



Designer of the Year

Information packet

Doors open: 6:45am
Start time: 7:15 am promptly (Clean area when done)
Location: Cottonwood Room, Desert Willow Conference Center
Date: Sunday July 27th 2025

Theme: **Taylor Swift's "Floral Eras" Tour**

Choose from the following Taylor Swift "ERA'S" and create your own floral interpretation of it, be sure to include a placard naming your Era and any explanation or information you like.

Red

1989

Lover

Folklore

Midnights

Tortured Poets Department

Design time: 30 minutes to complete (Tools need to be down when time is called)
Price Limit: \$100 wholesale (Excluding props)

Rules: Props are not included in the cost and must enhance the design, not be the design. Props may only be pre-done using non floral materials. All fresh products must be assembled during design time. No glue pans or glue guns allowed (tube glue is ok). Props may be pre assembled, pre painted and foam may be attached & pre-soaked. No other materials may be added prior to start time.

Materials: You may use fresh, silk, dried, or any floral product as long as it is in the original state, no pre-cutting, pre-sizing, pre-polishing or altering.

Deliverability: must be moved and deliverable by a single person.

Qualifying judges: Will compare your product brought to your cost sheet. Anything not listed or over limit will be confiscated prior to competition.

Design Judges: There will be 3 qualified judges evaluating each design based on the attached score sheet. Combined scores of both pieces will reflect the placement of the winners.



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Guidelines

- You must be registered for the current convention
- You must be an ASFA member in good standing or work at any ASFA shop
- You will be given #'s for both pieces and judged by these only
- All names or shops information will be kept confidential
- No spray painting or glue guns allowed
- No flammable products such as candles, sparklers, torches, etc are permitted
- Both arrangements will be moved for judging
- Score sheets may not be returned
- Your registration form and fee must be submitted by July 10th 2024

What can disqualify me?

- Not being set up between 7:00-8:00 am the morning of the competition. This is the qualifying time and if you are not there with a cost sheet you will not qualify.
- If you continue to work after the timer has said "Stop", you will be disqualified. You will have 45 minutes to design your piece with a 15, 10, 5, and 1 minute warning.
- If you do not present a cost sheet with your products, you will be disqualified. The maximum wholesale price is not to exceed \$100.00. The Qualifying judge will check your cost sheet against your buckets. If you have a product not listed on the cost sheet it will be confiscated. You may only use what you have listed on the cost sheet.
- Props must be within the size restrictions. If not you will be disqualified. **Pre-made props may** be made up using any floral product (mosses, vines, willow, branches etc). **Props can** be pre-made using non floral construction materials such as stone, metal, plastic, piping, etc. If you have a question please call the contest director. **No floral material may be pre-attached to your prop.**
- The materials used in your design must be their natural stem length or original purchase state. Nothing can be pre-cut, pre-measured, pre-painted or pre-polished. Altered materials will be confiscated.



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Registration Form

Name _____

Shop Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

\$50.00 Entry fee must accompany registration form

(Cash, check or Credit cards accepted. Please make checks payable to ASFA)

If you would like to pay by credit card, please fill out the form below or call the Director with the CC info

Please use my CC: MC Visa Amex Discover

CC: _____ EXP: _____

CVV: _____ Address: _____

“Agreement of Said Rules”

I have read all contestant rules and guidelines and understand these terms. I will abide by these said rules and understand that the judges' decisions are final. ASFA is not responsible for any damages, lost or stolen props or materials. I will exhibit professionalism during the competition. The winner of the “Designer of the Year” contest may go on to represent ASFA in the California “Top Ten”. The second and third place winners may also represent ASFA at their own expense if they choose to do so. ASFA will pay their entry fee. If you win this contest and choose not to attend “Top Ten” you will forfeit the \$500 toward expenses.

Designer Signature: _____ Date _____

Please return this form and payment by: July 10th 2024

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Score Sheet

1. Principles of Design

(45 pts total)

Composition: Selection and grouping of components to create pattern

5 () 4 () 3 () 2 () 1 ()

Harmony: Relationship between Components chosen

5 () 4 () 3 () 2 () 1 ()

Focal Point: Point of origin or convergence

5 () 4 () 3 () 2 () 1 ()

Visual Balance: Creates feeling of stability/security

5 () 4 () 3 () 2 () 1 ()

Proportion: Relationship of units to each other in size/setting

5 () 4 () 3 () 2 () 1 ()

Line: Visual path the eye follows throughout arrangement

5 () 4 () 3 () 2 () 1 ()

Rhythm: Apparent flow of line to/from the focal point

5 () 4 () 3 () 2 () 1 ()

Texture: Physical surface of materials affecting sight/touch

5 () 4 () 3 () 2 () 1 ()

Color: Correct use in creating personality/balance/effect

5 () 4 () 3 () 2 () 1 ()

2. Theme

Design creates an obvious suggestion of topic (10 pts)

10 () 8 () 6 () 4 () 2 ()

3. Mechanics & Technical Execution

Assembly & Cleanliness of structure (20 pts)

20 () 15 () 10 () 5 () 2 ()

4. Originality

The uniqueness of the design (10 pts)

10 () 8 () 6 () 4 () 2 ()

5. Props

Props enhance/design not be/design (10 pts)

10 () 8 () 6 () 4 () 2 ()

6. Quality of materials:

Materials are fresh and in good condition (5pts)

5 () 4 () 3 () 2 () 1 ()

Comments: _____

(100 points possible)

Design score: _____

() Designers Choice

() Surprise Package



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Cost Sheet

Contestant Name _____ Table Number _____

Materials	Quantity	Local Price	Total Price

Total Price of the design _____

Price limit is not to include your prop and must not exceed \$100 by local Wholesale Prices

You must place this sheet with your designer's choice arrangement at the competition, if not included you will be disqualified.