czech-Slovak Ball 2026. The first hall and the main feature of the evening



In the next issue: the second hall.

ROOM BY ROOM

Czech-Slovak Ball 2026. The first hall and the main feature of the evening



TRAINING SCHEDULE

Workshops · Seminars · Personal Coaching

Register now – there will be fewer dates next year!

Education

- Rybník, SK

Life Cycle (Meadow Floristry / Sustainability)

June 8–9, 2026 — SK

- Nitra, SK

From the First Bouquet to Business Sustainability, workshop

July 13, 2026 — SK

- Online

Basics, business seminar

July 20, 2026 — SK

- Nitra, Slovakia

Mikado technique and funeral floristry
Part 2: Fall–Winter / Sustainability, workshop

October 5–6, 2026 — SK

- Olomouc, Czech Republic

Fruit Design, show

October 11, 2026 — SK

- Olomouc, Czech Republic

Mikado Technique and Funeral Floristry
Part 2: Fall–Winter / Sustainability, workshop

October 12–13, 2026 — SK

MALLORCA, CALA D'OR MEDITERRANEAN EXPERIENTIAL WEDDING WORKSHOP

March 10–11, 2026 · Languages: SK, ES, EN



Where did it all take place?
The workshop wasn't held in a hotel or a conference hall. It took place in a private rented house with a pool right in the Cala d'Or area—one of the most beautiful parts of Mallorca. Mediterranean architecture, a garden with orange trees, the light of a southern Spanish March. The setting wasn't just a backdrop—it became a direct inspiration for every piece of work we created over the course of two days.

MALLORCA, CALA D'OR

Education

What We Learned and Created

Each day began with a group theory session: the aesthetics and color palette of a Mediterranean wedding, the selection of materials and structures for outdoor spaces, the logistics and stability of decorations in hot and windy conditions, practical planning, budgeting, and wedding production management. The theory directly tied into the afternoon's practical work.

Day 1 – Fruit Design

The first day was dedicated to a wedding style in which fruit ceases to be a decorative accessory and becomes a full-fledged floral element. We worked with its shape, color, texture, and symbolism. The result was three comprehensive projects: a floral design for a candy bar, a large wedding table in the Fruits Design style, and a centerpiece for the reception—each conceptually cohesive and ready for real-world application in a client project.

Day 2 – Herbal Wedding

On the second day, we worked with aromatic herbs, succulents, and natural Mediterranean materials.

We applied the principles of aromatherapy—scent, texture, and sensory experience—to wedding floristry. We created a wedding

bouquet, a herbal version of a large wedding table, and a floral arch for the ceremony area. Working on the floral arch demonstrated how floral architecture becomes a central element of the entire wedding space.

MALLORCA, CALA D'OR

Ca Na Mel — Mallorcan ceramics as part
of the creative process

At the workshop, we worked with Ca Na Mel ceramics—a family-run Mallorcan brand with a history dating back to the 1940s. The Verde Mar, Limones, and Aires de Mar collections have a distinct visual identity and directly respond to the Mediterranean environment. The ceramics were not merely a backdrop for the arrangements—they became an integral part of the composition, its colors, and the overall impression. The resulting works appeared as cohesive, stylized wholes, not as isolated floral objects.



