

DAYS ^{OF} DAHLIA

Press Pack

RHS Chelsea
Flower Show

2024



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A b o u t u s

Days of Dahlia is a flower farm and floristry design studio in Scotland run by mother and daughter Lauren and Louisina who work side-by-side growing and designing flowers with an organic and sustainable approach. Together they have four decades of experience in the floral industry from retail to event floristry to horticulture and growing. Days of Dahlia's style is unique and artistic with every arrangement telling a story about the land in which it was grown and the season from which it came. Lauren and Louisina pride themselves on growing all the ingredients for their designs on their flower farm near Glasgow. Days of Dahlia is focused on advocating for the health of the planet and the much needed change in industry standards with quality of produce and sustainability at the forefront. Days of Dahlia is focused on creating a new model for sustainability, artistry, creativity, ingenuity, and thoughtfulness within the floral industry.





Louisina (pronounced Lewis-sign-a) has been working in wedding, event and retail floristry for 40 years. Trained in horticulture and floristry in the late 1970s, she has seen the industry develop, learned all the tricks of the trade, developed her own style, and gained a comprehensive knowledge of floristry and floriculture. Louisina's extensive expertise doesn't get in the way of her openness to learn new things and her ethics of care lends itself perfectly to running a modern and sustainable business and school.



Trained in fine art sculpture, Lauren changed career paths in 2018 to start Days of Dahlia with her mum after 10 years working in the visual arts as an artist, curator and educator. Lauren has devoted 5 years to honing her floristry craft and her unique approach, creativity, sense of scale, sensibility to colour, passion for natural materials, and eye for detail translate perfectly to a new wave of contemporary floral design. Lauren is also a keen photographer and writer with a passion for documenting flowers and has been building Days of Dahlia's photography and blog archive since 2018.

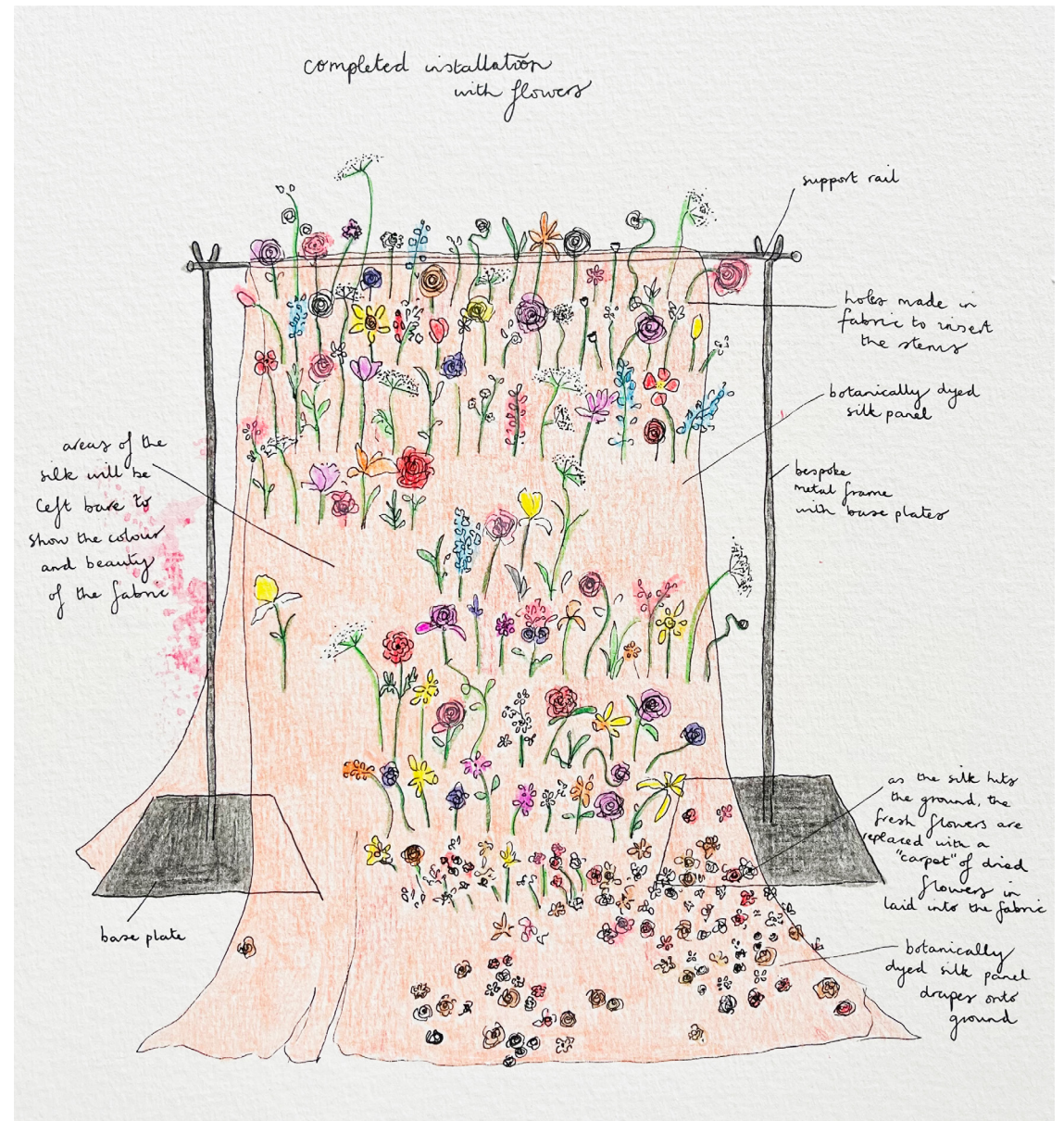
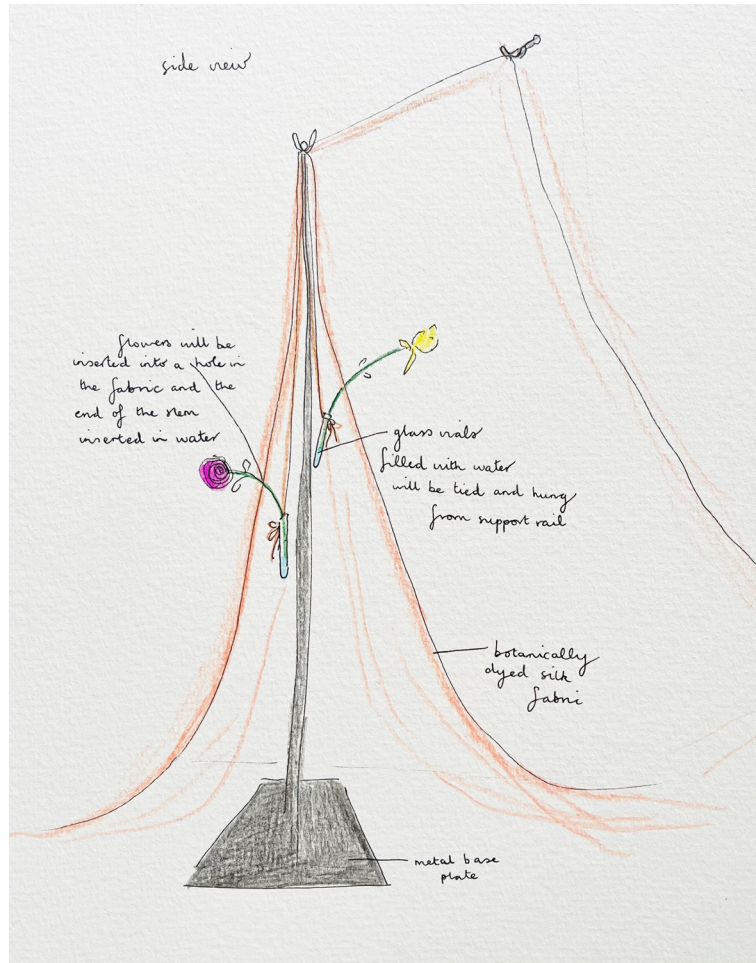


