

A terrarium display on a wooden table. The display consists of two rectangular glass terrariums filled with moss and various plants, including tall green plants with orange flowers and smaller green plants. In the center, a cylindrical object, possibly a vase or container, is decorated with colorful circular elements. The background is a textured purple wall. The foreground shows a wooden table with four legs and a moss-covered surface.

The Future of Floristry

Newsletter

F R E

7

21 June 2026

Dear friends and colleagues,

this issue of the newsletter is a brief pause for me before the summer. Over the past few months, we have been through an intense period: from the workshop in Rybník through floral installations, events, fashion collaborations and specialist articles, right up to preparations for the autumn phase of our training programme.

Each of these projects has once again shown that floristry is not just about the final result. It is a process, decision-making, technique, community, space and the ability to give natural materials new meaning.

In this issue, we return to projects linked by a common thread: the search for value. Value in craftsmanship, in a more sustainable approach, in working without unnecessary waste, in an authentic space, and in the courage to think about floristry more broadly.

For me, sustainability is not just a buzzword. It is a way of looking at materials, the seasons, the economics of work and the future of our profession. Not as a constraint, but as an opportunity to create more precisely, more cleanly and more responsibly.

Now is the time **to take a brief pause**. We know that summer is for rest, travel, family, gardens, the sea, the mountains and moments that recharge the spirit.

We don't want to overwhelm you during the holidays. Even the floristry industry needs a moment of silence so that it can return with renewed energy, a clearer vision and fresh inspiration.

Thank you for being with us. I wish you a peaceful summer, lots of wonderful experiences and time to catch your breath. We'll meet again in September for the next issue.

On behalf of the team

Róbert Bartolen

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★ NEW

A NEWSLETTER THAT CONTINUES WITH A SINGLE CLICK

Every image in this issue contains a link. Simply click directly on the photograph or on the link above it, and you will open more details, a video, or the project's webpage.

This newsletter is not just for reading. It is a gateway to our projects and their outcomes.

After each article, continue further with a single click.



**CLICK THE IMAGES
AND DISCOVER MORE**



Czech-Slovak Ball 2026. Rieger Hall — Gold

After the Smetana Hall, we move on to another space in the Municipal House. The Rieger Hall, as part of the 'From Heritage to the Future' concept, explores the theme of gold — not as a flamboyant symbol of luxury, but as the quiet, metallic breath of the mountains.

Here, gold represents a value that is not created instantly. It is born in the deep layers of time, pressure and the landscape. That is why its accents are subtle, refined and precisely measured. Not ostentatious. Rather, like a glimmer of something that was hidden beneath the surface and now emerges into the space for a moment.

Czech-Slovak Ball 2026. Rieger Hall – Gold

This room is not about gold-coloured décor. It is about transforming a natural archetype into an atmosphere. Gold as a trace of the landscape, as the memory of the mountains, as mineral energy transferred into a festive evening.

The floral installations play on the elegance of the material, light and contrast. The golden details are intended to appear as subtle flashes within the structure of the space – not as a dominant feature. Their role is to emphasise the depth of the concept, not to overshadow the architecture of the Municipal House.

Czech-Slovak Ball 2026. Rieger Hall – Gold

The theme of gold fits into the broader landscape of the natural wealth of the Czech and Slovak lands. Each hall represents a single archetype: fruit, salt, mineral water, glass, meadows, the landscape of memory – and in Rieger Hall, it is gold.

The result is a space that speaks of wealth not as luxury, but as value. Of that which is created slowly, in silence, beneath the surface. And which is worth protecting, preserving and passing on.

TRAINING TIMELINE

Workshops · seminars · personal coaching

Education

13 July 2026

Nitra, Slovakia

From your first bouquet to a business
Workshop

Workshop language: SK

23 August 2026

Managua, Nicaragua

Language: SK, ES

27 August 2026

Panama City, Panama

Language: SK, ES

1 September 2026

Holambra, Brazil

Language: SK, PT-BR

7–8 September 2026

Mexico City, Mexico

MANIFESTO

Selection programme

Language: SK, ES

13–14 September 2026

Monterrey, Mexico

VIVA LA VIDA

Workshop

Language: SK, ES

You can always find the
latest additional
information at
www.robertbartolen.com

TRAINING TIMELINE

Workshops · seminars · personal coaching

Education

5–6 October 2026

Nitra, Slovakia

Mikado technique and funeral floristry

Part 2: Autumn–Winter / Sustainability
Workshop

Workshop language: SK

11 October 2026

Olomouc, Czech Republic

Fruit Design

Show

Language: SK

12–13 October 2026

Olomouc, Czech Republic

Mikado technique and funeral floristry

Part 2: Autumn–Winter / Sustainability
Workshop

Workshop language: SK

19–20 October 2026

Romania, RO

Christmas in the Barn / sustainability
Workshop

Workshop language: RU, MA, SK

You can always find the
latest additional
information at
www.robertbartolen.com

VIVA LA VIDA

tour

LATIN AMERICA



MANIFESTO MEVILLO



CDMX
07-08/09/26

ROBERT BARTOLEN

VIVA LA VIDA

Tour

PANAMA



PANAMA CITY
27/08/26

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PRODUTOS FLORAIS

ROBERT BASTOLEN

Almacén
SOS
DECOR

VIVA LA VIDA

tour

BRASIL

HOLAMBRA
01/09/26

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VIVA LA VIDA

Tour

NICARAGUA



MANAGUA
23/08/26

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Flowers Center 
iii Las flores que más viven !!!

