FTD Education Consultant and Florist Selected as Judge for International Design Competition

April 28, 2015, Downers Grove, IL – FTD®, a leading provider of floral and gifts, is proud to announce that FTD Education Consultant and Florist Member Deborah De La Flor AIFD was recently announced as one of six judges for the prestigious Interflora World Cup design competition in Berlin, Germany this June.

As an American Institute of Floral Designers Accredited member, Deborah was able to become an AIFD Certified Floral Evaluator allowing her to accept the role as a judge for the competition featuring 26 designers from 26 countries. Certified floral evaluators must be knowledgeable about floral design according to the AIFD Guide to Floral Design and must have the ability to establish judgment based on the requirements necessary for the testing process or competition.

“It is a privilege to be selected as a judge for Interflora World Cup,” said Deborah. “I am thrilled and honored with the extremely important task bestowed upon me by FTD. Having been a World Cup competitor representing the United States and FTD in 2004 in Melbourne, Australia, I realize the importance of this prestigious floral competition and all the hard work and dedication that it takes to reach this level of achievement.”

Interflora World Cup is the preeminent design competition for the international floral industry. Held every four to six years, the overall purpose of World Cup is to showcase the craftsmanship, creativity and intensive cultural exchange of the floral industry. Throughout the three-day competition, the international designers will create unique floral masterpieces with pre-planned and surprise materials which are judged by a panel of six certified jurors. The last World Cup was held in 2010 in Shanghai, China.

For 30 years, Deborah’s passion has taken her around the world sharing her passion for the floral industry through design presentations, seminars, competitions and commentary. Recently, Deborah was a featured presenter at the 2012 AIFD National Symposium. She was inducted into the Professional Floral Communicators International (PFCI) in 2006. Deborah represented the United States at the Interflora World Cup in Melbourne, Australia in 2004. She has owned De La Flor Gardens in Fort Lauderdale, FL for over 25 years.

For more information about Interflora World Cup and design competition packages, go to http://worldcup-berlin2015.com.

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