

Oostkamp, January 2023

**INTERNATIONAL FLORAL ART 2023/2024
INVITATION**

Dear Madam, dear Sir,

The bi-annual publication **International Floral Art** is the wonderful result of a collaborative effort. Stichting Kunstboek Publishers are delighted to see the number of participants increase with every new edition of the book. The International Floral Art books are testimony to the great diversity that is inherent to the concepts of 'beauty' and 'art'. Each and every one of the pictures in this book is a snapshot of a great personality and a representation of an artist's genuine and unique sense of beauty. The **International Floral Art** is a publication that not only we look forward to, but many floral designers as well. And more importantly, as the series is still going strong almost 20 years after the first edition, we can only conclude that floral art itself keeps blossoming and rejuvenating. New talent keeps surfacing and finds its place next to well-established designers.

Fall 2023 will see the publication of the tenth book in the series. With **International Floral Art 2023/2024**, we hope to delight you with a new exciting collection of colourful, creative and inspirational floral designs.

We highly appreciate your personal floristic work. Therefore, we would like to invite you to take part in the 2023/2024 book. In the documents enclosed you'll find all practical information about participating in **International Floral Art 2023/2024**.

We sincerely hope to see you among our participants (again),

Jaak Van Damme
Publisher

Katrien Van Moerbeke
Editor

INTERNATIONAL FLORAL ART 2023/2024 PRACTICAL INFORMATION

1. What is expected of the florist?

- 4 floral designs, photographed individually, as a whole and a couple of detail shots of the works. You can send in more designs if you want.
- 1 portrait picture
- the correct Latin names of the botanical materials used in every work (see page 5)
- the name of the photographer (both of the floral designs and of the portrait picture)

All photographs have to be made by a professional photographer or a good amateur and should be delivered free of rights. These photographs are delivered for this publication and its publicity exclusively. Please note that the copyright and the ownership of these pictures remain yours. We will not use your pictures for any other purpose than this book and its promotion. You are free to use them for whatever purpose you like (personal promotion, website, portfolio, competitions, etc) without requesting our permission.

2. The photographs have to comply with the following technical demands:

- Digital material only (no photoshop collages)
File format: TIFF, EPS or JPEG (GIF and PNG files can NOT be used)
Resolution: 300 dpi or higher
- Size: vertical images: minimum height = 290 mm
portrait images: minimum width = 400 mm
- Naming of the digital files - some rules:
Preferred file names: your last name_number of work OR name_number of work_DET (for detail). For example: JOHNSON_03.jpg OR JOHNSON_03_DET.jpg (for the detail of that image) Naming of the portrait picture: last name_PORT (JOHNSON_PORT.jpg)

Please clearly indicate these file names on the form for the botanical names (p 5).

3. Sending your files:

We prefer to receive your images digitally. Therefore we would like to ask you to send your files using an online file delivery service such as WeTransfer, Hightail, or to send us an accessible dropbox link. Alternatively, you can send the files on a cd, dvd or memory stick.

Except upon special request, we will not return any disks or memory devices.

4. Timing

Stichting Kunstboek Publishers would like you to return:

- the Entry Form (p 4), which confirms your participation, by **May 1st 2023**.
- the photographs and the sheet with the botanical names (p 5) on **September 1st 2023**.

Please note that sending in photographs is no guarantee for publication. Our international panel of florists has the final decision about the inclusion or exclusion of a work in the book. Stichting Kunstboek also has the right to exclude any work that doesn't fit the concept of the book or doesn't meet the technical requirements.

5. What does Stichting Kunstboek Publishers do in return?

- After publication every participating florist whose work is published in the book will receive one copy of the International Floral Art for free, the transport cost however will be charged⁽¹⁾.
- Additional copies can be purchased with a discount of 40% on the retail prices (VAT 6% and transport costs excluded).

⁽¹⁾ Estimated transport costs for sending one copy: €10 Benelux, €20 Europe, €40 rest of the world.

In case of publication in the book we will contact you with the exact transport costs for your destination.

**INTERNATIONAL FLORAL ART 2023/2024
ENTRY FORM**

Mr./Mrs.

Address

Postal code Place

Country

Phone

E-mail

VAT number (if applicable)

Undersigned,

wants to participate in the publication of the book

INTERNATIONAL FLORAL ART 2023/2024 and accepts the conditions described in the dossier and delivers all photographs free of rights.

Date:

Signature:

Thanks in advance for returning this filled-in entry form **before May 1st 2023** to Stichting Kunstboek, Legeweg 165, 8020 Oostkamp (Belgium) or by e-mail to katrien.van.moerbeke@stichtingkunstboek.com

**INTERNATIONAL FLORAL ART 2023/2024
INFORMATION ABOUT THE PHOTOS**

Portrait (File name:.....)
Name Photographer:.....

Work 1 (File name:.....)
Name photographer:
Used botanical materials (correct Latin names)

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Work 2 (File name:.....)
Name photographer:
Used botanical materials (correct Latin names)

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Work 3 (File name:.....)
Name photographer:
Used botanical materials (correct Latin names)

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Work 4 (File name:.....)
Name photographer:
Used botanical materials (correct Latin names)

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Thanks in advance for returning this filled-in form together with the photographs, before
**September 1st 2023 by email to katrien.van.moerbeke@stichtingkunstboek.com or
by post to Stichting Kunstboek, Legeweg 165, 8020 Oostkamp, Belgium**