

BRUGES, BELGUM  
MARCH 11 - 16, 2019  
lead instructor : Tomas De Bruyne

YOUR BREAKTHROUGH AWAITS...



**emc** EUROPEAN  
MASTER  
CERTIFICATION

YOUR KNOWLEDGE • YOUR SUCCESS • OUR PASSION

# EUROPEAN MASTER CERTIFICATE INTERNATIONAL, Bruges 11-16 March 2019

## GUIDE FOR EMC PROSPECTIVE STUDENTS FOR EMC 2019/20 CYCLE

European Master Certification is not for everyone.  
It is geared for those who aspire to be a successful floral professional.  
It may be the program made just for you!!

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7 Reasons why it should be made just for you  
ARE YOU READY TO

- 1) gain valuable insight into the art of European Design?
- 2) gain competitive edge through new, up-to-date knowledge?
- 3) invest in yourself and your talent for future reward?
- 4) gain opportunities to increase your market share?
- 5) boost your knowledge with clever techniques, tips & tricks for everyday use?
- 6) become part of a family of passionate individuals who will encourage and nurture your personal potential?
- 7) join EMC and enjoy all its extra perks?

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## EUROPEAN MASTER CERTIFICATION PROGRAM

### WHAT is EMC Program?

A very practical-oriented, accelerated curriculum focused on mechanical and technical skills, theory and creativity required to become a professional in the European flower business.

### HOW do we achieve this?

European Master Certification program will expose student designers to multitude of creative opportunities to use flowers for various occasions. They will be introduced to new design styles, shapes, color combinations, techniques, new materials and new ways of using materials. EMC program will teach students to look at flowers closely to discover the differences in their personalities, emotions and possibilities, and learn to use them at their full potential. Today, and even more in the future, alternative materials to foam are being explored for aesthetic-creative as well as environmental reasons. Emotion (Advanced Class) and functionality need to be combined with good skills and knowledge (Foundation Class) of our products to be competitive in our field. More competent and qualified the florist, the better he is able to lead with style and trends in his community.

### WHY are there 3 parts to this Certification Program?

EMC Core Program (3 parts) is focused on craftsmanship and the floral design process. In order to apply the knowledge, one must first learn the theory. These building blocks offer the students the ability to boost their creativity and discover their signature design style. EMC Graduates, thanks in part to their EMC education have made their mark on the Floral Industry worldwide and are emerging leaders in the Floral Art World.

We know that an effective certification program takes months of class time to complete. EMC makes it possible to accomplish this in a carefully planned 3 PART SYSTEM.

An effective certification program must be a complete step-by-step process, which takes time. EMC has devised a workable timeline which makes it possible for more foreign students to take part in the opportunity to learn European Design.

PART 1: FOUNDATION-class teaches all the basic skills, techniques and knowledge required to be covered in the European Design teaching system in an accelerated format.

PART 2: SELF PRACTICUM is a self-study period between Part 1 & 3 whereby the student practices all of the skills and techniques taught in Part 1 on daily basis to improve the execution. Assigned schedule of skill practice and assigned list of floral nomenclature are given as required study to prepare for Part 3.

PART 3: ADVANCED-class is where passion and emotion combine to bring on creativity. This class teaches application of good skills, knowledge and functionality in addition to expressing it creatively.

It is followed by Final Examination which will determine each student's status of Certification.

EMC program was formulated to be the most comprehensive European study which we feel will nurture your passion to boost your design ability.

### WHERE?

EMC PART I: Foundation Class (March 11-16, 2019)

*Lodewijk Van Male*

Quietly situated on the outskirts of Bruges, surrounded by a beautiful park. With us you can enjoy a pleasant stay at the hotel, and it's possible to have a delicious dinner in the restaurant.

Adres: Maalse Steenweg 488, 8310 Brugge, België

Website : [www.lodewijkvanmale.be](http://www.lodewijkvanmale.be)



EMC PART III: Advanced Class (March 2020)  
In Bruges, Belgium and Paris, France

WHO can attend?

FOUNDATION CLASS – Open to anyone committed to learning European Design  
ADVANCED CLASS – pre-requisite – must have taken Foundation Class + Self Practicum to be ready for the Advanced Class.

