



MORETON MORRELL COLLEGE

part of WCG

<https://wcg.ac.uk/page/2/study/floristry>

Moreton Morrell College is a British Florist Association member college with dedicated floristry workshops and specialist equipment. We also have a professional flower cooler for cut flowers and foliage, a large storage space for sundries and other display material and extensive grounds for flower and foliage identification and inspiration.

Moreton Morrell College has vast industry links and work experience opportunities with local florists - a high proportion of students gain employment in the industry whilst studying at Moreton Morrell underneath expert and award-winning tutors.

Our Team



We are a student team from Moreton Morrell College in Warwickshire currently studying towards our Masters Diploma in Professional Floristry. This will be our final academic year of industry-based study which for some of our student team will follow being in floral education from the age of 16. This will also be a significant year to the wider Floristry Industry as we will be one of the last groups of British Master Florists, as our industry qualifications are changing.

Our student team includes Industry Award Winners, International Competitors, WorldSkills Medallists and Previous Chelsea Medallists. We are a close bonded group of talented young florists who have been lucky enough to be trained by some of the highest quality tutors and employers currently in our industry.

Our Design



Our innovative concept 'Awakening' centres around the theme of botanical influence and the natural world coming from the DNA itself; a deep connection with nature and floral expression. The design focuses on the lifecycle, with three tall, hand-woven, willow double helices at the centre of the design, showcasing the natural structure of DNA. These three helices detail the three main stages of life, Titled: Emergence, Abundance and Decay.

The design features raised grounding as if the three pillars are growing upwards from within the pavilion, imitating seedlings in their emergence. This floral design expresses intimately the relationship between florists and the botanical world- a unification in impermanence and the beauty of flowers within their opening abundant forms. A cycle of new, emergent growth followed by vivid joy and abundant florals, and ultimately culminating in dried, receding botanicals, and the preservation of dried seed heads.

These three pillars are a striking representation of the natural world at the heart of the Chelsea Flower Show Pavilion. The design has a station for visitors to the show to take seed

bombs, hand-made by Supported Learning students at Moreton Morrell College, as a memento and symbolic continuation of this lifecycle. This cross-college endeavour has also utilised the skills of Blacksmith students to create a base framework of the design. These students have previously created frameworks for the United Kingdom's entry into The Interflora World Cup, one of the most significant competitions in the floral calendar.

Sponsor List

- RHS Competitor Fund
- Ansu Vanda
- Atlas Flowers
- Chippy Flower Farm
- C More Flavour
- FleuraMetz
- Morgan-Douglas Nuth
- Porta Nova
- Smithers-Oasis
- The WireMan
- Voorn Spray Roses
- Warwickshire Willow

Special thanks to:

- Moreton Morrell College
- Gatherum Centre
- Daffydd Bowles
- Warwickshire Willow
- Jason Manley
- Bumblebee Blooms
- Floral Fundamentals
- Jane Benefield
- Josh Egan Wyer -Pershore College
- Fleurametz London

Further Info For Design- Concept and Talking Points

Inspired by the beauty and resilience of nature, our installation 'Awakening' showcases an intimate and ingrained connection with the botanical world. Through innovative design techniques and eco-conscious materials, we have crafted a space that not only captivates the senses but also fosters a deeper connection to our planet. Three Helixes stand tall- rooted in nature together.

With each Helix thoughtfully curated to reflect the lifecycle of plants and flowers found in nature, our installation invites visitors to reflect on organic experience and the duties and environmental stewardship that come with being part of the natural world.

From the use of reclaimed and compostable materials to the incorporation of living plants, every detail has been carefully chosen to create sense of wonder and reverence for the world around us.

Talking points-

- Intimate ingrained connection with nature- innate to all beings and opportunity for visitor reflection on their own place in nature

- Willow grown locally to the college site and support of British flower growers. Use of materials initially designated for waste including waste tulip bulbs. Use of British flower growers to support minimal transport of flowers.
- Showing three stages of life- Emergence (growth, uncertainty) Abundance (Joy, Full Bloom, Actualisation) Decay (subsidence, mortal remains, inevitability)
- Willow hand woven by students over the course of several weeks, chosen in three natural colours and intended to appear as though they are growing upwards from within the pavilion.

	https://www.atlasflowers.co.uk/
	https://www.ansu.eu/en/ansu-vanda-flowers
	https://www.chippyflowerfarm.co.uk/



<https://www.cymoreflavour.com/en/>



<https://www.fleurametz.com/en/home>



<https://www.floralfundamentals.com/>



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