

ISSUE 2019-1

Luxury
WEDDING & STYLE
WITH NICOLE FLANAGAN

DESTINATIONS

HONEYMOON
AND WEDDING DESTINATIONS



Tomas De Bruyne

THE WORLD-RENOWNED FLORAL DESIGNER TOMAS DE BRUYNE IS THE DIRECTOR AND FOUNDER OF TOMAS DE BRUYNE FLORAL EXPERIENCES WORLDWIDE, THAT SPECIALIZES IN LARGE-SCALE FLORAL ART INSTALLATIONS FOR WEDDINGS, PRIVATE AND SOCIAL EVENTS. TOMAS IS THE CO-AUTHOR OF 15 BOOKS AND A RECIPIENT OF MULTIPLE INTERNATIONAL AWARDS. HE CREATES ARTISTIC

DESIGNS FROM BEING A PERSONAL DECORATOR FOR THE SWAROVSKI FAMILY, CREATOR OF LARGE-SCALE FLORAL INSTALLATIONS FOR INDIAN WEDDINGS TO THE SENIOR ADVISOR FOR THE OLYMPIC GAMES IN BEIJING. IN 2005 A NEW VARIETY OF GLORIOSA LILY FLOWER WAS OFFICIALLY NAMED AFTER TOMAS BRUYNE AND WAS HONORED WITH PRINCESS NORA, WIFE OF HRH PRINCE SAUD OF KSA AS PATRONESS. TOMAS DE BRUYNE IS KNOWN FOR HIS UNMATCHED ABILITY TO TURN EXCLUSIVE EVENTS INTO MAGICAL EXPERIENCES WITH HIS ARCHITECTURAL FLORAL GRANDEUR. IN THIS EXCLUSIVE INTERVIEW, TOMAS SHARES HIS UNIQUE APPROACH TO MAKING HIS DISCERNING CLIENTS' DREAMS A REALITY.

YOUR BESPOKE FLORAL ARCHITECTURAL EXPERIENCES WITH

Tomas

De Bruyne

PHOTO | KARIN BOGAERTS
DESIGN AND PRODUCTION | TOMAS DE BRUYNE
LOCATION | O.L.V. SINT-PIETERSKERK – GHENT – BELGIUM



**Every couple wants to be heard.
They want to be understood by
their floral designer so they can
tell the unique story of their love.**

**What is your process to make
your clients' dreams a reality and
to then exceed their expectations?**

It's all about communication. I tell
each client's story through the language
of flowers— I am their personal poet.
In my work, the client is my focus, and
their vision is brought to life through
artistry and craftsmanship.

