

# anthomaniC

wedding floral workshop



Styled Shoot, Rachel May Photography



*hello!*

...and thank you for your interest in our wedding floral workshop!

I'm Amanda - I own Anthomanic, and am the essentially the lead designer & event manager for a production team for all of our weddings and events.

I will be with you throughout both days to teach you and give you one-on-one instruction, tips and advice for creating a variety of wedding floral pieces that you will create at this workshop. I will teach you the simple, essential foundations of floral design that will also enable you to create all sorts of pieces in future for your clients!

I've created this brochure to help you get to know the workshop experience! If you're a beginner to intermediate floral designer, wedding planner looking to add florals as a service, or eager to learn floral design - this workshop will be great for you! Special requests for specific design instruction are also appreciated and I will do my best to work it into the itinerary.

I hope to have you at the workshop! :)

- XOXO, Amanda



*all floral designs in this brochure, on our website and our social media pages have been handcrafted by anthomanic*

Styled Shoot, Katelyn James Photography



featured on  
**Ruffled**  
2013

## *workshop plans*



### *Day One* : Pricing, Ordering, Processing, Mechanics & Design

The first day will cover everything 'behind the scenes' of wedding and event floral design and planning. We will progress through the day by discussing methods of floral pricing and proposal writing, ordering, seasonality of flowers, and care and handling the week of the wedding. We will get some hands on experience with the flowers creating smaller scale designs such as creating a bridal bouquet (using both hand tied and foam applications), a corsage and boutonniere, a floral crown, a foliage garland, cake attachments, one large centerpiece and one low centerpiece.

### *Day Two* : Wedding Delivery, On-Site Design & Installation

The focal point of the wedding, the ceremony, will be designed and installed. We will create a lush floral canopy using a variety of seasonal blooms, and installing fabrics. We will discuss and practice the mechanics of installing and designing large floral pieces onto an existing structure. The day will finish with a photographed styled shoot (a mock ceremony with models) that we will prepare & setup. We will create a lush reception floral table scape accented with beautiful linens, stemware and furniture. Get to know the time needed and the process for efficiently setting up on site for your events.

*\* a light breakfast, lunch, and beverages will be provided both days*



Styled Shoot with Katelyn James Photography



## *floral pieces you'll do at the workshop!*

*prior to and during designing these pieces, we will discuss specialty care and processing*

- floral crown
- foliage garland
- hand tied / hand gathered bridal bouquets
- faux hand tied bridal bouquets (we will also discuss cascade designing)
- structured designs (foam options and methods)
  - cake florals
  - large scale pergola floral & installation
  - low centerpiece
  - 30"+ tall centerpiece
- corsages and boutonnieres (glue and wiring methods covered)



Matelyn James Photography Workshop Styled Shoot 2/3/2018

AS FEATURED ON...  
*Bridal*  
MUSINGS  
❤️

*I will be guiding you through the design process from start to finish!*

After eight years working in various flower shop types, I began my business in my basement as a wedding floral designer in 2008. In 2009, I opened a traditional retail flower shop offering wire service orders, everyday, funeral and wedding designs. Now, I operate an event floral & design business with a brick and mortar studio (what once was the retail space), with an average of fifty five weddings per year. I have a total of twelve years of experience in many different floral settings (grocery store, stand alone specialty florist, etc.) and with many different floral designers, and would love to share any advice I can to help you grow your new business!

My passion for creating a workshop for newer designers comes from my understanding that the wedding floral industry is like a network of closely guarded 'trade secrets'. I found it difficult to gain experience, practice or support from other designers when I didn't work at flower shops - so I know how hard it is to learn the tricks of the trade! I think floral design is an art - and I hope to give you the foundation to find your individual style.

*using the techniques we cover, you will have the understanding to create all the pieces in this brochure!*



Lauren & Austin 9/7/13 Stevenson Ridge, Jillian Michelle

## love & press

*a snippet of some recent press....*



for a full list of internet and print publications featuring our work, as well as awards, visit the 'love & press' section of our website, [here](#)

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*a snippet of some recent kudos....*

"All of the bouquets were stunning, our centerpieces were breathtaking...I asked for the "WOW" factor and Anthomanic did not disappoint! I recommend them to everyone. ...there is no doubt that your vision will be brought to life."

"One of the best vendor experiences I had during the planning of my wedding..."

"Amanda was able to see and help me express my wedding vision..."

"Amanda is truly visionary with her floral arrangements and she made my ideas come to life."

read more reviews & raves by searching for us on Wedding Wire, Wedding Channel (The Knot), Facebook, Google or Yelp





## WEDDING FLORAL WORKSHOP

*Sunday & Monday April 6th & 7th, 2014  
10 am - 5 pm*

(two full days of hands on design!)

**DAY ONE** hosted at Anthomantic  
93 Onville Road, Stafford Virginia 22556

**DAY TWO** hosted at Stevenson Ridge  
6901 Meeting Street, Spotsylvania Virginia 22553

*workshop fee covers instruction &  
all flowers and materials needed to create the pieces*

***\$1,500***

***To reserve your seat, call or email us!***  
*Credit card, check or Paypal payments accepted*

\$500 non-refundable deposit required at signup,  
remaining balance is due one week prior to workshop. Seat deposit  
and payments are transferable for the same date if you would like  
to sell your seat to someone else.



ANTHOMANIC.COM

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*93 Onville Road  
Stafford Virginia 22556*

\*

*all floral designs in this catalog have been created by anthomanic*