MALLORCA, CALA D'OR

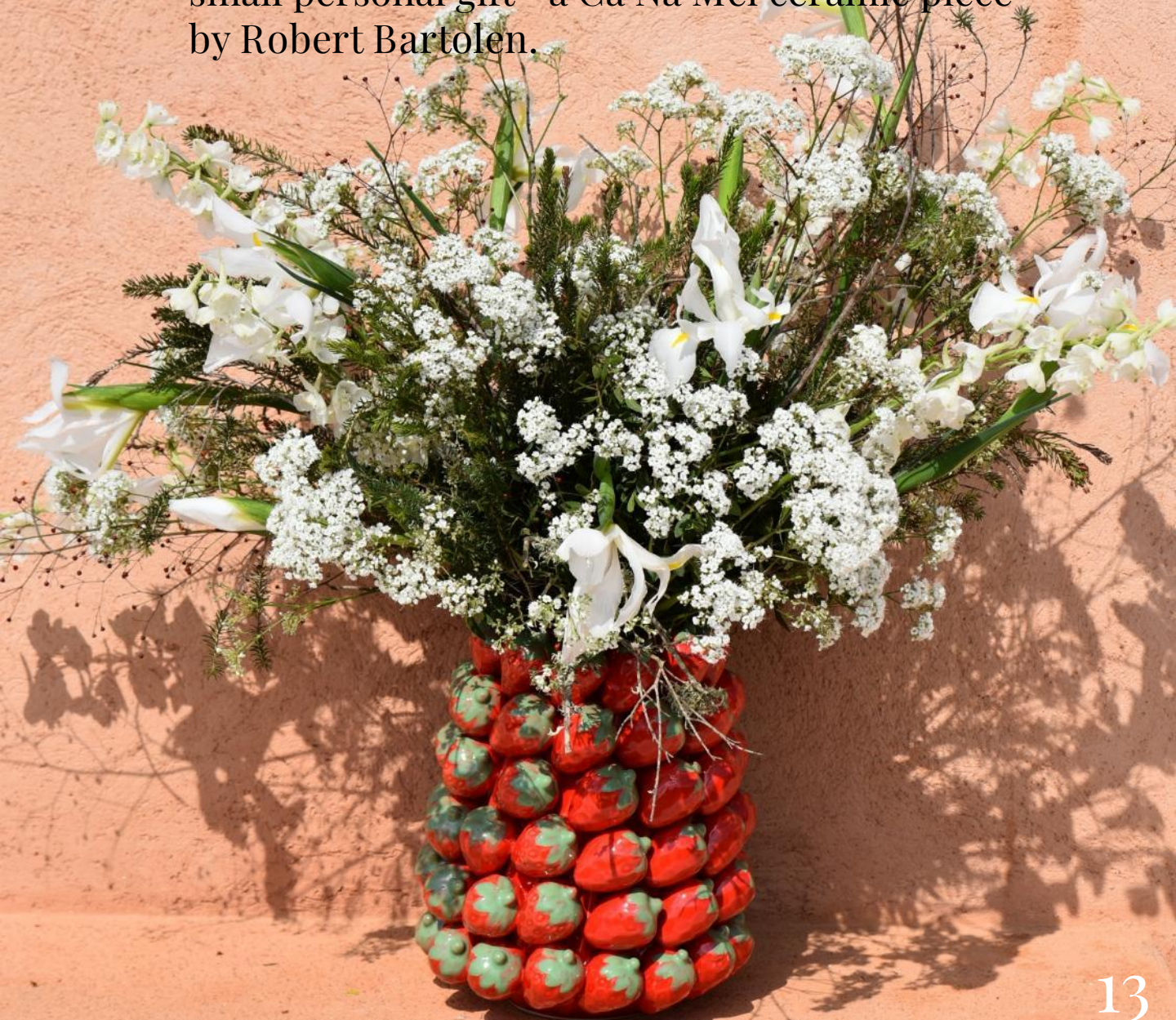
Education



MALLORCA, CALA D'OR

Education

What the participants took away
Each participant left with expert instruction and individual mentoring, hands-on experience with natural Mediterranean materials, professional photographs of their own work suitable for use on the web and in a portfolio, new design and composition techniques for real-world projects, and a certificate of completion for the BODA MEDITERRANEA workshop. The workshop also included a carefully prepared welcome package: scissors, a knife, a water bottle, a cloth bag, a workbook, a work apron, and a small personal gift—a Ca Na Mel ceramic piece by Robert Bartolen.



Thank you to our partners

Education



MIDDENWEG
#irisistible

MARGINPAR



What did the participants say?



“The workshop exceeded my expectations. I knew the instruction would be top-notch, but what was truly pleasant and motivating was the atmosphere. It felt authentic thanks to the setting, relaxed thanks to the open approach, and friendly without any competitiveness. The networking during the group dinner was a nice bonus.”

“The entire workshop was organized with complete professionalism and was also very inspiring. Robert explained the technique step by step—including the principles of construction, stability, and aesthetic balance. Thanks to his guidance, I not only understood it but truly mastered it.”