VIVA LA VIDA

tour

MEVVICCO



MONTERREY
13-14/09/26

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RYBNÍK, SLOVAKIA

The Cycle of Life – Meadow Floristry / Sustainability

Hands-on workshop · 8–9 June 2026

Language: SK, HU

The workshop in Rybník has already taken place. Over two days, in the exceptional setting of the FRTUS Winery, participants immersed themselves in meadow floristry, the vegetative style and a sustainable approach to creativity.

The main theme was the cycle of life — from birth, growth and celebration to maturity, remembrance and a final farewell. Floristry here was not merely a technique. It was a language for the important moments of human life.

Birth · Growth · Youth · Celebration

Education



The first day was devoted to the delicacy of meadow plants and natural composition. Participants created a bouquet to mark the birth of a child, a small bouquet for the mother, and an organic wedding bouquet that looked as though it had sprung directly from the countryside.

The highlight of the day was the group creation of a wedding arch. No foam, no synthetics — just natural structures, meadow plants, grasses, herbs and materials that respect both the movement of the plants and the character of the location.

The Cycle of Life – Meadow Floristry

Education

The second day focused on maturity, remembrance and the quiet symbolism of the end. Participants worked on interior decorations, a congratulatory bouquet for a milestone birthday and a funeral wreath made exclusively from natural materials.

The programme also included a professional demonstration of coffin decoration. It showed how modern funeral floristry can be dignified, eco-friendly and contemporary – without unnecessary synthetic materials, and with respect for the final moments.

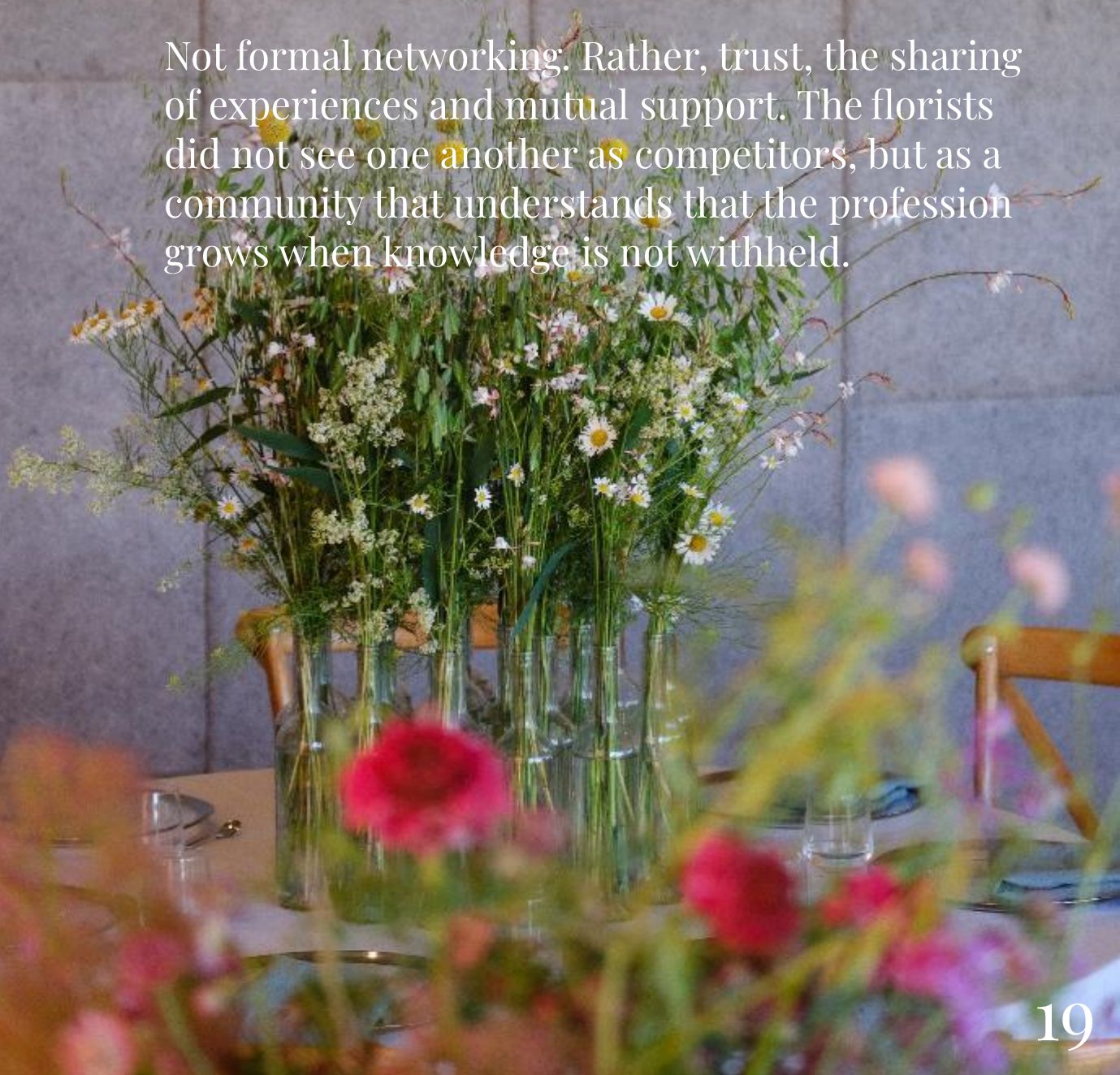


MORE THAN JUST A WORKSHOP

One of Rybník's greatest strengths was not just the floral artistry, but the community that naturally formed amongst the participants over the course of two days.