Press Release

Days of Dahlia have been invited to exhibit in the Floral Creations category within the Great Pavilion and are 1 in just 12 florists exhibiting in this exclusive category. Exhibiting at the RHS Chelsea Flower Show is the highest commendation of our work and offers the opportunity to create a site-specific work sympathetic to the historic setting of the show ground and provides a platform to demonstrate our skill, innovation and ability to develop and deliver a conceptual, inspirational and industry-shaping work of sustainable floral art.

*The cracks that appear and the
things that grow from them*

This floral creation showcases a length of botanically dyed silk that drapes to the ground which will be inlaid with flowers, all of which will be grown on Days of Dahlia's flower farm in Scotland. Flowers are inserted into the fabric and their stems are held in simple glass vials of water behind the silk, hung from a support rail above. This piece is an experiment in subtlety and illusion; a gravity-defying garden of delights. Flowers appear to grow magically from a cloak of exquisite colour, dyed, with the pigments of the flowers it displays, but beneath this tableau the sculpture deliberately exposes the mechanics that support and hydrate the flowers through an intricate network of glass. There is an intent here to highlight the devotion, ingenuity, and care that goes into growing flowers and pursuing a sustainable floristry practice. The sculpture reframes a zero-waste approach to floristry, that extends beyond practicality and function, and becomes part of the affective architecture of the construction and the beauty of the sculpture as a whole live entity.





W h a t w e d o

Days of Dahlia creates beautiful flower arrangements and installations for events, commissions, and exhibitions; reflecting the beauty of nature, a sense of place and the character of the season.

We are passionate about seasonality, our floral studio specialises in arrangements using materials grown exclusively on our own land with a natural and sustainable approach. We teach flower arranging classes in our studio; sharing the techniques and philosophy behind our own style of naturalistic floral design.

We also create professional images and footage from the studio and farm. Since 2018, we have built a beautiful archive of photographs and videos of flowers, creating arrangements, gardening and seasonal meditations. We grow, arrange, film, photograph, and write about flowers for our engaged and dedicated audience.





Awards and Accolades

In 2022, we were invited to create arrangements, decor and installations for a series of events organised by the UN Ambassador for Climate Ambition for COP26 including the Earth Shot Awards.

In 2021, we were appointed Ambassadors and Industry Leaders for the Sustainable Floristry Network.

Press & Media

BBC Gardeners World, 17 May 2024

[Mornings with Kay Adams, BBC Radio Scotland, 1 April 2024](#)

[Glasgow duo heading for famous Chelsea Flower Show, Glasgow Times, 27 March 2024](#)

[In Conversation with Lauren from Days of Dahlia, Grow Cook Inspire Podcast, 15 March 2022](#)

[When Florists Become Flower Farmers with Days of Dahlia, Team Flower Podcast](#)

[Flower power as Glasgow's Days of Dahlia make an art of countryside business, Glasgow Times, 9 December 2020](#)



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