WHEN?

You can start with EMC1 on 11-16 March 2019

More information?

[www.EMCprogram.com](http://www.EMCprogram.com)

Contact Person



Kathy Rossel  
[kathy@EMCprogram.com](mailto:kathy@EMCprogram.com)

## PROGRAM

PART I: FOUNDATION class 2017 (March 11 – 16, 2019)

### Summary

PART 1 FOUNDATION class teaches the basic, fundamental skills, mechanics, techniques and knowledge required in the European Design teaching system. With the EMC Program, Part I is set in an accelerated format

Our private class room is located at the garden of Lodewijk van Male, Bruges behind the castle.



**DAY 1** (March 11, 2019. The start of the lessons is at 9.00 AM)

Elements and Principles of Design I

Design plan consideration: symmetrical/asymmetrical, all-around(ball)/multiple-sided(cube), ...  
Arrangement expression & classification: Decorative, Vegetative, Formal-linear, ...  
In reference to Nature's Design – inspired by Mother Nature

**DAY 2** (March 12, 2019)

Elements and Principles of Design II

Proportions, structural and shape expressions  
Work methods and applications  
    Mechanics of foam, moss, kenzan, ...  
    Mechanics of Hand-tied  
    Mechanics of Construction, Structures, ...

**DAY 3** (March 13, 2019)

Mechanics and Techniques in focus

**DAY 4** (March 14, 2019)

Positioning and numbering growth/focal point(s)

Implementation of form concepts  
    Placement growth point(s) in arrangement  
    0 point – e.g. structure, constructions  
    1 point – Radial System e.g. wire technique  
    Several points – Multiple System e.g. parallel design

Analyzing & defining the systems

Variable Base Mechanics & their possibilities

    Floral foam, chicken wire, wire, sphagnum moss, ...  
Analyzing & defining their use, purpose & diversity

**DAY 5** (March 15, 2019)

Bouquets: Shapes, Functions & Techniques + study color

    Hand-tied Bouquet - Classification, analyzing and defining its methodology

**DAY 6** (March 16, 2019)

Wedding Bouquets: Shapes, Functions & Techniques

    Bridal Bouquet  
Classification, analyzing and defining its methodology

**Presentation of 'Certificate of Completion - EMC Part 1: Foundation**



## **PART II: SELF-PRACTICUM**

### Summary

Part two concentrates on a specific set of applied practical assignments accompanied by theoretical analysis. In addition to these assignments, each student is required to complete extensive Nomenclature project due by the end of Part II.

Starts at April 2019 till January 2020

Preparation for continuation to Part 3: ADVANCED Class:

100 pages of plant nomenclature to study

100 pages of cut flower nomenclature to study

50 pages of cut foliage nomenclature to study

Assigned schedule of design work to practice

e.g. Wired Wedding Bouquet / Formal-linear Design / Hand-tied Bouquet...

and able to analyse and naming an arrangement/bouquet by using the principles of design.

## **PART III: ADVANCED (\*)**

### Summary

PART 3 ADVANCED class elevates student's creativity by focusing on passion and emotion. Students are taught how to apply good skills, knowledge and functionality learned from Part I and Part II in new, creative ways. At the completion of Part III, students are required to complete a series of Final Examinations in order to determine the status of Certification.

### **Dates:**

### **Daily Schedule**

Morning: Demonstration and theory – Tomas De Bruyne

Afternoon: Hands-on practice with Hitomi Gilliam and Teaching Assistants

### **DAY 7**

Structure and constructions: Shapes & Techniques

Classification, analyzing and defining its methodology

Natural Flower Support

Base mechanics is made of natural materials to support flowers

Using techniques inspired from nature

### **DAY 8**

How to create Tension, Emotion & 'Gestalts' in design

Rhythm> Visual/Physical Movement with color, texture, lines, etc.

Unity> Coherence of the Whole, Harmony

Emphasis> Focal Area

Contrast Expression> creating Duality

**DAY 9**

Insight into various Art Form & 'How to be inspired by them'

Painting, Sculpture, Music, Emotional Impact, ...