The setting at FRTUS Winery, working together, open conversations, an evening with a sommelier and time away from the usual pace of work created a space for genuine interaction between professionals.

Not formal networking. Rather, trust, the sharing of experiences and mutual support. The florists did not see one another as competitors, but as a community that understands that the profession grows when knowledge is not withheld.



WHAT THE PARTICIPANTS TOOK AWAY

Education

Each participant received workshop merchandise, work equipment, a certificate of completion and the pieces they created during the programme.

More importantly, however, they learnt new techniques: working with meadow materials, natural structures, floral arrangements, funeral wreaths, ceremonial arches, wedding bouquets and the use of local plants in professional practice.



The experience was complemented by the setting at FRTUS Winery — catering, an evening spent with a sommelier, and a gift of two bottles of premium wine. The workshop thus also became an encounter with the place, the countryside and the community.

PARTICIPANT FEEDBACK

“I left feeling motivated to change the whole world and thoroughly relaxed. The whole two days were brilliant and I’d definitely love to come back.”

“I don’t know how much further the bar for the overall quality of the workshops can be raised... it’s already set very high.”

“It was very interesting, inspiring and full of ideas. It changed my perspective on the uses of flowers and the materials we find in nature.”

“You could tell it came from the heart.”

“I’ve seen for myself that there is someone who is a bottomless well of inspiration. And that person is Róbert.”

Thank you to our partners

Education



FERTUS

WINERY



MARGINPAR

Education

After the summer break, we're returning to the busiest part of the year. The autumn training programme is designed for florists who want to start the season with greater technical confidence, better commercial preparation and a clearer vision of sustainable floristry.

Three exciting events await us: the MIKÁDO MASTER CLASS in Nitra, the MIKÁDO MASTER CLASS in Olomouc and the experiential 'Christmas in the Barn' workshop in Romania.

Three different locations. One shared goal: to move seasonal floristry from routine to a professional system.



MIKÁDO MASTER CLASS Autumn & Winter 2026

The autumn and winter season puts florists to the greatest test. Funeral arrangements, All Souls' Day arrangements, Advent wreaths, Christmas decorations and winter installations must not only be beautiful, but also durable, marketable, technically flawless and economically viable.



MIKÁDO + STICKY FLORISTRY

Education

The key to this workshop lies in combining the MIKÁDO construction technique with the Sticky Floristry approach. MIKÁDO provides the structural framework, lines, support and stability. Sticky Floristry adds micro-mechanics, natural tension, fibrous surfaces and organic connections between plants.

The result is work that is technically sound, looks natural and does not rely on quick-fix solutions.

For autumn and winter floristry, this is essential: less waste, more craftsmanship, stronger form and greater value in the finished product.



NITRA **MIKÁDO MASTER CLASS** **5-6 October 2026 · Language:** **SK**

Nitra will kick off the autumn phase of the MASTER CLASS MIKÁDO programme. The workshop is aimed at professional florists, florist shop owners, studios and creators who wish to expand their seasonal portfolio with technically sound, more environmentally friendly and meticulously crafted products.

The programme covers funeral, autumn, Advent and Christmas floristry. Participants will focus on structure, working without floral foam, the economical use of materials and practical techniques that can be applied in a shop setting.

[CLICK FOR MORE INFORMATION](#)



OLOMOUC MIKÁDO MASTER CLASS 12–13 October 2026

Olomouc follows the same professional format as Nitra. The two-day workshop is based on a combination of MIKÁDO and Sticky Floristry, and on practical work with autumn and winter materials.

The emphasis is on stability, structural thinking, more sustainable techniques and seasonal products with clear commercial value. Not just a demonstration. Not just inspiration. But a system that can be applied to your own work, shop and commissions.

[CLICK FOR MORE INFORMATION](#)



ONE TECHNIQUE. TWO LOCATIONS. A STRONG SEASON.

Autumn and winter floristry often determine the entire financial year. That is precisely why it is not enough to work purely on intuition. A professional needs a system: to know what they are selling, how the product holds up, how much the materials cost, how to work without unnecessary waste, and how to create multiple seasonal arrangements from a single structure.

The MIKÁDO MASTER CLASS in Nitra and Olomouc is designed for florists who want to have this season under control – technically, aesthetically and commercially.

Find out more about the MIKÁDO MASTER CLASS – Autumn & Winter 2026.



CHRISTMAS IN THE BARN

Romania • 19–20 October 2026

Education

Following on from Mallorca, here comes another experiential workshop abroad. This time in the authentic setting of the Romanian countryside and an old barn, where Christmas floristry will be taught not as a series of products, but as a comprehensive professional experience.

Christmas in the Barn is designed for florists who want to take their seasonal creations to the next level: in terms of craftsmanship, visual appeal and commercial value. No plastics, no floral foam – with an emphasis on natural materials, atmosphere and a strong personal style.