PHOTO | KURT DEKEYZER
DESIGN AND PRODUCTION | TOMAS DE BRUYNE
LOCATION | O.L.V. SINT-PIETERSKERK – GHENT – BELGIUM



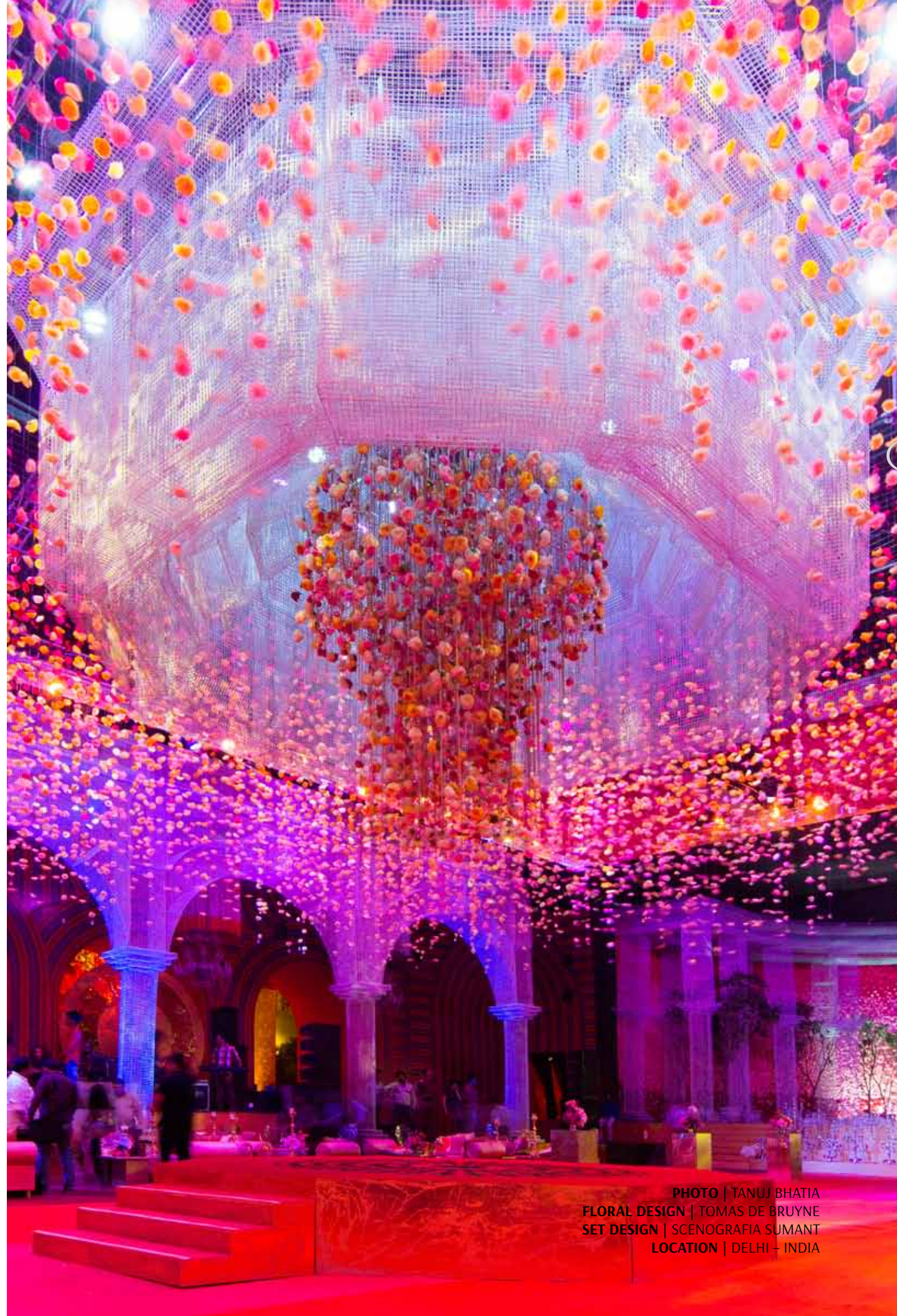


PHOTO | TANUJ BHATIA
FLORAL DESIGN | TOMAS DE BRUYNE
SET DESIGN | SCENOGRAFIA SUMANT
LOCATION | DELHI - INDIA

How does the vision develop while you are creating such unique realities for each different client?

I go with the flow and guide my clients on an esthetical basis—this is why they hired me. My clients understand that building a design concept is a process. I tend to ask a lot of questions during this process: who, what, where and what? What is the timeline and the budget, and what mood are they looking to be expressed during their event? This is vital information in order to get in touch with the client's expectations, vision and feel of the event. The color palette plays a big role in how we communicate the mood. After engaging with a client on a personal level and after we define their unique needs, we start to design, and we work on how to best express the client's ideas in the language of flowers.



PHOTO | TANUJ BHATIA
SET DESIGN | SCENOGRAFIA SUMANT
FLORAL DESIGN | TOMAS DE BRUYNE
MANAGEMENT | E-FACTOR ENTERTAINMENT
LOCATION | CIRQUE DU SOLEIL, CALCUTTA - INDIA

You are known to be an exceptionally empathetic professional who follows a human-centric design process. Why is this so important, especially at the level of collaborations you are accustomed to?

Empathy allows design thinkers to set aside their own assumptions about the world in order to gain insight into clients and their needs. The reason clients hire me is because of my approach. As a bespoke designer, I turn myself away from mass displays with no personality to create a tailored event. I pinpoint the unique needs of clients and gain inspiration from their stories, transforming their elusive and abstract ideas into an expression of their unique personalities in a uniform and creative way. Every human being is unique. Why should a floral design be any different?

PHOTO | TANUJ BHATIA
SET DESIGN | SCENOGRAFIA SUMANT
FLORAL DESIGN | TOMAS DE BRUYNE
LOCATION | DELHI – INDIA



PHOTO | TANUJ BHATIA
SET DESIGN | SCENOGRAFIA SUMANT
FLORAL DESIGN | TOMAS DE BRUYNE
MANAGEMENT | E-FACTOR ENTERTAINMENT
LOCATION | DELHI – INDIA

We know that you dare to be proactive with your clients by sharing your expertise and knowledge to make them see creative expressions of their vision. How do you accomplish such amazing connection that instills so much trust from the people you are creating the designs for?

