



Flower Factor

#FreestyleFreesia

a Flower Factor series of video tutorials with Freesia

Flower Factor, the international platform for floral inspiration and education, founded by Pim van den Akker, is looking for florists who'd like to share an original and easy to make design idea with Freesia. Our aim is to show the Freesia as a versatile flower, suitable for fun and modern style arrangements. Would you like to record your own 'freestyle' with Freesia, for us to publish on the Flower Factor Facebook page (40.000+ likes) and our website flowerfactor.com? We'd love that!

Recording of the tutorial

We regard this series of videos as inspirational 'vlogs' and would therefore like to ask you to record the tutorial with your own smartphone. The videos are without spoken words, see examples of previous #FreestyleFreesia videos here:

<https://www.flowerfactor.com/inspiration/freestylefreesia/freesia-flower-arrangements/>

So, the sound isn't important, but a steady camera and sufficient light is! Maybe one of your colleagues can hold the phone or maybe you'd just like to use a tripod. It would be nice if all videos start in similar way: with a bunch of Freesias that is handed over to you, the designer. But that's optional, feel free to do it your own way!

Other things to keep in mind: Freesia must be the main flower in the design. And please make sure to record a few close ups of the materials and a close up of your final work, so everyone can admire the result!

Edit

Flower Factor will edit the video. Send us your files via WeTransfer at redactie@flowerfactor.nl and we will create a cool vlog. The video will contain your credits of course.

Publication

The video will be published on Flower Factor's Facebook page, YouTube channel and our websites. We will tag you in our posts. The previous #FreestyleFreesia videos have reached thousands of florists worldwide, so it is a valuable way to showcase your skills!

Interested?

Let us know if you are up for the challenge! And if you have any questions, please don't hesitate to contact us at redactie@flowerfactor.nl