[CLICK FOR MORE INFORMATION](#)



Premium Christmas products

The first day focuses on the basics of Christmas sales: Advent wreaths, Christmas candle holders and door wreaths.

However, these are not traditional items crafted in the usual way. The aim is to show how to turn commercially available products into striking design pieces with a clear identity.

Participants will focus on stable, natural structures; working without plastics or floral foam; rhythm, texture, colour and light; and communicating the product's environmental value to the customer.



Large-scale arrangements and spatial floristry

The second day is dedicated to large-scale arrangements: unconventional Christmas trees and compositions for entrances, hotels, shops and large spaces.

Here, the tree is not viewed as a product, but as an artistic object. An entrance arrangement should not merely be a decoration, but the first element of the atmosphere that a customer experiences even before stepping inside.

The emphasis is on the architecture of the space, volume, light, movement, efficient workmanship and a sustainable approach without compromise.



FROM MALLORCA TO ROMANIA

Why experiential workshops work

As we prepare for Romania, we're drawing on our experience from Mallorca. Veronika went to the workshop with a clear expectation:

“I wanted to come away with fresh inspiration, a different perspective on creativity and greater confidence in working with space.”

For her floristry practice, she needed confirmation that it's possible to create more freely and intuitively, whilst still maintaining a professional standard. This is precisely where the strength of the experiential format lies: you don't just take away a technique, but a new way of thinking.



WHEN A WORKSHOP CEASES TO BE ORDINARY

Education

A powerful moment came as soon as we arrived. The setting, architecture and atmosphere of Cala d'Or made it clear that this wouldn't just be about flower arranging.

“As soon as I arrived, I was captivated by the setting and its unique atmosphere. It dawned on me that this wasn't just about flowers, but about the whole vibe and the story we would be creating together.”

Working with Mallorcan ceramics, tablecloths and other details linked the teaching to the location. The workshop thus became not just a self-contained lesson, but an experience in which everything around us became part of the creative process.



WHAT MADE THE DIFFERENCE

Education

Neither the cost, nor the journey, nor the distance held her back from making her decision. It was the overall concept and an inner feeling that this experience was meaningful that made the difference.

“When I really want something, I naturally find a way to make it happen. Right from the start, I felt that it could bring me new inspiration and energy for my future work.”

Mallorca, Cala d’Or and the venue itself had a peaceful, inspiring atmosphere and opened up space for both creativity and community. The group of people and the natural networking amongst the florists were also important.



WHEN THE ENVIRONMENT SHAPES YOU

Education

Learning floristry in an environment that itself becomes part of the creative process is a completely different experience. Light, architecture, local materials, colours and the atmosphere of the place all play a part in the work.

“One does not create in isolation from the environment. Everything around played a part — textures, colours and local materials.”

What pushed her development the most was table décor and working with contrast.

“It was wonderful to see how powerfully the combination of flowers, fruit, textures, colours and the surroundings came together as a single whole.”



WHAT WILL CHANGE AFTER THE WORKSHOP

After Mallorca, Veronika allowed herself to work more boldly. She stuck less to established rules, listened more to her own instincts and thought of the installation as a whole.

“I allowed myself to be bolder, to stick less to established rules and to work more with my own feelings and mood.”

One specific principle she took away was the MIKÁDO technique.

“I’m actually using the MIKÁDO technique in my work now. It wasn’t just a demonstration of something pretty, but a practical principle that can be applied to commissions.”



MORE THAN JUST TEACHING

Education

According to Veronika, the time spent outside the classroom was just as important as the creative work itself. Shared dinners, conversations, the group atmosphere and the exchange of experiences provided both professional and personal enrichment.

“I realised that others were dealing with similar issues. There was space to pause and recharge, not just professionally but personally too.”

The connections formed were also important, and they continue to this day.

“I’m still in touch with many of the participants. You take away not just experiences and photos from the workshop, but above all, relationships.”



WHY NOT WAIT

Education

Romania follows the same concept as the experiential workshop: the setting, the community, professional creative work, the atmosphere and outputs that can be used in future projects.

“If it appeals to you on a deeper level, definitely don’t wait. Opportunities like this don’t come along every month.”

For florists who base their decisions on price, timing or travel, one thing is important: this isn’t just about spending two days away from home. It’s an investment in your own career path.

“In our industry, you need to invest in yourself. This can take you to a whole new level.”

**The interview was given by
Veronika Kómarová, who works
under the Ventic Flowers brand.**



A return to our previous workshops

Bouquet As An Art, February 2023

Some workshops remain memorable not only for the techniques taught, but also for the venue in which they took place. One such workshop was **Bouquet As An Art**, which took place in February 2023 in Nitra.

The two-day workshop took place at the **Tři květy Bar & Restaurant** – a space designed by Róbert Bartolen. This is one of the reasons why the venue felt not just like a backdrop, but as an integral part of the whole experience.



A return to our previous workshops

Bouquet As An Art

February 2023

When organising our workshops, we're not just looking for a practical space. We're looking for the right atmosphere, lighting, attention to detail and an environment that supports both the theme and the way we work. After all, floristry isn't just about technique; it's also about where and in what kind of energy it takes shape.

According to the current schedule, there will be significantly fewer such workshops next year. It will therefore be more challenging to secure a place than it has been so far.