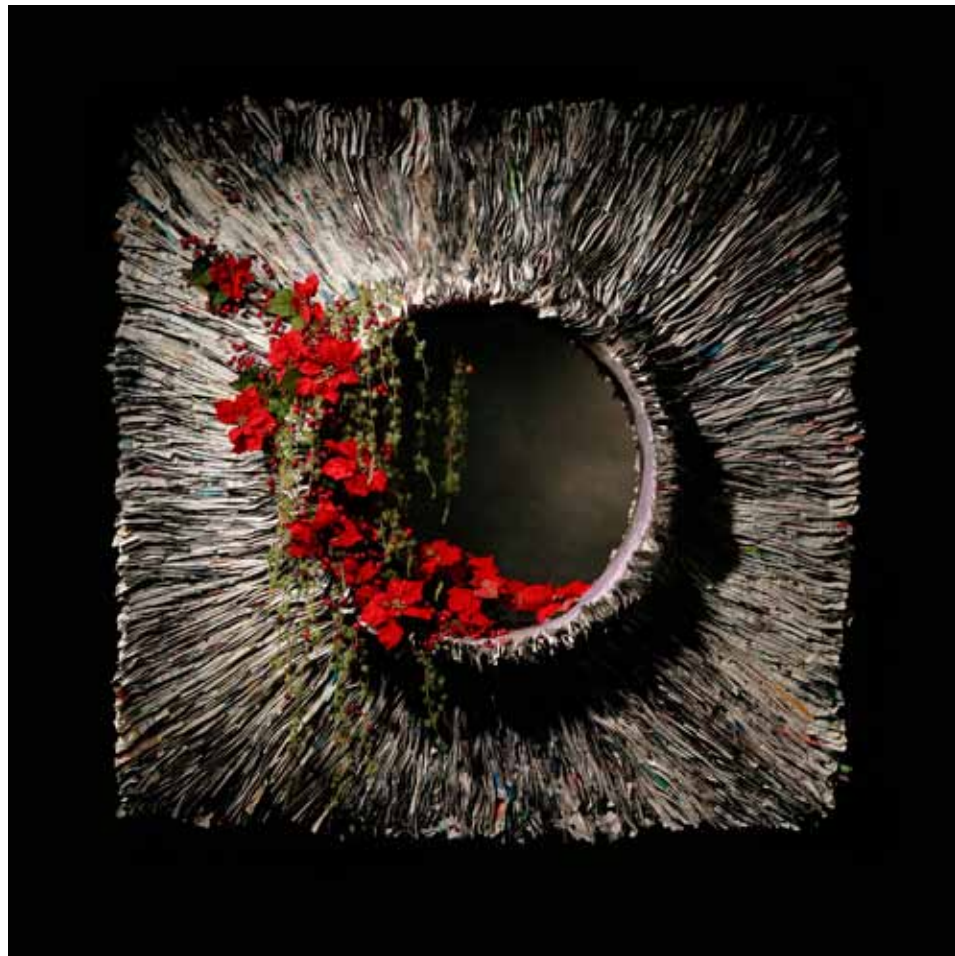
It really starts with basic human communication. We always encourage an open dialogue and different opinions so we can implement our floral installations that consider all aspects of the event. It all starts with a conversation to understand a client, to show my expertise as a designer and to provide ideas that implement each client's wishes esthetically into my designs. Sharing my knowledge and guiding the client to the outcome of their dream wish is vital when communicating. We do not sell fixed template designs, nor do we sell the same flowers for each event as everyone is different as it is built on the DNA—the unique vision—of the client. Clients approach me because they know my field of expertise; events with an exclusive, luxurious experience through architectural floral splendor. We focus on tailor-made designs of the unique visions of our clients, who include top 10 wealthy families worldwide, royal families, upscale event agencies and luxury brands.



PHOTO | TANUJ BHATIA
SET DESIGN | SCENOGRFIA SUMANT
FLORAL DESIGN | TOMAS DE BRUYNE
LOCATION | DELHI - INDIA

What is your opinion on trends? How much do you follow trends and what do you advise your clients as far as trying to be trendy?

Being a floral event designer means I should know more than only how to arrange flowers in an attractive way. My work demands a significant knowledge of what “is in” at any given time throughout many industries. I have never made a floral installation based solely on what is trendy, but we have gathered inspiration from current trends for details such as colors and form. In other words, trends should create inspiration, and are not be simply followed!