“Inspiring for the start of the 2026 wedding season—a true privilege to learn from Robert Bartolen, without a doubt a great professional.”

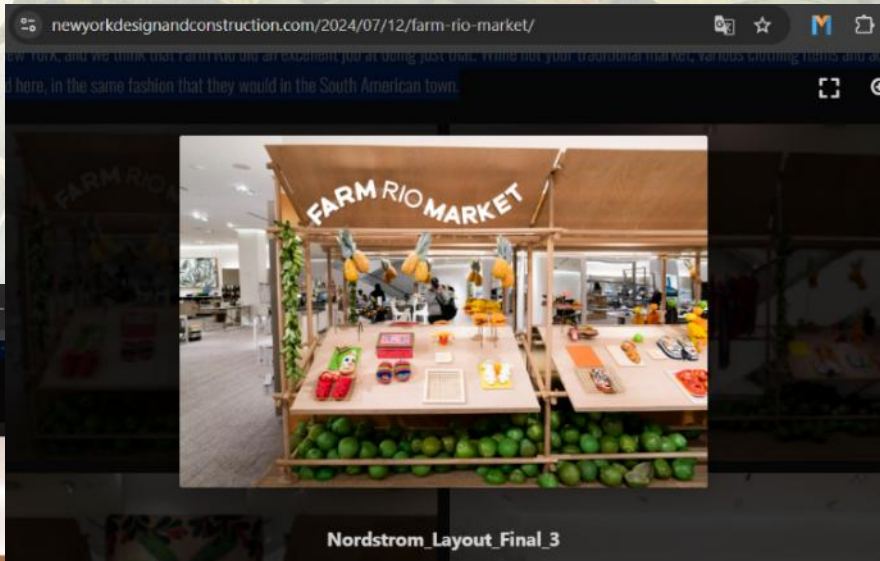
FARM RIO MARKET Design as a Multidisciplinary Language

The Farm Rio Market project—a collaboration between the Farm Rio brand and the Rooted Construction studio—brought the authentic atmosphere of Rio de Janeiro to the streets of New York. Not a traditional market in the classic sense, but a carefully designed space where clothing and accessories communicate through South American aesthetics and lifestyle.

The entire concept worked with principles that are also close to contemporary floristry—a strong visual language, working with atmosphere, layering of materials, and the ability to draw the visitor into a comprehensive experience.

Similar to projects where floristry meets ceramics or architecture, here too it is clear what a key role detail, context, and the overall composition of the space play. This type of installation confirms that design today transcends the boundaries of individual disciplines and is becoming a multidisciplinary language that connects fashion, space, and emotion.

newyorkdesignandconstruction.com



Nordstrom Layout_Final_5

Mikado technique and wedding floristry

This wasn't just a one-day inspiration session. The two-day workshop was structured as systematic, step-by-step guidance—so that everyone could take away techniques immediately applicable to real-world projects. We intentionally work with a smaller number of participants because we prioritize quality. Everyone had the opportunity to ask specific questions and receive personalized feedback directly from Robert.

What participants learned and created

We covered the Mikado technique comprehensively—not only as a method for creating bouquets, but as a system applicable to other retail products. Emphasis was placed on proper work habits, stability, working with form, and sustainability in daily operations. Each participant independently created 2 bouquets and 1 wreath. The workshop also included a group session—a large spatial arrangement and centerpieces—as a simulation of real wedding preparations with team coordination and role assignments.

Mikado Technique and Wedding Floristry

What participants took away

A clear understanding of the technique, concrete portfolio pieces, and a complete set of merchandise: a mug with the workshop's logo, a workbook, a pen, a bag, an apron, scissors, a knife, wire, and Oasis spray. Everyone also took home everything they created. Some participants with a florist shop nearby received leftover flowers to try out in real-world practice.



Participant feedback

- 100% would recommend the workshop to others
- 100% said it met their expectations
- 98% rated the price-to-value ratio as adequate to above average
- 100% rated the workshop as significantly better than most professional workshops they have attended.



NITRA

Mikado Technique and Wedding Floristry Part 1
March 2–3, 2026 (Languages: SK, HU.)