If you're considering the autumn dates, we recommend not putting off your decision. Not every workshop will be repeated. And some opportunities are valuable precisely because they are rare.



Education Sustainability and

SUSTAINABILITY AS THE NEW FOUNDATION OF PROFESSIONAL FLORISTRY

Sustainability is no longer a marginal issue or a marketing gimmick. In the global floristry industry, it is increasingly becoming the very foundation of creative work: the materials, the structure, the use of space and the ability to create a striking result without unnecessary waste.

Events such as Madrid Blooms 2026 and the RHS Chelsea Flower Show 2026 demonstrate that contemporary floristry and plant design are moving towards more structural, spatial and sustainable creations. It is no longer just the beauty of the end result that matters, but also the way in which it is created.

In this context, the MIKÁDO technique plays a key role. It is not merely a visual effect, but a structural way of thinking. It helps florists create stable, aesthetic and professional compositions without relying on quick-fix solutions.

MIKÁDO works with line, support, tension and space. In combination with Sticky Floristry, a system emerges that utilises natural fibres, micro-supports, self-locking structures and organic connections between plants.

The result is floristry that appears effortless yet is technically sound.

FLOWERS OF THE FUTURE

When AI and genetics are beginning to transform ornamental plants

Today, we often associate sustainability in floristry with reducing plastic use, using natural materials and minimising waste. However, new scientific developments suggest that the future may begin even earlier – at the very stage of developing and cultivating ornamental plants.

An article published in 2026 in *Discover Plants* does not focus on flower arranging. It explores how the combination of CRISPR/Cas genome editing and artificial intelligence can aid the development of ornamental and flowering plants.

Put simply, CRISPR can be understood as a technology that allows for more precise manipulation of plants' genetic traits. In this process, AI helps researchers design more precise interventions, anticipate risks, monitor potential side effects and evaluate results.

The aim is not to bring about an immediate change in standard floristry practice. It is a field of scientific research that may, in the future, influence the characteristics of flowers: colour, shape, scent, flowering period, hardiness, longer lifespan and improved vase life.

FLOWERS OF THE FUTURE

When AI and genetics are beginning to transform ornamental plants

For florists, this topic is particularly important for the future of the product. Longer-lasting flowers, greater resilience, reduced losses during transport and storage, and more efficient breeding can reduce waste throughout the supply chain.

This does not mean that CRISPR will automatically create an eco-friendly flower. However, it does show that sustainability does not begin in the vase or in the arrangement. It begins with the variety, cultivation, lifespan and the ability to work with the material more responsibly.

Follow our educational content on technique, sustainability and modern floristry practices.

Training Personal coaching

KVETY TERKA

When coaching translates directly into sales

Personal coaching at Terka florist's focused on preparations for one of the busiest seasons of the year — Mother's Day. It wasn't just a creative workshop, but a practical session on sales strategies, visual merchandising and how to work with products directly in the shop.

Róbert Bartolen and his team brought a fresh perspective on bouquets, arrangements and flower boxes. They worked on technique, colour schemes, iridescent tones, composition and quick adjustments, all of which could be applied immediately to the shop's actual range.



The aim of the coaching was for the investment in professional guidance to pay for itself within a few months. However, according to an internal assessment of the business, the effect was felt much sooner — within about one and a half months.

This was most evident on Mother's Day, when the florist recorded a higher turnover than in the previous year. The coaching thus delivered not only inspiration but also a concrete business result: a better-prepared team, a stronger product range and a more confident approach to showcasing the value of the products.

BRATISLAVA FASHION DAYS 2026 VUCH – when fashion blossoms into art

At Bratislava Fashion Days 2026, the Czech brand VUCH presented itself in a way that differed from a traditional product showcase. The handbags were not displayed as standalone accessories, but incorporated into floral installations that bridged the gap between fashion, design and natural materials.



Róbert Bartolen created three floral installations for the VUCH brand: two vertical structures and one composition comprising two square elements on the floor. The handbags thus became part of the overall picture, rather than merely an accessory to it.

THE HANDBAG AS PART OF THE COMPOSITION



The installations featured striking greenery, layered plant material, and shades of burgundy, orange, pink and tropical hues. The floral objects did not overshadow the handbag designs, but created a new context for them — one that was vibrant, colourful and visually striking.

The space emerged as a dialogue between craftsmanship and fashion. Within it, the handbag was not merely seen as a product, but as an object with its own colour, shape and energy. The floral arrangements lent it movement, a sense of seasonality and an artistic dimension.



THE HANDBAG AS PART OF A COMPOSITION



THE HANDBAG AS PART OF A COMPOSITION



TITANIC

Chateau Appony, Oponice

17 April 2026

A gala event inspired by the story of the Titanic took place in the historic surroundings of Chateau Appony in Oponice. The 2026 edition was themed 'The Surface' — a theme that allowed us to work not only with first-class elegance, but also with the deeper symbolism of water, memory and the space beneath the surface.

The floral decorations did more than simply create a festive backdrop. Their aim was to transport guests into an atmosphere where refinement meets silence, light and the emotional resonance of the story.



LEVEL The World Beneath the Surface

The main hall was designed to evoke the world beneath the surface. Lighting, decorative layers and floral elements worked to create a sense of immersion — not literally, but atmospherically. The result was a space that felt soft, deep and focused.