LOCATION | ART GALLERY, SOUTH KOREA
FLORAL DESIGN | TOMAS DE BRUYNE

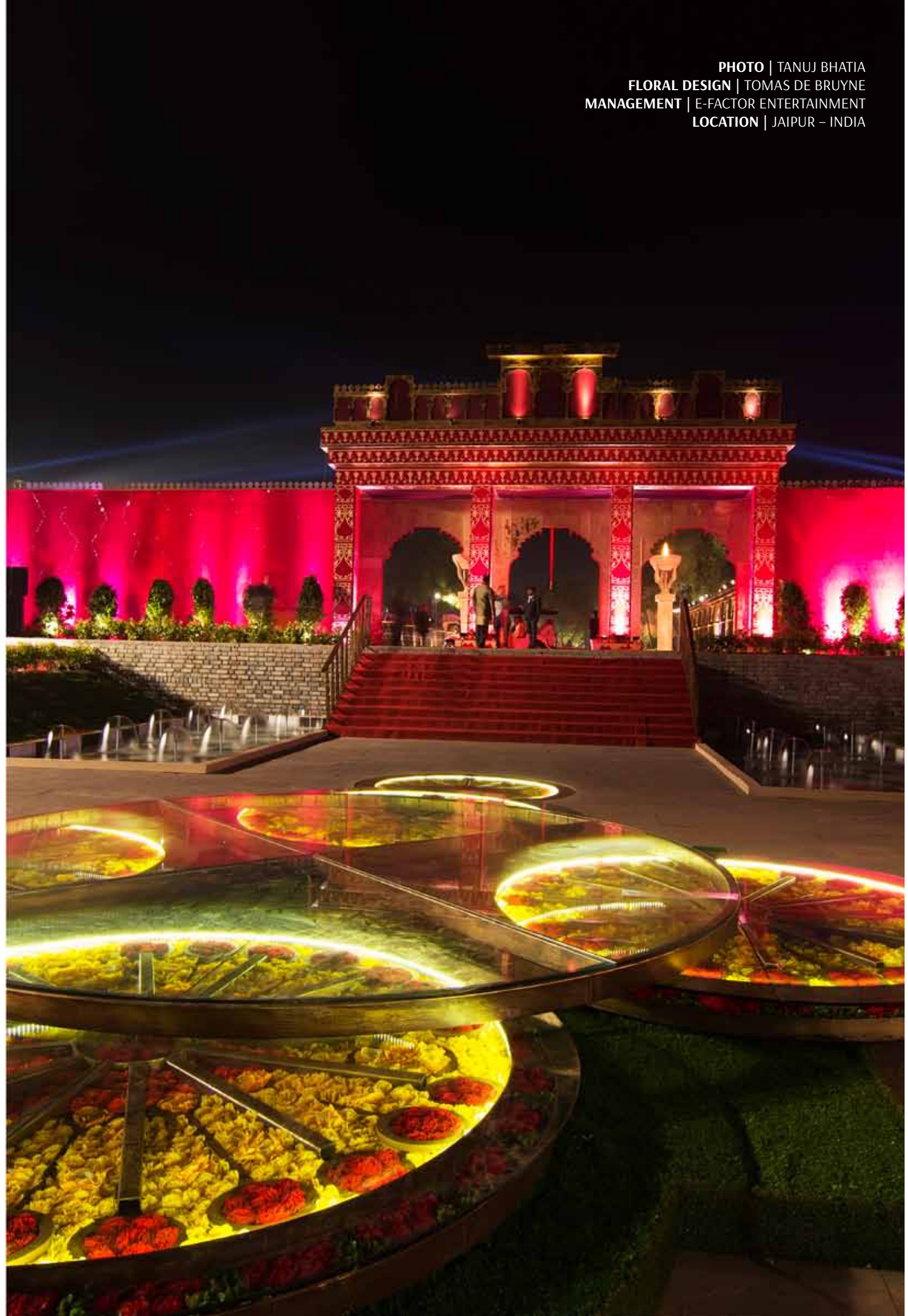


PHOTO | TANUJ BHATIA
FLORAL DESIGN | TOMAS DE BRUYNE
MANAGEMENT | E-FACTOR ENTERTAINMENT
LOCATION | JAIPUR – INDIA



PHOTO | TANUJ BHATIA
SET DESIGN | SCENOGRAFIA SUMANT
FLORAL DESIGN | TOMAS DE BRUYNE
MANAGEMENT | E-FACTOR ENTERTAINMENT
LOCATION | DELHI – INDIA

Individuality is becoming more and more important in this industry, and this results in creating personal trends as well as worldwide or localized, regional trends. I work closely with a renowned company located in Belgium that comes up with trends based on thorough research of many industries: international furniture, wallpaper, cars, lighting, carpet, and even banking. With this knowledge, we have the diverse expertise in understanding the current trends in colors and materials, trends in flowers, knowledge of local and global flora, design of unique exclusive constructions, interior design, high-tech construction and customer contact. Our passion for the profession means that we are invited to be guest speakers at seminars and to speak to the press.