Education



Nitra followed the same format—two days of intensive hands-on training, where each participant established the Mikado technique as a system for daily operations. Design principles, stabilization of natural materials, and procedures enabling the creation of large-scale works with cost control and clear pricing.

What participants learned and created
The Mikado technique, ranging from bouquets and wreaths to larger portable decorations. The workshop included a group session simulating real wedding preparations—team coordination and role distribution. We worked with a large amount of materials, including flowers and new products not commonly available in everyday practice.



NITRA

Education



What participants said

“I love Robko’s workshops because they push me forward and completely change my perception of floristry. They are especially beneficial for flower shop owners.”

“I can incorporate every element into my daily practice. A solid foundation provides a stable base on which to build larger and more ambitious projects.”

“My first floristry workshop will resonate with me for a long time. Even on the first day, I knew I was in the right place with the right florist.”

“Warning—these workshops are highly addictive!”

Mikado Technique and Wedding Floristry Part 1
March 2–3, 2026 (Language: SK)



Plants in Space: What NASA Is Learning About Seeds and Growing Beyond Earth

In November 2022, the Artemis I mission launched. It wasn't just instruments on board—seeds were flying too. And the results of this research may one day change what we work with every day in the studio, greenhouse, or flower shop.

What NASA Is Studying

In the BioExpt-01 experiment, scientists tested how deep space and radiation affect seeds—their nutritional value, ability to germinate, and resistance to stress. For growers and gardeners, there's a practical question hidden in this: what makes a seed resilient in less-than-ideal conditions?

What's Next

The LEAF (*Lunar Effects on Agricultural Flora*) experiment will fly to the Moon's surface on the Artemis III mission. A miniaturized growth chamber will monitor photosynthesis, growth, and stress responses in plants directly in the lunar environment. Scientists have already succeeded in growing plants in lunar soil from the Apollo missions—without organic matter, without structure. The plants germinated. They were under stress, but they grew.

What this means for practical applications

Findings from extreme conditions are directly applied to breeding more resilient varieties, seed storage, and cultivation during challenging seasons. Space research is not far removed from the gardener or florist—it is research into what a plant truly needs and what it can withstand.

SOURCES: NASA Science · Space Lab Technologies · University of Adelaide · Michigan State University

Personal coaching – September 2025, El Salvador and Guatemala, Invernadero SFG.

In September 2025, an intensive coaching program for the floristry company Invernadero SFG took place in El Salvador and Guatemala. Róbert Bartolen worked directly on-site with the founders and their team—a format that allows for deeper collaboration than any online format.

The program focused on strategic team development, creative direction, and long-term growth planning within the Latin American floristry market. Together, we established the brand positioning, design strategy, and operational structure—with an eye toward future expansion.



Individual coaching sessions strengthened management unity and creative vision, creating a solid foundation for upcoming projects.

Invernadero SFG is a dynamic floristry company with a strong entrepreneurial approach and cultural authenticity. This program was the next step in their regional and international development.

Sustainable floristry with a touch of elegance:



When Oponice
Turned into
“Heaven”
There are
projects that
remain in one’s
memory for many
years. For me,
one of them is an
event held in the
historic premises
of
Chateau Appony
in Oponice,
which bore the
apt name
“Heaven.” This
working title was
no accident—our
goal was to create
a sense in our
guests that, for a
brief moment,
they had found
themselves in a
heavenly realm.
Local resources
as the
cornerstone of
aesthetics

Sustainable floristry with an elegant touch:

The entire decoration was designed in a strictly sustainable style. My personal challenge was to work exclusively with local materials and transform them into objects of the highest aesthetic value. I wanted to prove that Slovak nature, when approached correctly, can elevate floristry to a true art form.

The Power of Simplicity: Blooming Prunus



Sustainable floristry with a touch of elegance:



Sustainable floristry with a touch of elegance:

I consider this project groundbreaking. It proved that exotic imports are not necessary to create a unique atmosphere. Guests felt as if they were in a magical space, even though they were surrounded by “nothing more than” richly blooming Prunus branches. It was precisely in this purity and local character that the greatest power of the entire visual concept lay.



