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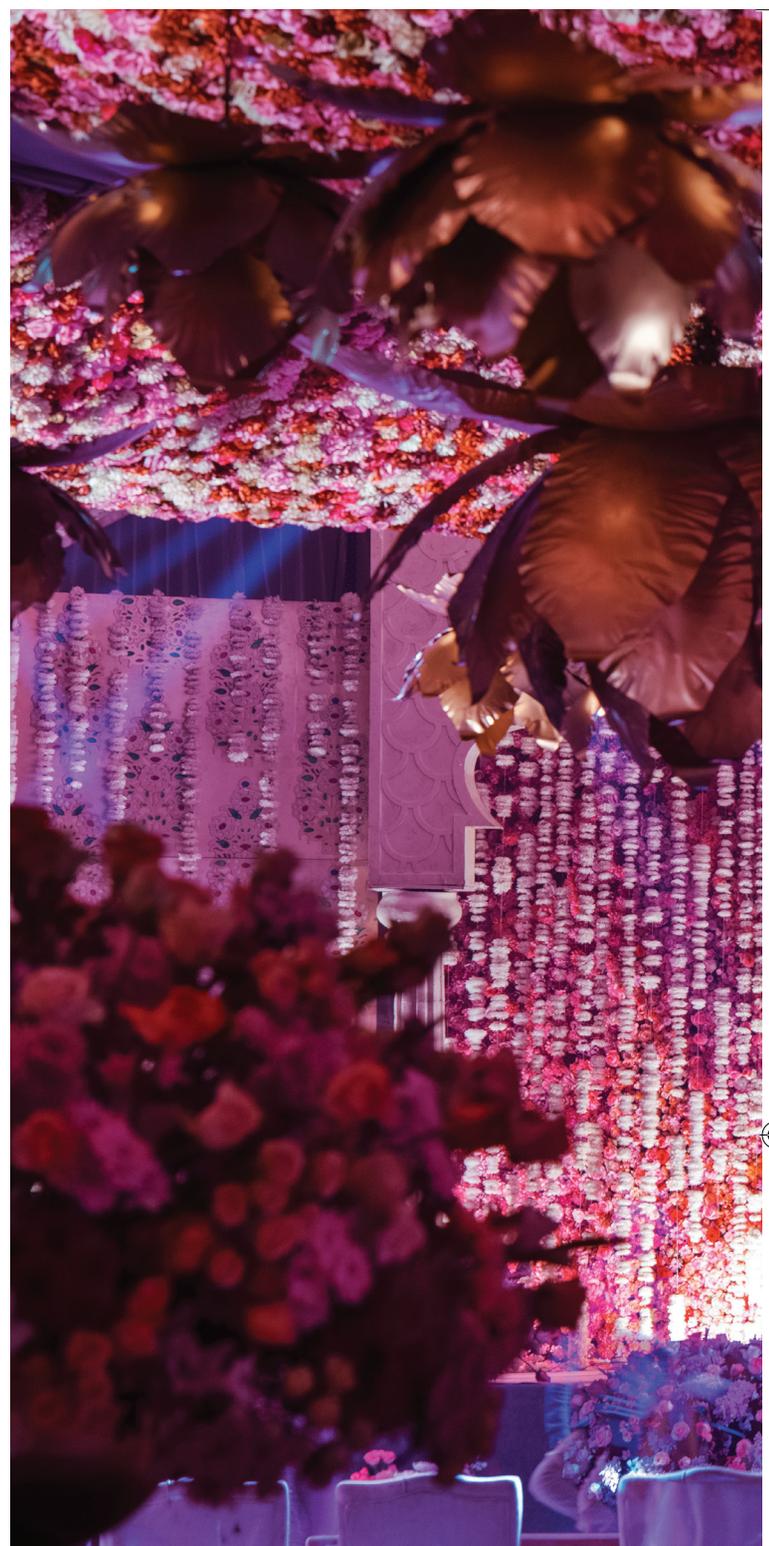
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Get the Scoop from the Celebrity Florist

Internationally acclaimed floral designer **Tomas De Bruyne** tells us what it takes to design large-scale events...

A LITTLE ABOUT TOMAS DE BRUYNE

Tomas De Bruyne Floral Experiences Worldwide is a successful company specialising in large-scale floral art installations for unique weddings, authentic private celebrations and prestigious social events. Tomas de Bruyne, is an internationally acclaimed floral designer, winner of multiple competitions, author of over 15 books, teacher and influencer who founded the company in 1999. From being a personal decorator for the Swarovski family, setting up multiple large-scale floral installations for high-end Indian weddings to becoming Senior Advisor for the Olympic Games in Beijing, Tomas de Bruyne creates artistic designs. To create magical oversized floral installations, he combines functionality with aesthetics, using stunning colour palettes, tailored to the clients' taste and need.