PHOTO | TANUJ BHATIA
SET DESIGN | SCENOGRAFIA SUMANT
FLORAL DESIGN | TOMAS DE BRUYNE
LOCATION | DELHI – INDIA



How do you express the couple's DNA — their unique vision — through the flower design created just for them?

We get to know our clients, their needs, their wishes, their style, their preferences and expectations down to the smallest detail. We offer them stylish, elegant unique solutions for their exclusive, prestige event. The customer is involved in the entire process. There is a huge difference between guiding the couple through their dream or just telling them what style they have to go with based on my opinion. We are all different, and we strongly believe this should be reflected in the design for every single event, for every single client.

We often say that we create “DNA events” because we do just that—we customize the florals to our clients’ DNA, the DNA of their dreams and desires, the DNA of their history and future aspirations. People have always had an emotional relationship with flowers and nature itself and it’s up to me to figure out the artistic expression of that particular client’s dream so we can speak in the flower language that each client deserves. Finding the right rapport, trust and minimizing risk for our client is important to us. We see each flower’s personality and match it to our client’s avatar.

I would advise each person to ask themselves a question, “What is your favorite flower and why?” You will be surprised with your response mostly because you may not be able to interpret your answer. Speaking in the language of flowers, I can easily interpret and explain why that particular flower is matching your personality. It all starts with the strong visual language of color, followed by form and its masculine or feminine elements, and last but not least, the flower itself (and its trendy character). I am excited to work with every client to take them on this amazing journey to figure out the deepest meaning of their floral preferences.

PHOTO | TANUJ BHATIA
SET DESIGN | SCENOGRAFIA SUMANT
FLORAL DESIGN | TOMAS DE BRUYNE
MANAGEMENT | E-FACTOR ENTERTAINMENT
LOCATION | CALCUTTA – INDIA

This is absolutely fascinating! Please tell me about your own floral journey — what parts of your experience are enriching your clients' events?

Our target group is the client who lives life to the fullest and would like to express their experiences in life through floral architecture. We give our clients a unique floral customized concept, represented by mood boards and sketches. We push the boundaries of the possible, and we are proud to say that because of their innovative character, our architectural floral designs set the trend for other designers.

You have been working all over the world — what differences have you noticed as far as trends, clients and events?

This difference is huge. Every culture has its own focus concerning color, form, flowers and traditions. I explore the international differences in clients and what is desirable, and being open to this enriches me not only as a designer, but as person as well. I do realize this is one of my strengths—being in touch with global design as well as having a great deal of international experience on a personal level with my clients. It allows me each day to grow and to borrow from each culture, meaning that I am happy to incorporate the intangible details of the world to help express my clients' vision.

