BLOOM UP

MASTERCLASS

TOM DE HOUWER

CURRICULUM





TOM DE HOUWER

FLORAL ARTIST - TEACHER - MENTOR

I help floral creatives from all levels to go to there 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.

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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

3FDM Strategy

Imagine unlocking your infinite creative potential and designing original and authentic floral arrangements effortlessly. Our 3FDM 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 stads out from your competition and 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.

Destiny identity Blueprint:
Create your next level identity that resonates whit your authentic path. Uncover your saboteurs and allies that are present in your unconscious mind. Get clarity about who you are and who you what 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

understanding the Hoogstraten Experience

After completing the Bloom Up Masterclass, participants can gain access to the Hoogstraten Experience: a unique opportunity to apply the Bloom Up principles in a large-scale, public setting.

You will develop your own installation under my guidance and experience what it means to work with scale, space, planning, collaboration, technical challenges and the translation of a creative concept into a work that is experienced by a large audience.

The Hoogstraten Experience does not create additional costs for you to realise your masterpiece itself. Within the possibilities, budget and guidelines of the project, flowers, non-floral materials, structural materials, technical support, construction hours, volunteer support and logistical assistance are made available.

Participants are responsible for their own personal travel to and from Hoogstraten, accommodation if needed, and any personal expenses outside the provided program.

During the residency, lunch is provided on Day 1, Day 2 and Day 3, and dinner is provided on Day 2 and Day 3.

This experience is not a paid part of the Bloom Up Masterclass tuition. It is an additional opportunity I open to Bloom Up Designers who are ready to take their creative process into a real-life, large-scale context.

The exact possibilities depend on the available budget, location, technical feasibility and the guidelines of the event.

STUDENTS RESULTS **BLOOM UP MASTERCLASS**















STUDENTS RESULTS **BLOOM UP MASTERCLASS**

EVENT EXPERIENCE & EXPOSURE: **HOOGSTRATEN IN GROENTEN & BLOEMEN**









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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



ABOUT TOM

FLORAL ARTIST - TEACHER - MENTOR

With over 25 years of mastery in floral artistry, Tom De Houwer is a globally recognized floral designer, mentor, and transformational teacher. As the visionary behind Bloom Up, he has cultivated a unique approach that blends floral design principles and technical excellence with personal growth, helping floral creatives discover their authentic artistic voice.

Tom's distinguished career includes owning a successful flower shop for 20 years and curating 'Hoogstraten in Flowers & Vegetables,' a prestigious exhibition that attracts 30,000 visitors. He has been featured in countless magazines and has spoken and demonstrated on world stages in the industry. His innovative work recently earned him two features at London's renowned Saatchi Gallery.

Through his signature Bloom Up Masterclass, Tom combines his expertise in floral design, the 3FDM Strategy, and holistic personal development to empower the next generation of floral artists. His transformative teaching methodology has earned him international acclaim, with students praising his ability to unlock their highest creative potential.

PORTFOLIO

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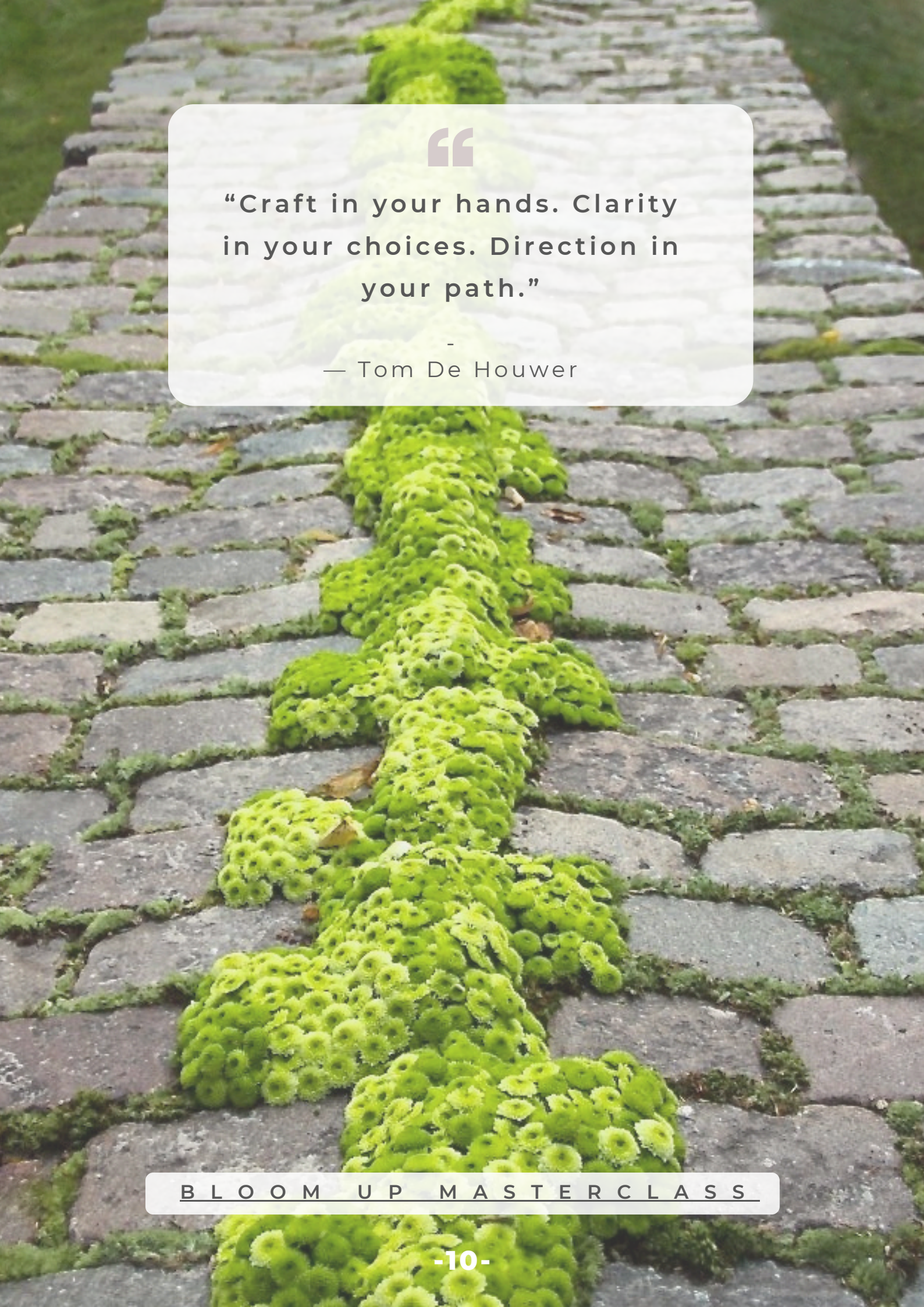


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“Craft in your hands. Clarity in your choices. Direction in your path.”

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— Tom De Houwer