

A decorative red floral graphic with intricate scrollwork and leaf patterns, centered at the top of the page.

FLEURS DE VILLES

LUNAIRE

Westfield
VALLEY FAIR

West Field Valley Fair, San Jose
February 11 - February 17, 2025

FLOREST INFORMATION MEMO

This memo is designed for YOU - please read it VERY carefully.
All the answers you need for a successful show are in here.

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KEY DATES

Florist Set-Up	Feb 10th Load In 7:30am-9:00am Build Out 9:00am - 4:30pm
Judging	Feb 10th - 4:30pm
Florist Awards Ceremony	Fed 10th - 5:30pm @ Anqi Details to come
Event Strike	Feb 17th 9:15pm

HONORARIUM & REIMBURSEMENT

Each florist receives an honorarium for their installation.

Please manage your budget wisely with the intention to wow our partners and sponsors, and ensure you build enough reserve to purchase refreshing flowers. It is your job to manage your budget to not exceed this honorarium as FDV does not reimburse over the budget. For example, if you spend \$200 at Home Depot, be sure to lessen your floral purchase to ensure you don't go over.

Please submit your invoice at the end of the show to accounting@fleursdevilles.com - You can expect reimbursement within 10 business days of receipt.

REFRESHING & MAINTENANCE

You are responsible for ensuring your installation looks the same from the first to the last day of the show. **Please plan ahead of time to REFRESH your installation every other day.**

ON-SITE ACCESS FOR REFRESH

You may refresh your flowers and materials during regular center hours or after hours. If you plan to arrive after hours, please notify us in advance. This will allow us to inform security and provide you with the best entry instructions for that time.

During operating center hours, parking is available in any of the garages. Please find Colleen (778-320-4242) for set-up and strike for parking validation.



MANNEQUINS

SAVE YOUR MANNEQUIN BOX:

Your mannequin must be returned in its original box. You must bring the box to strike to ensure the mannequin is packed away in it and ready for the next florist who receives it.

MEASUREMENTS

Height	6'2"
Waist	25"
Waist to floor	49"
Collarbone to waist	13.5"
Straight arm length	22"
Bust	31"
Hips	32"
Shoe	Size 7

POSE

All of the poses are very similar, however, you won't know your mannequin's exact pose until you receive it. **They are not poseable.**

MANNEQUIN PLATFORMS:

Your platform is part of your installation; please make sure the entire surface area is covered as part of your design plan. If you choose to use potted plants, the pots must be covered/not visible.

Each platform is a **5ft x 5ft square, 30" high with a small 1" lip** and a waterproof liner. We recommended bringing a weight (sandbag or large patio brick) to weigh down your base. If your mannequin is going to be really heavy, consider bringing a 4'x4' piece of plywood to sit on top of the 2 tables that form your platform as this will strengthen and flatten your base.

All platforms will be assembled and ready for you on the day of your installation. **Please, NO STANDING on platforms and nothing can be stored underneath.**

PROTECT YOUR MANNEQUIN:

Please protect your mannequin - do not glue, wire or tape directly to the mannequin. Wrap her in Saran Wrap beforehand.

MANNEQUIN PAINTING & TOUCH UPS:

PLEASE READ these simple steps BEFORE spray painting your mannequin(s):

- **Enclosed in your mannequin box is a can of our MTN 94 paint in shade Malta White (unless specified otherwise).** Please confirm you have received it, or if you are missing a can to let us know.
- Your mannequin should already be painted in the corresponding tone. **If your mannequin requires touch ups, please follow the below instructions and enclose the can of paint back in its original box for the next florist to use:**
 - Test your paint/spray nozzle first by painting a white surface (i.e. piece of plain paper)
 - Don't spray too close but rather from about 30-45cm back and **ensure you have a solid light spray before painting the mannequin(s)**
 - You don't want big solid drips on the mannequin(s)
 - This can cover 2.5m sq, **so start on the legs and arms, then move to the head and finish with the torso and back** (not as critical as they are always covered).