PHOTO | TANUJ BHATIA
SET DESIGN | SCENOGRAFIA SUMANT
FLORAL DESIGN | TOMAS DE BRUYNE
LOCATION | LUDHIANA – INDIA

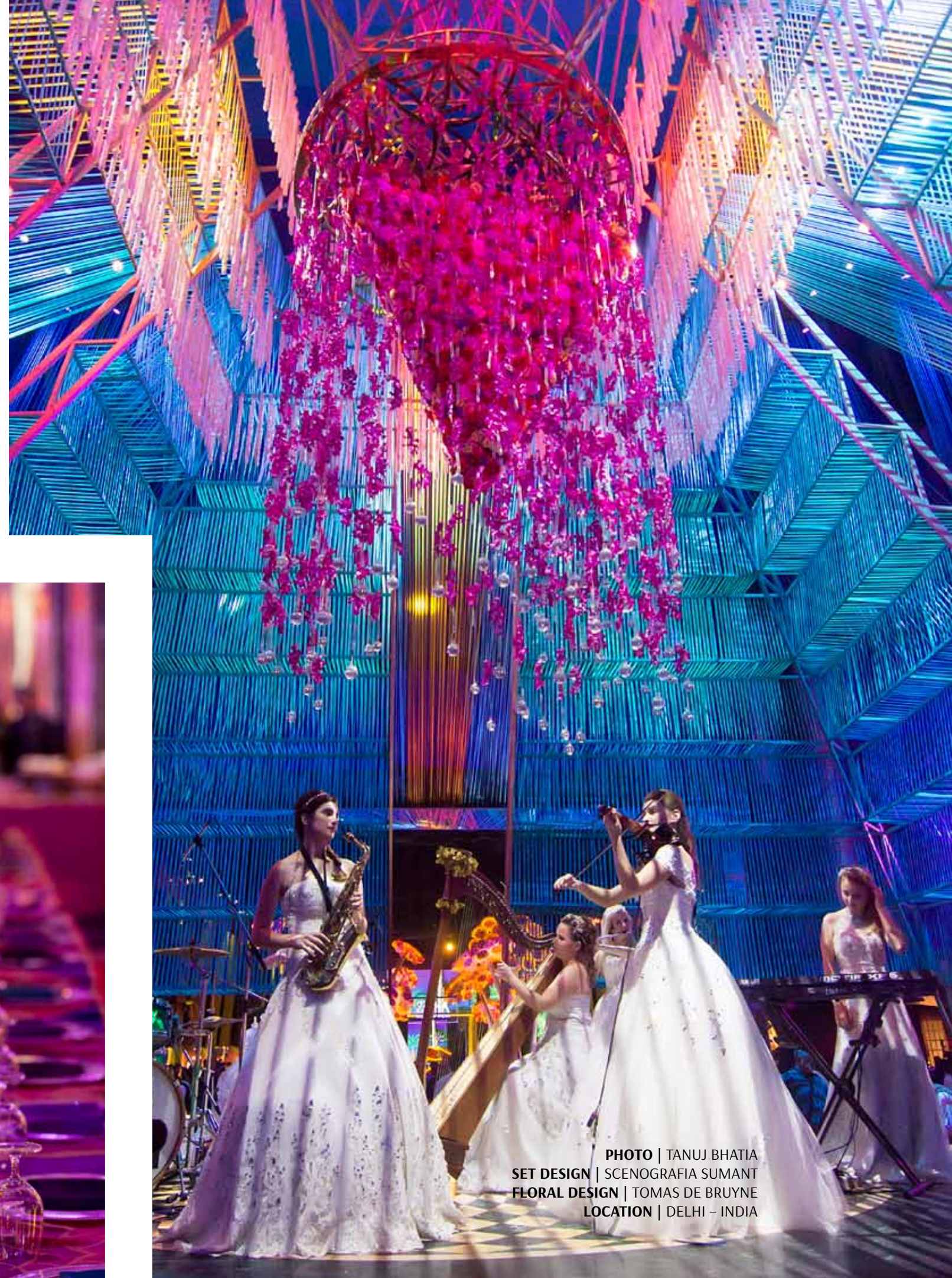


PHOTO | TANUJ BHATIA
SET DESIGN | SCENOGRAFIA SUMANT
FLORAL DESIGN | TOMAS DE BRUYNE
LOCATION | DELHI – INDIA

PHOTO | ADAM LINKE, THE DESICIVE MOMENT
FLORAL DESIGN | TOMAS DE BRUYNE
