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The 2024 AIFD National Symposium 'Emerge' was more than a traditional flower show

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The 2024 American Institute of Floral Designers' National Symposium "Emerge" was held from July 2-6 in Orlando, FL. Beyond being a traditional flower show, the AIFD National Symposium stood out as the premier event for floral design education in the industry. Design talent was gathered from around the world, promising an exciting and engaging lineup of programs and presenters that showcased the most breathtaking display of outstanding world-class floral artists under one roof.

The Symposium featured 10 dynamic main stage educational programs, each uniquely presented by leading floral educators from across the globe. Emerge also included several hands-on workshops that attendees could participate in to enhance their educational experience. The main stage programs explored topics such as the world's flora by Talmage McLaurin, floral designs for wedding aesthetics by Ian Prosser and Zoe Gallina, and the artistic fusion of permanent botanicals' reliability with the delicacy and fluidity of natural materials in displays by Marlin Hargrove and many others.

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