LEVEL

The World Beneath the Surface

Compared to previous years, the 'Surface' theme introduced a bolder visual language. Fewer historical illustrations, more symbolism. Less overt decoration, more space for emotion, tension and quiet elegance.



LEVEL

The World Beneath the Surface

'Nebo' in Oponice remains, to this day, an iconic example for me of what modern, sustainable floristry should look like. It proves that luxury and elegance need not be at odds with respect for our own country and its resources.



FLORAL STAGE FOR DJ EKG Sunset Boulevard • Nitra Castle

Nitra Castle, the dominant feature of the town at the foot of Zobor, brought a powerful energy, a sense of the place's history and a natural grandeur to the event. The floral design therefore worked with respect for the space, whilst at the same time enhancing the contemporary character of the event.

For the DJ EKG presents Sunset Boulevard event at Nitra Castle, a floral installation was created specifically for DJ EKG's stage. The aim was not merely to create decoration, but to provide a visual framework for the music, movement, sunset and the atmosphere of this historic site.



MUSIC, LIGHT, AUDIENCE AND FLORAL

The stage for DJ EKG was designed to be a striking visual focal point of the evening — a place where music, light, the audience and floral details come together.

The décor was intended to enhance the atmosphere of the sunset, a sense of freedom, friendship and shared experience, which is key to Sunset Boulevard.

The result was a floral installation that added a powerful visual element to the music event and transformed the stage into an integral part of the event's overall atmosphere.



FLORA OLOMOUC 2025 PARALLEL FLOWERS

In our regular column dedicated to the Parallel Flowers project, we continue by introducing three more artists whose work has expanded the dialogue between glass, space, light and floral composition.

This time, we look at the works of MgA. Josef Divín, Filip Lukavec and Karolína Figar Vorlíková. Each of them works with a different sensibility: the landscape hidden within glass, light and luminescence, the intimacy of memory, and a theatrical space on the border between dream and reality.

FLORA OLOMOUC 2025 PARALLEL FLOWERS

MgA. JOSEF DIVÍN
Landscape Horizons



The 'Landscape Horizons' collection of original glasswork features blown vases with fused silver foils. The artist conceives them as images of landscapes, mountains, wind and rain — as fleeting silver horizons that appear on the surface of the glass.

Here, the landscape is not merely a motif. It is a place where a person attempts to express their own existence. They draw on what they know and have seen, supplementing what is missing, and in doing so, they also imbue the image of the landscape with their own self.



MIDDENWEG
#Irisistible

FLORA OLOMOUC 2025

PARALLEL FLOWERS

MgA. JOSEF DIVÍN

Glass as a landscape of details

Landscapes full of subtle details emerge on the surface of Divín's vases. A web of structures, graded by luminosity and the contrast between the reflective metal layer and the transparent mass of glass, begins and ends nowhere.

It is precisely in this sense of incompleteness that a tension arises between the object and the image. The vase is not merely a functional form, but a vessel for a landscape – a fragment of memory, light and movement that changes depending on the angle of view and the lighting.



MIDDENWEG
#irisistible

Decorum
BEAUTY IN EVERY DETAIL

FLORA OLOMOUC 2025

PARALLEL FLOWERS

FILIP LUKAVEC

Utopia · aesthetics · nature ·
eternity

Filip Lukavec's work brings to the project a distinctive exploration of light, matter and the optical effects of glass. Pieces such as 'Uranový srandy', 'Crystal Layers', 'Crystal Vase', 'Organic' and 'Blossom' engage with colour, layering, stone, cutting and the luminescent properties of the material.

FLORA OLOMOUC 2025

PARALLEL FLOWERS

FILIP LUKAVEC

Utopia · aesthetics · nature ·
eternity

Concepts such as utopia, aesthetics, nature, eternity, purity, emotion and life feature in his artistic approach. Here, glass does not appear static. It becomes a medium that captures energy, the pulse of light and a delicate sensation straddling the natural and the surreal.

FLORA OLOMOUC 2025

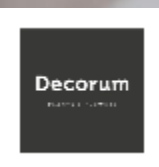
PARALLEL FLOWERS

KAROLÍNA FIGAR

VORLÍKOVÁ

Pillar and Relikviář after-party?

Karolína Figar Vorlíková's installation is a spatial work situated on the borderline between dream and memory. It draws on feminine tenderness, sacred silence and the theatricality of everyday life.



FLORA OLOMOUC 2025

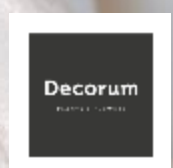
PARALLEL FLOWERS

KAROLINA FIGAR
VORLÍKOVÁ
Pillar and Relikviář after-party?



Heavy, flowing fabrics create a cathedral-like atmosphere, whilst scattered flowers evoke the transience and beauty of the moment – like the remnants of a celebration, like a flowerbed spilling over the thresholds of everyday reality.

This scenic framework provides a subtle counterpoint to the exhibited objects *Post-party Pillar* and *Relikviář?*



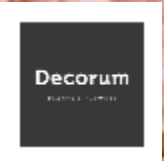
FLORA OLOMOUC 2025

PARALLEL FLOWERS

KAROLÍNA FIGAR VORLÍKOVÁ

What Lies Beneath the Surface

The Pillar after-party serves as a memento of fleeting merriment. A reliquary? Through illustration and symbolism, it points to introspection and a longing to return to one's roots.