Sustainable floristry with an elegant touch:

A detail that makes the whole

However, it wasn't just the flowers that created an unforgettable experience. It was the precise interplay of all elements:

- Materials: Carefully selected glass, textiles, and designer stands.

Harmony: The fusion of the castle's historic architecture with a modern floristic approach.

Visual testimony: The photographer's eye, which captured not only the whole but also the subtle details that draw the viewer into the atmosphere even years later.



“Nebo” in Oponice remains for me an iconic example of what modern sustainable floristry should look like. It is proof that luxury and elegance need not conflict with respect for our own land and its resources.

FLORA OLOMOUC 2025

PARALLEL FLOWERS

The Spring Flora Olomouc 2025 brought one of the most striking moments in contemporary European floristry. The main exhibition, “Parallel Flowers,” was created by internationally renowned florist Róbert Bartolen, who, together with his team, transformed the 1,600 m² Pavilion A into a comprehensive artistic space combining flowers, glass, light, and modern technology.

The exhibition was created in collaboration with twelve Czech glass artists and featured the world premiere of twelve new flower varieties. An estimated 50,000 to 100,000 flowers were used in the installation, creating a unique, one-of-a-kind world in just four days.



Decorum
PLANTS • LIGHTS

**FUTURE
FLOWERS**
colorful callas



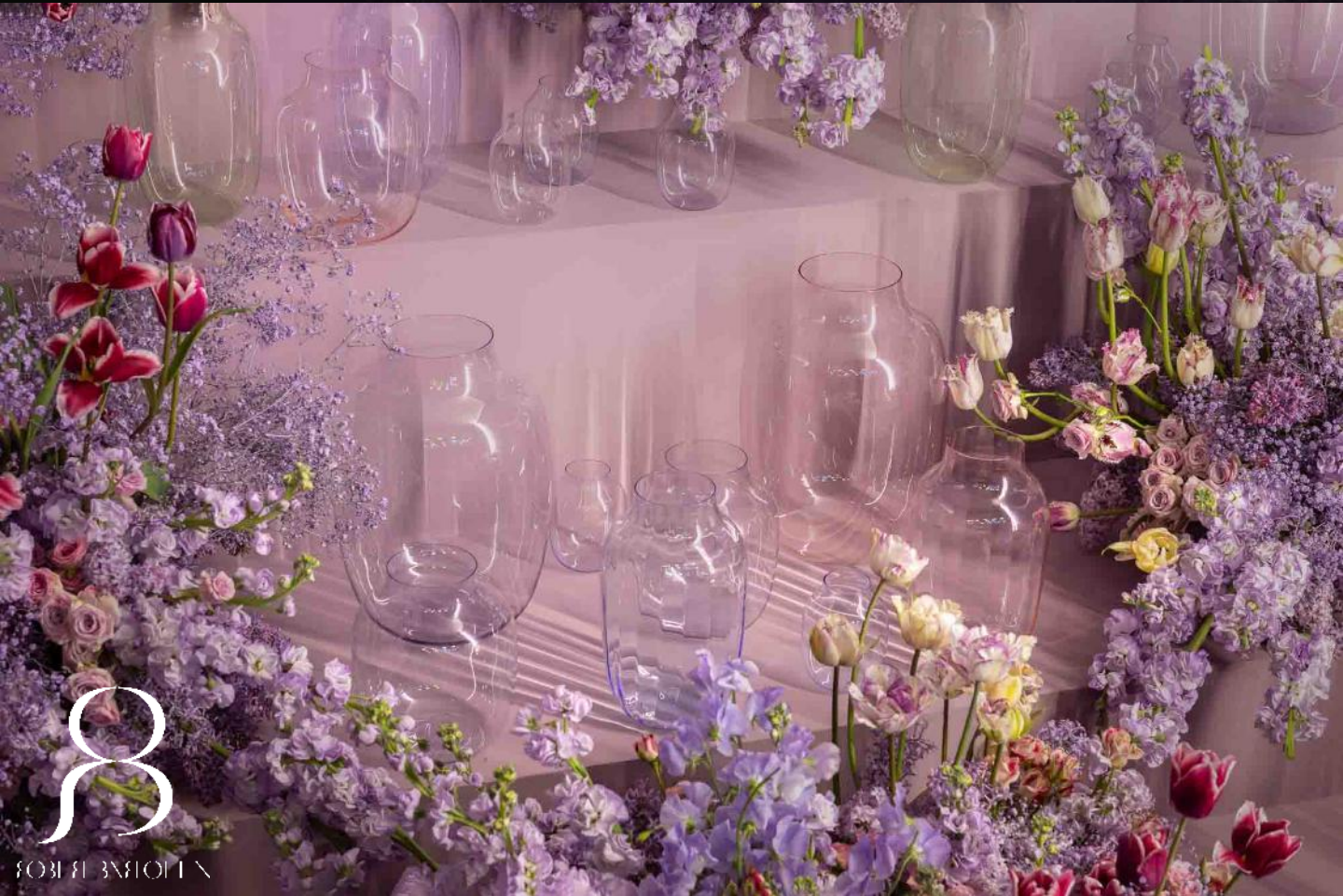
FLORA OLOMOUC 2025

Klára Janypková and Tomáš Kučera
Glass as a Metaphor for the Present Moment



FLORA OLOMOUC 2025

Klára Janypková and Tomáš Kučera - Glass
as a Metaphor for the Present Moment



Their installation is inspired by the April full moon—sometimes referred to as the Purple Moon. A phenomenon that becomes a metaphor for transience, cyclicity, and the magic of the present moment. The Desidère glass vases reflect light and the transience of the moment, while the flowers among them organically grow through the space, as if searching for their own form. Everything here is temporary, elusive. The present moment, slowly fading away.

FLORA OLOMOUC 2025

Klára Janypková and Tomáš Kučera - Glass
as a Metaphor for the Present Moment

Events



ROBERT ZASTOLEN



interplant
ROSES

FLORA OLOMOUC 2025

Johan Pertl: *Movement Captured in Glass*

In his work, Johan Pertl combines precise craftsmanship with an experimental approach to materials. He is not just a designer—he personally creates each object in his own studio, which gives him complete control over every detail, proportion, and the final character of the work.

