

2023 ATAT FLORAL DESIGN TEACHERS SHOWCASE

There are many talented Floral Design teachers in Texas high schools. The ATAT Floral Design Teachers Showcase is a new opportunity for those teachers to demonstrate their talents and expand their skills.

The second annual Showcase will be held on Monday, July 24 at the Arlington ISD Dan Dipert Career and Technology Center in Arlington.

SCHEDULE

June 28, 2023 - Deadline to enter. \$50 entry fee. Teachers will enter online through ATAT. Payment methods will be via credit card on the ATAT Conference Registration site. Entries are limited to 50 teachers.

June 30 - Floral product will be ordered from Southern Floral Company.

July 17 - Design theme and rubric will be emailed to teachers that have entered.

July 23 – Floral product will arrive at McShann’s Floral Company for processing.

July 24 – 7:30 am – set-up work stations in Dipert Center. All set-up complete 1 hour prior to event.

1:30 to 2:00 pm – teachers begin to take their places

2:15 pm – general instructions and prepare to begin designing

2:30 pm – begin designing

3:30 pm – design time ends; judging begins as designs are completed, e-rubric will be utilized

5:30 pm – transport designs to Hyatt Regency Dallas to set on stage for Tuesday morning decor

July 25 to 27 - designs will be placed throughout the Conference site to showcase teachers’ talents

5:00 pm – transport designs to Family Night venue and decorate stage area

July 27 – Top 5 designers recognized at Family Night. Scholarship Donation amount presented at Family Night

SHOWCASE DESIGN SCENARIO

Each teacher will receive an identical design container and bucket of fresh flowers.

Each teacher will have one hour to design and complete a large showpiece creation that must be viewed from all sides as a centerpiece for a banquet table.

Each teacher will receive an emailed description of the themed event that the design is to compliment, one week prior to the Showcase.

Teachers MUST bring their own tools needed to complete the design.

Designs will be evaluated by a panel of three floral industry judges using a rubric based on established principles of design. The rubric will be emailed to the teachers along with the design theme.

Designs will be judged anonymously. Each teacher will be randomly assigned a number to identify their design.

After judging and when the designs are placed for viewing, the designs will be identified by the teacher's name and school.

The designs will be used as stage décor and table centerpieces on family night. Teachers may take their designs after family night concludes.