FLORA OLOMOUC 2025

PARALLEL FLOWERS

KAROLÍNA FIGAR VORLÍKOVÁ

What Lies Beneath the Surface

The work as a whole becomes an open meditation on what we carry with us, what we lose, and what remains hidden beneath the surface of everyday life.

Within the context of Parallel Flowers, this installation creates a gentle, intimate and sensitive space – not as a backdrop, but as an inner world into which the viewer slowly enters.



A night dedicated to art, technology and vision

Not long ago, we had the honour of creating a unique and unforgettable display for a Tatra banka event. The company is not only one of the leaders in the Slovak banking sector, but also one of the most prominent champions of vision, innovation and progressive thinking.

It was precisely this convergence of values that served as a great inspiration to us. Art, innovation and visionary thinking are the pillars that form the DNA of Tatra Banka, but they are also a natural part of our own creative work. That is why they became the foundation of the entire floral concept.

In collaboration with the production agency VIVA Production, we strove to refine every detail to absolute perfection. This applied not only to the floral arrangements, but also to the architecture of the space, the individual scenographic elements, the metal details and the overall atmosphere of the evening.

The bold and experimental cuisine curated by CHEVA was also an exceptional experience, as were the high-quality musical programme and artistic performances, which lent the entire event a unique character.

All these elements were brought together by a fresh floral composition in shades of green. It was dominated by hydrangeas, viburnum and the architecturally striking molucella, which together created a modern, clean and yet very vibrant visual language.

As the day was marked by high summer temperatures, our aim was to give guests a sense of freshness, lightness and natural tranquillity. The result was an evening where originality, art, innovation and precise craftsmanship came together. An evening that was not merely an event, but a comprehensive experience crafted from details, emotions and powerful ideas.

A night dedicated to art,
technology and visionary
thinking



A night dedicated to art,
technology and visionary
thinking



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INSTAGRAM

www.robertbartolen.com

RENESEANCIA CONCEPT Shop window for Frédéric Malle

To showcase the Frédéric Malle fragrance brand at the Renesancia Concept space in Bratislava, a floral installation for the shop window and interior was created based on a clear visual brief.

The brief was to respect the brand's identity, working with metallic accents and the colour red as the key visual elements. However, the creative design, composition and floristic concept were left entirely to us.

The aim was to create an installation that would appear luxurious, contemporary and precise — without unnecessary ornamentation.



RENESENCIA CONCEPT METAL, RED AND THE WORLD OF SCENTS



The floral composition played on the contrast between the cooler, metallic aesthetic, the intensity of red and the softness of the plant material. The shop window was not merely intended to complement the perfume, but to create a setting for it — a space in which the fragrance could also be experienced visually.

In this type of collaboration, it is important to respect the brand's guidelines whilst also bringing one's own creative voice to the project. The result was an installation that wove together the perfume, the interior, the materials and the floristry into a single, sophisticated visual narrative.

FLOWERS AS A MESSAGE?!

As a young man, I decided to devote myself to floristry. I studied it at secondary school and today it is also my job. People often talk about meaningful careers, and I believe that floristry certainly counts among them. After all, how many professions are able, through their work, to bring joy to people during life's most beautiful moments?

Flowers accompany celebrations, expressions of gratitude, important meetings and gestures of respect. When I see the smile on the face of someone receiving a bouquet, I feel that my work has real meaning. And it is precisely this joy that comes back to me with even greater strength.

For me, floristry is also a celebration of nature. We work with materials that come from nature, and we strive to showcase their beauty in such a way that it is not lost, but rather stands out.



FLOWERS AS A MESSAGE?!

Nature, folklore and the harmony of colours

Nature is my greatest source of inspiration, though not my only one. Folklore is also very close to my heart. Flowers hold a special place in folk culture – they appear in embroidery, traditional costumes, ceremonial customs and colour symbolism. Every motif and every colour carries a specific meaning.

I am fascinated by how our ancestors managed to combine so many colours and patterns in such a way that the result appeared harmonious. I see a similar principle at work when creating bouquets. It is not just a question of which colours we use, but also their balance.

Even a colourful arrangement can look elegant and balanced if the colours are arranged correctly. In my view, this is precisely where the beauty of floristry lies. It is not just about choosing individual flowers, but about the ability to create a whole that has rhythm, meaning and natural balance.



FLOWERS AS A MESSAGE?!

A bouquet as a token of respect

Music also ties me to folklore. I have favourite folk singers, and whenever I get the chance to attend their performances, I like to bring them a bouquet. It's not just a gift. It's a way of showing respect for their work and thanking them for the experience they create through their art.

It always pleases me to see that this gesture of appreciation genuinely delights them. It is in moments like these that I realise flowers have far greater power than is sometimes attributed to them. They can convey what would be harder to explain in words.

Thanks to attending various cultural events, concerts and social gatherings, I often find myself in prestigious venues – historic buildings, theatres, palaces or other significant institutions. As I'm interested not only in floristry but also in architecture and the aesthetics of space, I naturally notice the details around me.



FLOWERS AS A MESSAGE?!