It is precisely this direct contact with the material and the process that is key to his work: the object is not just the result of a design, but also of his personal touch.

His latest collection, FLOW, works with molten glass and the theme of movement. It captures the dynamics of flowing matter at the precise moment it freezes in time—when the liquid ceases to be liquid and becomes form. The result appears as frozen motion: a mass that seems to still be flowing, even though it is now stationary. The collection consists of a hanging object and a side table—two objects that translate the same principle into different functions and scales.



FLORA OLOMOUC 2025

Johan Pertl: *Movement Captured in Glass*



ROBERT BARTOLFA

Decorum

PLANTS & FLOWERS

FLORA OLOMOUC 2025

Johan Pertl: *Movement Captured in Glass*





FLORA OLOMOUC 2025

Patrik Čech: *Red as a Space, Not as a Color*

EVENTS

Events



FOUR BAROEN

XLtulips

FLORA OLOMOUC 2025

Patrik Čech *Red as a space, not as a color*

You enter a space where everything is shrouded in red. A warm, intense color that immediately grabs your attention and won't let go. It's not just a visual impression—it's an experience where red surrounds you and draws you in until you become part of the scene.



FLORA OLOMOUC 2025

Patrik Čech *Red as a space, not as a color*

Vases stand in the center. Each differs in the details of its shape and curvature, though all were created from a single mold. Their ideal has been disrupted—and it is precisely in this disruption that the essence lies: perfection is not the goal. Each vase is a deviation, each is individual, and yet they all belong together. They are all part of the same space, the same story. Patrik Čech comes from Valašské Meziříčí—a region with a deep tradition of glassmaking—and his work engages with this heritage consciously: not as a reference to the past, but as material for contemporary expression.

Slovakia's Natural Treasures: From palace halls to Prague



A few years ago, I had the honor of creating a series of monumental objects for the newly renovated representative spaces of the Ministry of Foreign Affairs of the Slovak Republic in the Palugyay Palace in Bratislava. I framed the entire collection with an idea that is close to my heart and which I consider key to our identity: The Natural Riches of Slovakia. Art as a symbol of the country

Slovakia's Natural Treasures: From Palace Halls to Prague

These objects became the focal points of individual rooms in the ministry. Each space was dedicated to a specific natural resource for which Slovakia has historically been renowned or which it still possesses today.