MANNEQUIN HEAD & HAND REPACKING

Your mannequin head and hands are packed in separate bubble wrap inserts to ensure they're protected as they travel show to show.

Please remember to **REPACK** your mannequin head & hands in their respective inserts during strike the way you received them. Thank you!

FLEURS DE VILLES RULES:

1. Designs must be **100% BOTANICAL** - 50/50 dried, preserved and fresh.
2. **NO unnatural props** - No ribbons, rhinestones, jewelry, fabric, etc. Vases, urns, and water sources cannot be visible on your platform.
3. **NO dyed or silk flowers** unless approved by FDV.
4. **All installations MUST last the entire 7 days**
5. **NO sand** - too messy!
6. **NO makeup on mannequins!** It looks cartoonish and takes away from the artistry of the installations.
7. **NO unnatural props** or items are allowed on your platform. If you are using something as a form like a stiletto or a hat, it must be completely covered by flowers. No ribbons, rhinestones, jewellery, fabric, etc.
8. **The Honorarium is to be used for your flowers, materials & other associated costs** - please utilize it wisely and with the intention to wow our partners and sponsors.

If you have a question or are in doubt, please ask us.

WATER SOURCE

Please do not underestimate the need for a water supply. Environment & temperature can pose some creative challenges which is why it is crucial to plan ahead of time. Your mannequin or installation must look the same throughout the whole show. Foam and buckets are the best choices, water pegs run out fast and can flip upside down or drip.



BUILDING YOUR INSTALLATION

Each florist must ensure their work area is tidy and protect the floors, especially if they are working inside a venue. If you are inside a building, please note:

- Drop sheets/tarp **MUST** be on the floors
- No buckets on direct contact with floors
- No floral droppings/debris
- No moisture
- No dyed or sprayed products on floors

Please bring your own supplies - dolly/trolley/wagon, ladder, step stool, buckets, tools, trash bags/bins etc.

SET-UP COMPLETION TIME

Set-up **MUST** be complete by **February 10th @ 4:30pm**. Your area must be clear of buckets, debris, water, tools, etc.

STRIKE

The show will come down after the show closes on **February 17th at 9:00pm**.

***(NO EARLIER)** We are contractually obligated to have the installs up through Sunday - this is also for public safety as the public will try to take your florals home with them if they see you striking before the designated time.*

ATTIRE

Please ensure your attire remains professional, as you are representing both yourself and FDV. Please wear black clothing, or, if available, branded t-shirts or aprons for a polished look.

PLATFORM EXAMPLE - provided for you on-site.



JUDGING & AWARDS

Your installations will be judged on **February 10th at 4:30pm.**

There are FOUR awards categories:

- **Most Realistic** – which floral couture piece is the most incredible interpretation of a real garment?
- **Most Creative** – which installation just blows your mind when you see it and you think: “who is THIS creative!?”
- **Best in Show** – the installation that is most evocative from all perspectives
- **Florist Favorite** – you vote on your fellow florist's mannequins (you cannot vote for your own!)

PROFESSIONAL PHOTOGRAPHY

Our photographer will be taking photos of your creations during set-up and once they're complete. We will send the photos to you to post & share with your networks.

When posting photos, in addition to tagging your sponsor/partner, please tag:

- Fleurs de Villes @fleursdevilles
- Veronica Castillo - @byveronicaphotography

COMMUNICATIONS TOOLKIT

Our Communications Toolkit is designed to help you get the most out of the show. It has everything you need to reference for your PR and marketing purposes – social handles, press releases, microsite, etc. We encourage you and your teams to read it carefully and use the marketing assets we have linked you to. You will receive it before the show.

FLEURISTE WEBPAGE

You will be featured on our existing **[San Jose Fleuriste Webpage.](#)**

THANK YOU!

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