Analysis painting by shape, color, emotion, ... by Tomas

Collages

Preparation for Day 9

Assignment to select a painting at the Louvre for analysis & interpretation, and to serve as an examination category.

**DAY 10**

EARLY Morning: bus trip to Paris

Project: Analysis of a selected painting by shape, color, emotion at Louvre, Paris

Afternoon: Free afternoon for students to visit Paris for the rest of the day.

Late evening: back to Bruges

**DAY 11**

Free day

**DAY 12**

Start preparation for examination on Day 11

Tomas, Hitomi and TA's advising, consulting and helping students to review and practice any areas of difficulties.

**DAY 13**

Examination (All Day)

Categories: e.g. Bouquet

Bridal Bouquet (wedding dress will be given by picture to work on)

Surprise Package, ...

Translation emotions chosen painting from Louvre.

**DAY 14**

Graduation

(\*) Program schedule can be changed due a new daily schedule.

## INVESTMENT

### EMC PART I: FOUNDATION CLASS (March 11-16, 2019)

#### ◆ PACKAGE 1

Tuition € 1800\* for per student – 6 days

What's included:

- Flowers
- All teaching materials and curriculum + reference book
- EMC instruction
- Tea / coffee, sparkling water and still water and soft drinks during break

- ➔ Deposit of 600 euro in order to secure your spot, limited places available (\*)  
(\* ) Exclusive vat for Belgian tax payers.

Payment by bank-transfer (see for details the subscription page) at EMC Belgium  
account IBAN BE41 7360 3472 0610  
Contact person: kathy@EMCprogram.com

Lunch is not included in this package (25 euro/day)

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#### ◆ ALL-INN PACKAGE

All-inn package 6 days, 7 nights = 2395\* euro per student (nights: 10,11,12,13,14,15,16/03, 2019)

What's included:

- Flowers
- All teaching materials and curriculum + reference book
- EMC instruction
- Lunch in the castle
- Tea / coffee, sparkling water and still water and soft drinks during break
- breakfast
- lodging, 2 person-room (1 person-room added an extra of 30 euros every day)

- ➔ Deposit of 950 euro in order to secure your spot, limited places available (\*)  
(\* ) Exclusive vat for Belgian tax payers.

Payment by bank-transfer (see for details the subscription page) on EMC Belgium  
account IBAN BE41 7360 3472 0610  
Contact person: kathy@EMCprogram.com

## Leading instructor: Tomas De Bruyne

Tomas De Bruyne is a Belgian floral designer - he works freelance and runs his own consulting company

Tomas has won several medals in Belgium and abroad. At 2002 World Cup, Tomas finished fifth and won the coveted 'Quality and Freshness Award' for best technical execution. Tomas is a certified judge at national and international floral competitions. He gives seminars and demonstrations all over the world and has also been commissioned to work on many prestigious projects. Tomas' goal is to create artistic designs within the customer's commercial framework with a clear focus and respect for the flower's own character and quality. In 2013, a new variety of Gloriosa lily was officially christened 'Tomas De Bruyne'. Tomas has authored 2 books and co-authored over 15 books.

[www.tomasdebruyne.com](http://www.tomasdebruyne.com)

## Teaching assistant: Diana Toma

Diana is a freelance designer from Romania who decided to listen to her creative desire and started out her own flower business. She had worked on florally dressing up over 300 private and cooperate events, mainly in Romania. A graduate from EMC Cycle 4 winner 2017 of the 'Freestyle freesia Bouquet', Flower Factor. Guest designer at Timfloralis Floral Art Festival, Timisoara in 2017 and 2018.

## SUBSCRIPTION for EMC PART 1, BRUGES

October 16<sup>th</sup>, 2018 till February 15<sup>th</sup>, 2019

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Country: \_\_\_\_\_

Address: \_\_\_\_\_

Town / City: \_\_\_\_\_

Signature:  
\_\_\_\_\_

- Yes, I agree to subscribe for the full package by a deposit of 940 euro
- Yes, I agree to subscribe for the package 1 by a deposit of 600 euro
- Yes, I agree to subscribe for the full package of 2.395 euro and secure my spot.
- Yes, I agree to subscribe for the package 1 by of 1.800 euro and secure my spot.