The collection features motifs such as:

- Precious metals and raw materials: Gold, coal, and salt.
- Natural phenomena: Rare aragonite and healing mineral springs.
- Landscape features: Flowering meadows and foothill pastures.

Slovakia's Natural Treasures: From Palace Halls to Prague

From Diplomacy to the Nobility of the Ball I decided to revisit the same theme during last year's Czech-Slovak Ball at Prague's Municipal House. It was no coincidence. Our natural wealth is so diverse and visually striking that it has served as an inexhaustible source of inspiration for me for many years.

I believe that through art, we can highlight these values not only at home but also in the most prestigious international context.



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, head over to our Instagram.

We regularly post details about materials, construction, lighting, and work in the space—things that often don't make it into print.

Follow us, save our posts, and share them with colleagues who might find them inspiring.

www.robertbartolen.com

Your brand. Every day. On every continent.

Floristry is not a local industry. And our newsletter proves it with numbers.

In recent months, readers from Valencia, Madrid, Barcelona, Dublin, Amsterdam, New York, Singapore, Mexico City, Guadalajara, Monterrey, Kraków, Málaga, Warsaw, San Salvador, Guatemala City, Ashburn, and Luleå have been regularly visiting our website. Europe, America, Asia—every day, repeatedly, the same industry professionals and creatives.

With an average daily traffic of 200 or more users, this means one thing: your brand isn't displayed just once. It's displayed every day, in an environment that its readers actively choose because it brings them value and inspiration.



Source: internal statistics robertbartolen.com

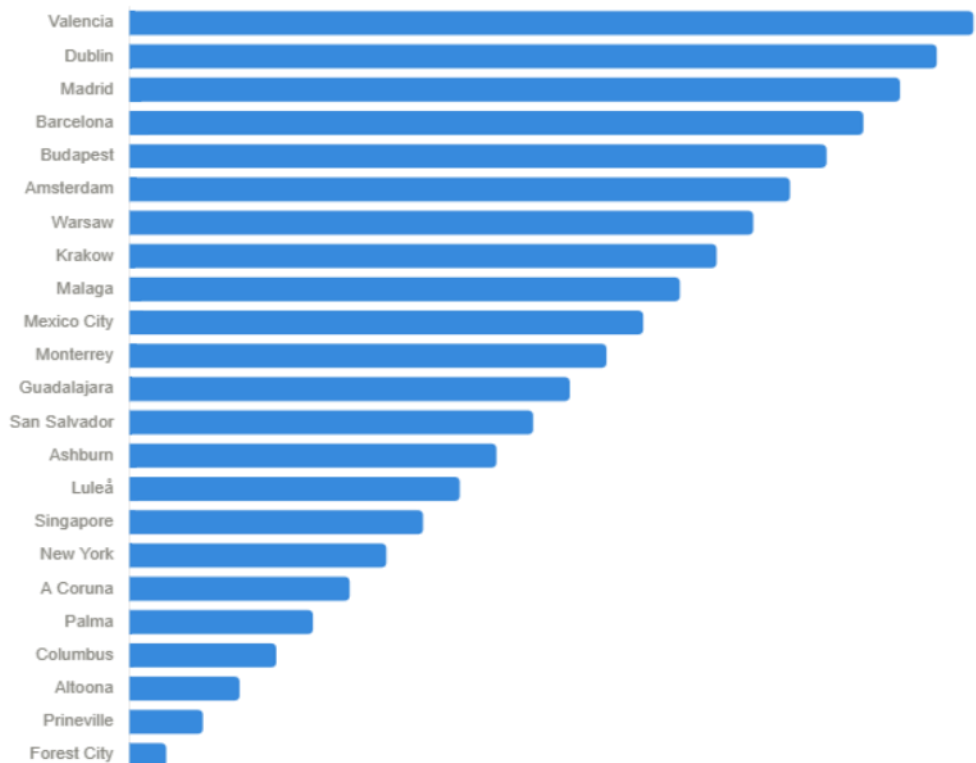
Your brand. Every day. On every continent.

