2024 ATAT Floral Design Teachers Showcase Cup

The third annual ATAT Floral Design Teachers' Showcase Cup will be held on Monday, July 22, 2024 at the Hyatt Regency- Dallas, Texas.

The purpose of the Showcase Cup is to bring awareness of the floral design talents and skills of Texas Ag Teachers and allow an opportunity for those teachers to demonstrate their talents and expand their skills.

Showcase Schedule

June 28, 2024 - Deadline to enter. $60 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.

July 1 - Floral product will be ordered from Southern Floral Company.

July 10 - Design theme and rubric will be emailed to teachers that have entered.

July 21 – Floral product will be picked up from McShann's Florist and taken to Hyatt Regency for processing.

July 22 – 10:00 am – Divide floral material into buckets in event site area. All buckets to be completed 1 hour prior to event set-up.

>   3:00 to 5:00 pm – Set-up work stations and prepare all materials in Reunion F

>   5:00 pm – Teachers will report to their designated work stations, receive general instructions and prepare to begin designing

>   5:30 pm – Begin designing

>   6:30 pm – Design time ends; judging begins as designs are completed, e-rubric will be utilized

>   8:00 pm – Results of placings 5 through 10 will be announced in Reunion F

>   8:30 pm – Designs will be transported to Hyatt Regency Ballroom for stage decoration set-up

July 23 - Designs will remain on main stage for Opening Session

July 24 to 26 - Designs will be placed throughout the Hyatt Regency lobby areas to showcase teachers' talents

July 25 – Top 5 designers recognized at Family Night. Scholarship Donation amount will be announced at Family Night

July 26 – Designs will be taken home by teachers who competed.

Design Showcase 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 will be viewed from one side as a stage decoration.

Each teacher will receive an emailed description of the event theme 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.