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**Flowers rock the Grammys**

February 13, 2024

Miley Cyrus isn't the only one who got her "Flowers" for Record of the Year and Best Pop Solo Performer at the 66th Annual Grammy Awards in Los Angeles Sunday. The entire red carpet was in flower, thanks to botanical artist Tu Bloom and his design team.



This was the fifth year Suntory Flowers partnered with Bloom. New this year, were BluOcean chrysanthemums from our Florigene division in South America. He and his team were amazed how truly blue and purple they are! Each year, he uses Florigene's vivid purple Moon carnations, which have an outstanding vase life.

Planter bases were filled with Senetti Blue Bicolor Improved plants grown locally by Armstrong Growers. It was an outstanding, uniform crop! Bloom also incorporated Wave petunias from PanAmerican Seed, demonstrating how you can mix bedding plants in floral arrangements.

Bloom's design studio is a truck parking area outside the LA Convention Center! High winds and heavy rains were a challenge, but the sun was back out on Thursday. More than 26 large arrangements were made for the red carpet, plus smaller, tighter bouquets for other event areas. Red roses tied the blues and purples to the red carpet.

The media center requested something blue to match the sponsor, FIJI Water. Bloom designed a spectacular arrangement using BluOcean chrysanthemums, lilies, blue roses and Senetti Blue Bicolor plants. Music industry VIPs got to take a Senetti plant home in their Chicago Bloom swag bag!

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Ta-da! Tu Bloom presents this year's red-carpet creations! Each floral arrangement was stunning with vivid purple flowers with red roses, elevated above the bedding plants. It's fun to capture the stars as they strut through.

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