When flowers are more than just a formality

It is precisely when dealing with significant spaces that I come to a topic which, as a florist, often disappoints me. Many state or public buildings boast magnificent architecture, exquisite interiors and a dignified atmosphere. It is all the more surprising, then, when they are complemented by decorations that do not appear well-thought-out, representative or contemporary.

Flowers should be a natural extension of a space's beauty. They should emphasise its character, cultural sophistication and the dignity of the occasion. Instead, however, they often become merely a formal accessory, lacking any distinct concept or aesthetic.



It is a shame, because it is often the details that create the overall impression. I had a similar feeling whilst watching certain high-profile social events. On the one hand, top-class production, talented artists, magnificent set design and a high level of professionalism. On the other hand, bouquets that do not appear to be a fitting part of the whole occasion.

FLOWERS AS A MESSAGE?!

Floristry as a cultural expression

As a young florist, it saddens me when flowers do not feature as an equal part of the event on significant occasions. After all, a bouquet is not merely an object handed over at the end. It is a symbol of recognition, gratitude and respect for the person who, on stage or in front of an audience, has given a piece of their work, energy and talent.

Perhaps that is precisely why I see floristry not only as a craft, but also as a cultural expression. Just like music, dance, architecture or folklore, flowers can tell a story. They can express emotion, create an atmosphere and elevate an ordinary moment to something extraordinary.

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I believe we should give them the same attention we give to other forms of art. If we learn to perceive beauty in the details, we will also create it in the bigger picture. And it is often the details that determine whether something is merely pretty or truly exceptional.

Author: Martin Segeš

WHY THE WEBSITE IS IN THREE LANGUAGES

The language versions of robertbartolen.com were not created as formal translations of the content, but as a strategic response to the actual behaviour of the audience.

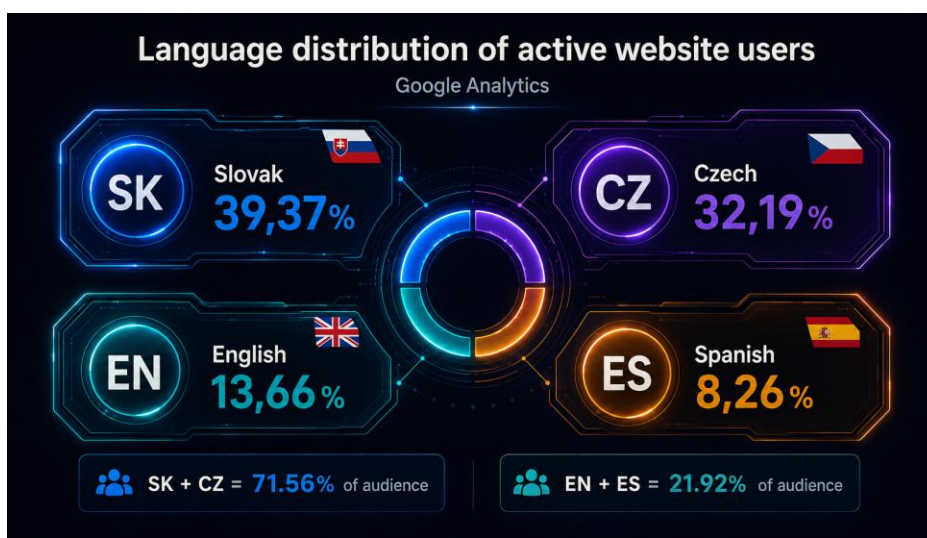
Google Analytics shows that the brand no longer appeals solely to the domestic market. Alongside the Czech–Slovak community, the website is also visited by audiences with English and Spanish language settings.

That is why the website has three versions: Slovak, English and Spanish. Slovak remains the brand's authentic foundation, as Róbert Bartolen is of Slovak origin and communicates naturally in Slovak.

The language distribution chart shows four main groups: Slovak 39.37%, Czech 32.19%, English 13.66% and Spanish 8.26%.

The Slovak and Czech language settings together account for 71.56% of the audience. We are therefore not creating a separate Czech version. In the Czech–Slovak region, **Czech and Slovak are generally mutually intelligible without the need for special translation or study.**

Separate language investments are therefore directed towards areas where there is genuine international growth: English and Spanish.



SELECTION OF PARTNERS

GIA Flowers

When selecting materials for striking floral arrangements, the character of the plant is the deciding factor. That is why GIA Flowers – a Dutch family-run nursery based in Heerhugowaard – has a place in our selection of partners.

GIA Flowers was founded in 1990 and is now closely associated, in particular, with the cultivation of fritillaries. Fritillaria is one of their main specialities: flowers with an unusual appearance, unique markings and a distinctive spring character.



GIA Flowers

SELECTION OF



In the arrangement pictured, we use fritillaria not merely as a decorative element, but also as an architectural feature. Its shape, stem, bell-shaped flowers and green tip bring height, rhythm and natural tension to the arrangement.

For our work, GIA Flowers is our partner in moments when a flower is not merely an accessory, but the very embodiment of the entire composition's expression



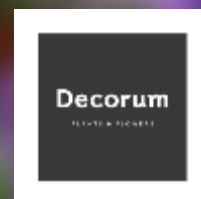
SELECTION OF PARTNERS



Partners

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

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The website is available in three languages:
Slovak / Spanish / English

Scan the QR code or click to select your language.

#futureoffloristry
#sustainabilityinfloristry

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