LOCATION | THE BILTMORE, ATLANTA – USA





PHOTO | COHIM
FLORAL DESIGN | TOMAS DE BRUYNE
LOCATION | BUDDHIST TEMPLE, BEING – CHINA

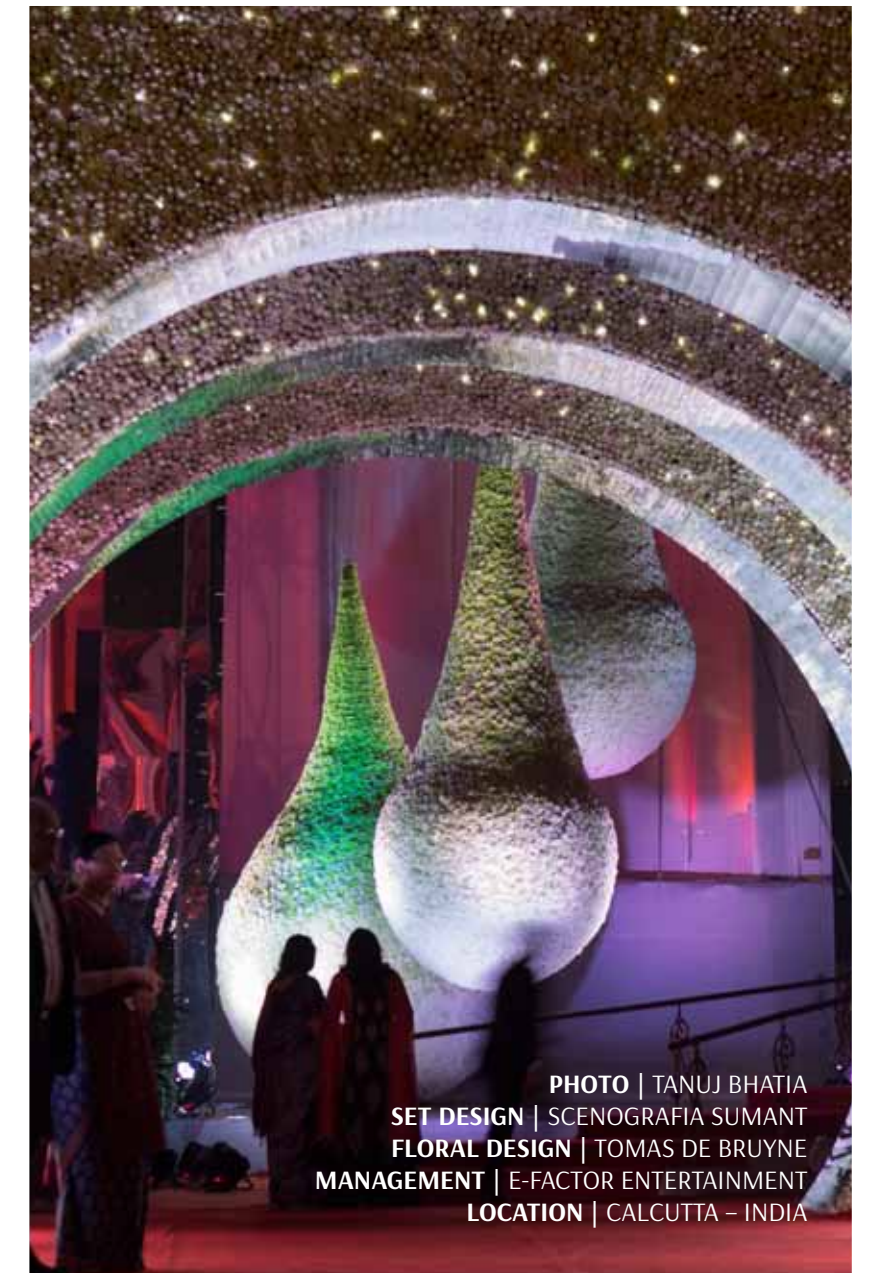


PHOTO | TANUJ BHATIA
SET DESIGN | SCENOGRANIA SUMANT
FLORAL DESIGN | TOMAS DE BRUYNE
MANAGEMENT | E-FACTOR ENTERTAINMENT
LOCATION | CALCUTTA – INDIA

