



THE ART OF BLOOM

The Art of Bloom Wins People's Choice at Frame Awards

Amsterdam, the Netherlands—After several months of public vote campaigning, over 32,000 votes from around the world determined the winners for Frame Awards People's Choice. The show hosted over 350 of the crème de la crème within the interior design and architecture fields. The Art of Bloom, an immersive and interactive experience centered on the symbiotic relationship between humans and nature, won the People's Choice for 'Exhibition of the Year' claiming victory over four other finalists.

The Art of Bloom was designed in collaboration with Tokyo- and LA-based design firm Daikoku Design Institute and Intertrend Communications. The exhibition was open to the public from July 24, 2019 through September 29, 2019 at the Edison Theatre in downtown Long Beach.

About The Art of Bloom

Throughout history, people have used flowers to project a variety of meanings and messages. Flowers accompany our sweetest and most solemn moments, one of the few elements equally present at both birth and in death. Why is it that we are so drawn to flowers? Perhaps we see a little of ourselves in them—in and out of bloom, vivacious and fragile at the same time.

At the intersection of art, technology, and multi-sensory elements, The Art of Bloom invites guests to explore the symbiotic relationship between humanity and nature. Showers of petals, interactive light, memory invoking scents and sound will awaken your senses. Featuring 3,500 real flowers, 6 million falling petals, and a custom fragrance permeating the exhibit, the experience opens one's perspective by starting with the familiar. Cutting-edge lighting technology and AR interactions blending both the physical and digital add to the overall feeling of a heightened reality. Through seven AR stations, visitors activated elements of nature that represented the concrete and the ethereal needs that humans and flowers both share, such as soil, water, light, and time. The Art of Bloom affords visitors the opportunity to connect with and carefully examine their relationship to nature.

Technical Sheet

Producer:	Intertrend Communications
Creative Design:	Daikoku Design Institute
Lighting / Technology Design:	B1n4ry Visuals
AR Design:	Rumu Innovations
Fragrance Design:	Yosh Han, Harris Fragrances
Floral Design:	Rawfinery
Photograph:	Brandon Shigeta

About Intertrend Communications

Intertrend is a multicultural creative agency that understands the intersection of cultures, emerging trends, and the interaction between brands and consumers. With a passionate team of over 70 professionals, Intertrend creates deeply resonant and exceptional consumer experiences. Founded 30 years ago and based in both Long Beach, CA and Plano, TX, the agency has worked with leading brands in automotive, financial services, retail, entertainment, pharmaceutical and telecom. Intertrend also houses a family of entrepreneurial brand units that build to its core expertise across digital, content and experiential including The Art of Bloom, Imprint Culture Lab, Imprint Venture Lab, Pow! Wow! Long Beach, Unexpected Connections, Architecture for Dogs, The Psychic Temple, and 17 Healthy. Interpreters and interrupters, interdisciplinary and international, Intertrend is where culture and content meet.

About Daikoku Design Institute

Tokyo and LA based Daikoku Design Institute has worked with companies, educational organizations, government agencies, architectural firms, and artists to create projects in various fields since 2011. Some major projects include: art direction for MUJI annual global Christmas campaign (2009-2014); branding for PRISTINE, the most renowned organic cotton brand in Japan (2010); art direction for the skincare brand Dear Mayuko (2016); and package design for Koshino Kanbai, one of Japan's most renowned premium sake brands (2015).

About FRAME

Established in 1997, Frame is the world's leading media brand and network for interior-design professionals. With 20 years of experience in the industry, Frame has today become a media brand that stimulates interior designers and architects to create spatial excellence.

The Frame Awards is the first and only global interior-design awards with a truly holistic approach. The Awards identify and honour the world's best interior projects, but also the people behind them. The work is judged by all industry stakeholders: interior designers, architects, retail brands, hospitality providers, cultural institutions, and educators. In total 36 awards are divided under Spatial, Executional, and Societal Awards covering the entire spectrum of interiors, while the Honorary Awards celebrate the people behind them.

For further information on The Art of Bloom, please visit www.theartofbloom.com

For further information on Daikoku Design Institute, please visit www.daikoku.ndc.co.jp

For further information on Intertrend, please visit www.intertrend.com

Media Contact:

Cassandra Leeman
press@theartofbloom.com