Full payment has to be completed **before February 20<sup>th</sup>** to secure your spot.

EMC bank account:  
EMC Belgium  
IBAN BE41 7360 3472 0610  
BIC KREDBEBB

**Please do mention with payment: EMC1 Bruges + your name**

## TESTIMONIALS

**GREG LUM** AIFD, CFD, EMC

'This program has taught me a great deal about the fundamentals of European design, by introducing me to a whole new fresh approach to design. You learn the reasons why you create your arrangement and how to explain and articulate it to others.'

**SUSANNE LAW** AIFD, CFD, EMC

'The European Master Certification Program instructed by Tomas De Bruyne and assisted by Hitomi Gilliam AIFD was a rewarding yet challenging endeavor that tested my commitment to learning; but, also strengthened my design skills and knowledge. Both Tomas and Hitomi are incredible floral artists who are giving of their talent and time to ensure all the EMC students build confidence and knowledge so their personal design styles can develop. Through the EMC program, my appreciation and passion for the expression of emotion, through the beauty of flowers, will forever be enlightened.'

**VICTORIA WICKEY** EMC

'Thank you! For offering the EMC course. I have a better understanding of the theory and much appreciation of the professional field of floristry. It surely inspired me to continue to hone the fundamental skills I learned, gain more knowledge in floral art and broaden my creativity. My deepest gratitude to you both. Wishing you continued success.'

**ANIA NORWOOD** AIFD, CFD, EMC

'Taking the EMC program was an amazing learning experience. It opens new horizons and lets you fully understand the European Design Concepts. During PART I of the study which includes lectures by Tomas and practical parts, it really preps and leaves you excited for PART II which is a home study, and it all concludes in Belgium with PART III and final exams. I have already recommended EMC program to many fellow designers as I really enjoyed the whole experience tremendously. What makes this program unique compared with other programs is that you are learning from the best. Tomas De Bruyne and Hitomi Gilliam created EMC program to share their immense knowledge and expertise and they do it with so much passion and dedication, you just want to inhale every word. EMC also has its own Facebook page where you are able to communicate with Tomas and Hitomi as well as other fellow students on a daily basis. By taking EMC you not only educate yourself and gain new perspective on European Design, but you also meet other super-talented designers from all part of Canada and States who share the same passion for floral design and are amazing people!! Thank you Hitomi and Tomas for creating EMC... it enriched my life in so many ways, professionally and personally!!!'

**ANIKO KOVACS EMC**

'The EMC program has been absolutely one of the best courses I have ever been a part of – professionally and personally. Tomas and Hitomi are doing a fantastic job by sharing their expertise and knowledge in a very relaxed way with their students. After completing.... I felt energized and eager to start to use what I learnt. Loved the discussions. I am inspired!!'

**BRIAN COOVERT, EMC**

The European Masters Certification Program is one of the most rewarding experiences I have ever had the privilege to be a part of. Instructor Tomas De Bruyne, and facilitator Hitomi Gilliam AIFD are both world leaders in their field. Their combined in-depth knowledge and experience in the floral industry paired with their passion and creativity make them the perfect pair to offer this amazing course.!

Whether you are a novice, or experienced designer, I can highly recommend the EMC course of study. You will find yourself challenged, and gain the knowledge and confidence needed to put you a step beyond your peers.!

The course of study was definitely the experience of a lifetime, and I am honored to have been a part. The knowledge that I was able to gain, as well as the comradery of other individuals and classmates has not only helped me professionally, but personally as well. I have made new friends and family that I will forever cherish. My horizons have been broadened, and for that, I am grateful.

**BEATA KAAS, EMC**

EMC program was truly a transformative experience.

Very intense and well-structured curriculum.

A true eye opener. I have become much more confident designer with a true appreciation for good design. It opened up my horizons and made me even more passionate for/about floral industry. Met fantastic people, created new bonds and friendships for life.

Gave me an in depth understating of what's possible.

Thank you, forever grateful, Beata Kaas.