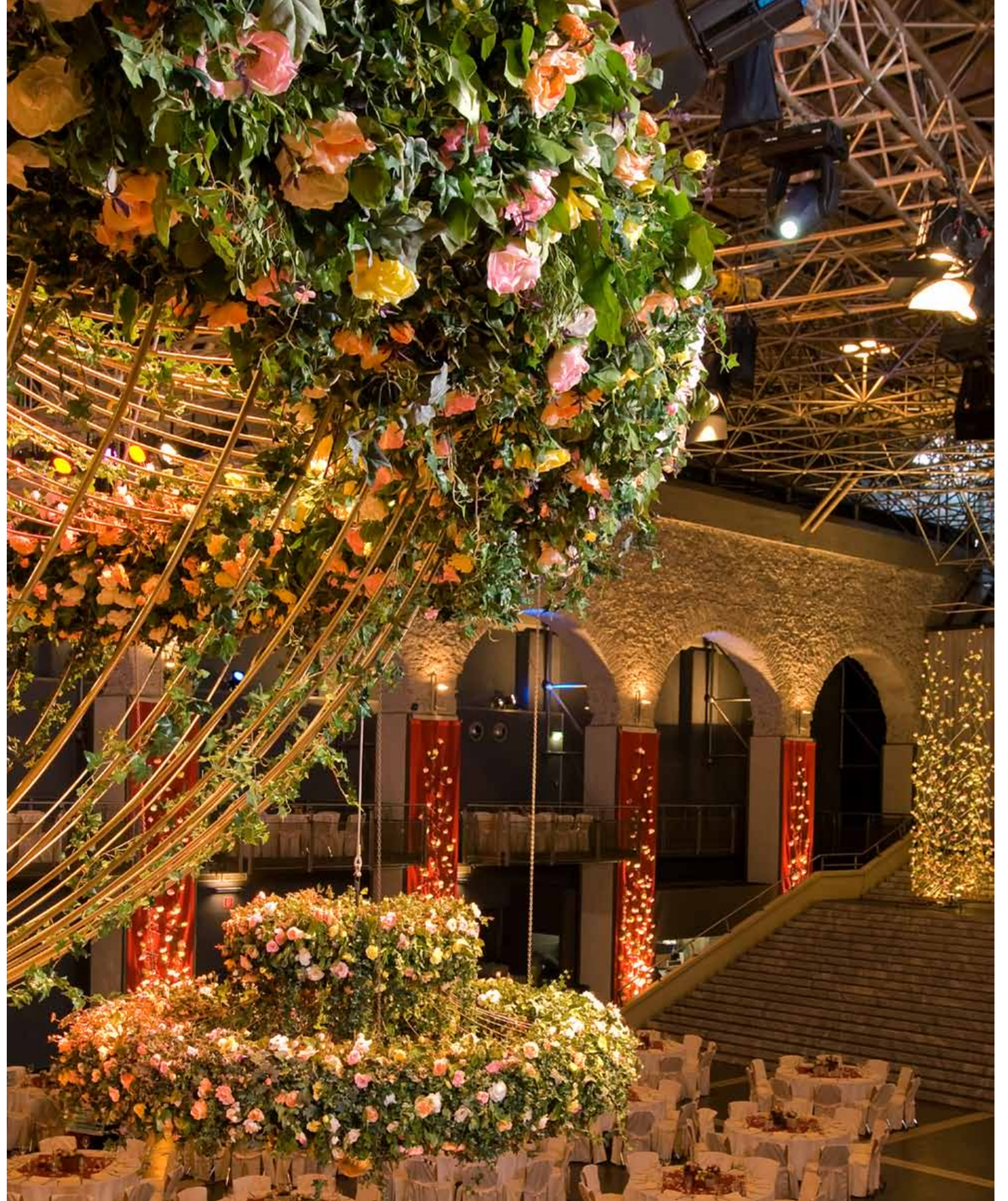
For the luxury event to go smoothly, it is very important for all event partners to work together in a collaborative way. How do you connect with these partners that are responsible for other parts of the event to ensure that you are working as one?

Good communication is essential when engaging with your clients, and the follow-up communication is just as important. You have to work in a team to achieve the best outcome. It's not a one-man show, but the result of any element which gives the highest gestalt to an event.

You are a preferred floral partner for many international wedding professionals. How did you accomplish such incredible trust from these experts?

Thank you and yes, we are a worldwide reference for turning exclusive luxury events into magical experiences with architectural floral grandeur. We work as a preferred floral partner of luxury event agencies, brands and royal or wealthy families. Good cooperation with our partners is crucial to continue the concept and the experience in all elements of the event. This is why we share a script-book with our partners. Here is one simple example: elements as color have to be shared with the lighting designers as they can bring to life our floral color concept. Working together works in both directions as we may work closely with each partner, receiving or sharing input as we both are working for the same goal: creating a bespoke magical experience! The elegant designs should enhance the theme of the event and create a sensory sensation.

PHOTO | KURT DEKEYZER
PRODUCTION | METAALCOMFORT, OSTEND – BELGIUM
FLORAL DESIGN | TOMAS DE BRUYNE
LOCATION | INNSBRUCK – AUSTRIA



What are your biggest wishes for the affluent couple who is planning the luxury event of their lifetime?

Just be yourself. Hire the people who are open minded and brave that will encourage you to take risks when expressing your inner world. And most importantly—have fun along the way! ✍

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Instagram: @tomasdebruyne



PHOTO | TANUJ BHATIA
SET DESIGN | SCENOGRAFIA SUMANT
FLORAL DESIGN | TOMAS DE BRUYNE
MANAGEMENT | E-FACTOR ENTERTAINMENT
LOCATION | NEW DELHI - INDIA



PHOTO | TANUJ BHATIA
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FLORAL DESIGN | TOMAS DE BRUYNE
MANAGEMENT | E-FACTOR ENTERTAINMENT
LOCATION | NEW DELHI - INDIA