

# CURRICULUM

*BloomUp*  
FLORAL DESIGN TEACHINGS  
BY TOM DE HOUWER







# TOM DE HOUWER

FLORAL ARTIST - TEACHER - MENTOR

I help floral creatives from all levels to go to their next level.

I inspire you to (re)discover your authentic path, master the art of floral design, get your work noticed and make money with your passion.

[INFO@TOMDEHOUWER.COM](mailto:INFO@TOMDEHOUWER.COM)



# ABOUT THE BLOOM UP MASTERCLASS CURRICULUM

## **Master Design Rules and Philosophy:**

At Bloom Up, we believe that understanding the fundamental principles of design is the key to creating breathtaking floral arrangements. Through our comprehensive curriculum, you will learn the timeless Design Elements & Principles that renowned floral artist Tom De Houwer himself utilizes to craft stunning designs. Unleash your creativity and gain the confidence to communicate professionally with your clients. It's time to stop the guesswork and elevate your floral creations to the next level.

## **Secrets of Composition:**

Unlock the secrets of composition used by the greatest artists and nature itself. Discover the power of the Golden Ratio and how it can be implemented in floral art to create harmonious and balanced designs. Gain a deeper understanding of different composition techniques borrowed from graphic design, enabling you to create awe-inspiring arrangements that captivate and delight.



# ABOUT THE BLOOM UP MASTERCLASS

## **Fast Forward Floral Design Strategy:**

Imagine unlocking your infinite creative potential and designing original and authentic floral arrangements effortlessly. Our Fast Forward Floral Design Strategy will guide you through a simple step-by-step process that has helped countless students become award-winning artists. Say goodbye to creative blockages and hello to a world of boundless inspiration. Save time, boost your creative output, and create designs that truly leave a lasting impression.

## **Case Study Masterclass:**

Get an exclusive peek into Tom De Houwer's design process and learn from his real-life design solutions for both small and large-scale floral projects. Unleash your creativity by ethically stealing his invaluable techniques and insights. Gain valuable problem-solving skills and overcome any creative or technical blockages that may hinder your progress. With Tom as your guide, you'll never feel stuck again.

## **Complete Success Roadmap & Breakthrough Tools for Floral Creatives:**

At Bloom Up, we understand that success in the floral industry goes beyond mastering design skills. That's why we offer a comprehensive success roadmap and breakthrough tools to empower you as a well-rounded floral creative. Master the mindset of successful Masters, enhance your self-awareness, emotional intelligence, leadership, communication, and resilience. Say goodbye to imposter syndrome and unlock your full potential.

## **Business Booster Bundle:**

Transform your passion for floral artistry into a profitable and sustainable business with our Business Booster Bundle. Gain essential knowledge on creating a strong business plan, understanding the four pillars of business success, increasing profitability, and effective staff management. Elevate your floral business to new heights and thrive in the competitive market.



# ABOUT THE BLOOM UP MASTERCLASS

## **Standing in Your Branding:**

In today's digital age, a personal brand that sells is essential for success. Let us guide you in

Creating a compelling and authentic personal brand that will increase your credibility, attract clients, and boost your personal growth. With Bloom Up, you'll have the tools to differentiate yourself from the competition and establish a powerful presence in the floral industry.

## **Professional Pictures for Your Portfolio and Marketing:**

Capture the beauty and essence of your floral creations with professional photography that truly does justice to your artistry. Our expert photographers will ensure that your portfolio and marketing materials shine, leaving a lasting impression on potential clients. Showcase your work with stunning visuals that speak volumes and set you apart from the crowd.

## **Picture perfect**

How to Make Eye-Catching Pictures with Your Smartphone. Don't let limited resources hold you back from showcasing your floral designs in their full glory.

Learn the art of capturing eye-catching pictures with just your smartphone. Discover photography techniques, lighting tips, and composition tricks that will transform your smartphone into a powerful tool for capturing and sharing your floral creations.

## **Exposure & Experience Bundle:**

Experience the thrill of having your large-scale floral design featured at a prestigious Belgian event with 30,000 to 40,000 visitors. This exclusive opportunity will not only build your credibility but also provide valuable exposure and networking possibilities. Gain firsthand experience working on a grand stage and let your talent shine.

# ABOUT THE BLOOM UP MASTERCLASS

## **Destiny identity Blueprint:**

Create your next level identity that resonates with your authentic path. Uncover your saboteurs and allies that are present in your unconscious mind. Get clarity about who you are and who you want to be and how to get there.

## **Exposure & Experience Bundle:**

Experience the thrill of having your large-scale floral design featured at a prestigious Belgian event with 30,000 to 40,000 visitors. This exclusive opportunity will not only build your credibility but also provide valuable exposure and networking possibilities. Gain firsthand experience working on a grand stage and let your talent shine

This is a free bonus that will be part of the experience after the masterclass

## **BOOK A FREE ORIENTATION CALL**

This Free orientation call helps you clarify where you are right now and what you could do to move forward to your next step and level. It's also an orientational conversation to see if The Bloom Up masterclass could be of value to you and, at the same time, if you are the right fit for the group and masterclass as well. Because it's our mission to get the students, we can help.

[Book a free call here](#)



# CREATE A BODY OF WORK



# WHAT STUDENT'S SAY

★  
Testimonial



Keith

★★★★★

"Bloom Up was a game changer to me. Tom really understood where I needed to go before I did, and the Masterclass has helped me get that clarity I needed"

★  
Testimonial



Siyan

★★★★★

"The biggest 'YES' for me this year was taking one step forward and attending Tom's Bloom Up Masterclass. There were so many breakthrough moments, tears, and happiness.

This is not just a course, but a beautiful life experience."

★  
Testimonial



Katrien

★★★★★

"I loved to connect with people from all over the world. Who share the same passion and interests. I really came out of my comfort zone and gained experiences. Tom challenged us to reflect on who we are and what we want to bring out to the world."

★  
Testimonial



Barbara

★★★★★

"My top two takeaways from the Bloom-Up Masterclass are learning to scale up designs for exhibitions and for giving me the clarity and focus that I needed to move forward with my career"

★  
Testimonial



Christa

★★★★★

"This course is so much more than learning new techniques. It was about rediscovering myself, reflection & questioning, and learning to become a better version of myself."

★  
Testimonial



Chris

★★★★★

"Tom's unconventional holistic approach in his teaching is essentially relevant to reach your highest creative potential."

B L O O M U P M A S T E R C L A S S



# STUDENTS RESULTS



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**Free  
Orientation Call**

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M O R E I N F O

[B L O O M U P M A S T E R C L A S S](#)





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"As we let our own light  
shine, we unconsciously give  
other people permission to  
do the same."

-  
Nelson Mandela

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