A MEMORABLE MEHNDI (PRE-WEDDING) EVENT IN PAKISTAN

Big events have a magical ring to them, however, they come with big responsibilities, a lot of project management and big-scale organizing capacities. Any small mistake that has near to no impact when you design a small intimate wedding, becomes a huge problem when the size increases. And it's not just the size of the event that can contribute to things unfolding wrongly, but also the number of people involved, the number of materials used and of course, the big challenges that come with satisfying the clients' needs.



“In my career as a floral designer, I have always guided my work by striving for perfection and working towards a concept. It’s been over 10 years that I have been travelling the globe working for some of the most demanding clients on the planet, and yet this approach to projects has always proved successful for both myself and the people my designs are created for. Working with a concept in mind, envisioning the outcome from the very beginning and then calculating the steps needed to achieve it whilst focusing on delivering emotions, not products, have been key elements in all the professional relationships.

The Pakistan Mehndi event was the first time for my team in Pakistan. Travelling for so long, I have learned the lesson that any experience in a new country is defined by the people

you encounter. I have had a very good feeling from the very beginning about the event management team of JS Events, and everything that unfolded from the moment we agreed to work together, was proof that I was right. The challenges of putting such a large-scale wedding together were overcome by good communication, openness and the desire on both parts to offer the client the most magical event possible. Technical drawings, mood boards, calculations and lists of all elements involved have been thoroughly provided to the event managing company by the team of Tomas De Bruyne Events, introducing them to a new way of working, where surprises are not surprising, where adaptability is possible and where the client’s story and the message don’t get lost along the way.



WHEN IT COMES TO
THE DESIGN OF
THE EVENT...

the main focus is always delivering a message and adapting to the client's desires, without losing my signature style. Floral design for any event, and grand events, in particular, is not focused on the things I like or enjoy. It is centred around my client's needs.

Colour plays an important part in my designs and therefore, I always work around a colour palette, making sure that every element fits into the story I create. The Mehndi is a very traditional event in itself and therefore, we picked a more traditional palette. No extravaganza, no avant-garde combinations, no edgy colours were involved.

The choice of botanicals becomes a choice of colour and texture and in the particular case of Pakistan, working like this proved to be efficient, as Pakistan is a country where flower imports are banned and I had to rely only on the local production of botanicals. Merging the materials available into shapes and forms with the right intent, working around a colour palette that fits the occasion and following the desired outcome ensured a successful result in the end.

The spectacularity of big-scale events lies in much more than just the size and number of flowers or structures involved. People perceive the wow factor, the emotions and the beauty through details just as much as they are amazed by the size. With my team, we worked on every single detail to create a series of elements which cohesively worked perfectly."

Tomas De Bruyne





Wedding events in Pakistan usually cater to more than 500 guests so weddings are always organized on a large scale here. When we got appointed to do this particular wedding, we knew that no one other than Tomas De Bruyne would be able to create a spectacular floral design. *Jalal Salahuddin*



PLANNING & EXECUTION

Working towards the day...

Executing such large-scale projects requires months of planning and that's exactly what was done for this event. We had numerous meetings with the client after which, it was decided that we would take inspiration from Mughal architecture and give it a modern twist. Once the theme was decided, it all came down to the design. The team at Tomas De Bruyne and Jalal Salahuddin Events worked closely for several weeks to come up with a floral and architectural design that would give the event the grandeur of the Mughal era while adding modern design elements here and there.

Two weeks before the event the floral team at Tomas De Bruyne flew down from Europe to start the execution. Hundreds and thousands of flowers were divided into categories and separated based on their type and sizes. The flowers were then coded accordingly and dyed into different shades of pink. Every shade of pink was stored separately so it was easy to identify the flowers. This process took almost 5 days. After this time, work on the actual structure began. A Mehndi event in Pakistan is always a traditional affair. Keeping that in mind, we took inspiration from the Mughal architecture of the 16th and 17th century while adding a modern twist.

The stage design was kept very traditional, with pointed white arches, and accentuated by an exquisite flower wall at the back. Fresh flowers in pink and cream were used in the flower wall and were offset by a curtain of fresh motia flowers in the centre - famous for filling up any space with their sweet fragrance. To enhance the stage further, a collection of 50 gold chandeliers was made into one large piece and hung in the centre of the stage. To make sure that every element was in sync, the seating of the stage was also designed in line with Mughal architecture with the back of the seats forming pointed arches.

Another eye-catching feature of the event was the dance floor, inspired by the water lily fountains in the Mughal era. To give it a modern twist, instead of placing water lilies in fountains, they were hung upside down from the ceiling of the dance floor so they could reflect on the marble of the dance floor. The lilies were specially designed and painted gold by craftsmen in Pakistan many days prior to the event. Traditional water lilies mixed with the elliptical design of the ceiling with modern flowers created a spectacular impact and gained the attention of everyone entering the space. Domes were another essential part of the Mughal era. The event had a magnificent dome entrance created with a floral fountain in the middle which was accentuated by traditional candle lamps (Diya) and flowers on the floor, surrounding the fountain.

JS Events, Pakistan

For more info visit: tomasdebruyne.com
Photography by ALEX MATEIU