What this means for you as a partner. You're not just a logo on a page. You're a natural part of the content that experts from around the world read, save, and share. Your brand is built within a context of quality, craftsmanship, and international perspective—not in an ad block, but directly within the story that interests the reader.

Hundreds of daily interactions with your brand. Thousands of views per week. And continuous growth in awareness among a relevant, international, and professional audience. This isn't advertising. It's a partnership with real impact.

Data for 2026, top international cities

Top international cities



Absolute Yellow: When the Sun, Lemon, and Daffodil Meet

When I hear “absolute yellow,” three key elements immediately come to mind: the Sun, the Lemon, and the Daffodil. This trio became the cornerstone of our workshop on sunny Mallorca. Although nature offers an endless spectrum of shades of yellow, it was in this combination that we sought pure energy and light.



W.F. LEENEN
Growing for Generations

Pure yellow: When the Sun, Lemon, and Daffodil meet

More Than Just a Harbinger of Spring
For me, the daffodil is much more than just the traditional harbinger of spring.

It's long since ceased to be the case that a daffodil must be just a simple yellow flower. The world of floristry offers:

- Countless cultivars: From delicate cream to rich orange tones.
- Diverse textures: Double-flowered varieties, varying stem heights, and fascinating color combinations.
- Intoxicating scents: Each variety brings a different aromatic note to the space.



Absolute Yellow: When the Sun, Lemon, and Daffodil Meet

Uncompromising Quality: W.F. Leenen

When it comes to my work, the quality of the material is paramount to me. If I want to work with the best daffodils on the market, my choice is clear: grower W.F. Leenen.

Why them, specifically? Their flowers offer me the guarantee I need as an artist. They provide not only visually stunning cultivars, but above all, sturdy, tall stems that hold their shape, and an incredible aroma that completes the overall experience of the piece. If it's a daffodil, it has to be from them.

Yellow is the color of joy and new beginnings. The workshop in Mallorca reaffirmed for me that with the right materials and a clear vision, we can bring this energy into any space.



Green: The Color of Energy and

Green is an integral part of this time of year. It's all around us—and it's not just leaves or grass, but also flowers that carry this unforgettable, refreshing energy. My clear favorite in this category is Viburnum (Guelder Rose).

I'm often asked how to work with this flower and how to ensure it lasts as long as possible in an arrangement. My method is based on three pillars:

1. Radical Treatment

As soon as the flowers arrive, I immediately remove all the leaves. For me, leaves on Viburnum are unacceptable at any length. The reason is simple: we need all the energy and water to go directly to the inflorescence, not to the foliage. The sooner we hydrate the flower after this step, the better.



Green: The Color of Energy and



2. The Right Cut (Practical Tips)

Since this flower has a woody stem, a sharp knife is the key to success.

Forget about scissors—they'll just bruise the stem, which is almost a surefire way to make the flower wilt quickly.

Angled cut: It must be as long as possible so the flower has maximum surface area to absorb water.

Cutting underwater: This is my special trick. Cutting the stem just below the water's surface prevents air bubbles from entering the plant's vascular system. (We'll discuss this technique in more detail in a separate post.)



Green: The Color of Energy and Vitality

3. Origin and Tradition: MediaVerdi

The third, equally important point is the choice of grower. My absolute go-to is the Dutch grower MediaVerdi. They are experts with a tradition spanning several decades who specialize in premium Viburnum.



For four months of the year, they bring fresh stems of various lengths to the flower market every day—ranging from delicate 40 cm to monumental stems exceeding one meter.

In the attached photos, you can see flowers directly from this grower. Whether they are artistic shots or a real installation we created for Michal Zapoměl's Salon in Prague, their quality is simply unmistakable.



Partners

We thank our partners for their trust and cooperation.

oasis[®]
PRODUCTOS FLORALES



Porto Cari



Collaborations / Exhibitions / Workshops

www.robertbartolen.com

The website is available in three languages:

Slovak / Spanish / English

Scan the QR code and select your language.

#futureoffloristry
#sustainabilityinloristry

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