

**Biography of : Caroline Loo, AIFD**

*Caroline is the managing partner of World Floral Design Centre in Malaysia, a firm that specialises in floral design education and floral design for events. She has been in the floral industry for 16 years starting off as a trainer when she saw the need to organise professional education for florists and the need to promote floral art appreciation to the general public. Subsequently she opened florist retail outlets partly for the purpose of providing practical training for her students. Through education and retail business, she had brought in new perspectives and latest views in floral art in the Malaysian floral industry.*

*She has studied European floral design in Holland and Germany and also pursues her oriental floral design studies in Ikebana in Malaysia and Taiwan. As a accomplished and celebrated floral designer and artist, she participates actively in international floral workshops, conferences and competitions, and in many of these occasions she represented Malaysia. Within Malaysia, she has been organising similar events to promote floral education and appreciation in the capacity of President of International Floral Design Education Association, Malaysia (2002-2008).*

**Achievement and Activities Participated**

- ❖ *Holds a Master Diploma from STOAS, Holland -1996.*
- ❖ *Pursuing the master programme with Grunberg, Germany.*
- ❖ *Master Designer of Institute of Floral Design Education Foundation, Taiwan.*
- ❖ *Board Member, IFD Taiwan since 1995.*
- ❖ *President of International Floral Design Education Association (IFD) Malaysia (2002 – 2008).*
- ❖ *Member of America Institute of Floral Designers (AIFD) since 1997.*
- ❖ *Principal of World Floral Design Centre, Malaysia.*

- ❖ *Represented Shah Alam City Council, Malaysia for World Orchid Conference in Asia to attend Pacific Orchid Conference(APOC) show in Nagoya, Japan and won a Silver Medal - 2001.*
- ❖ *Won a Silver Medal in Landscape and Garden International Competition at 17<sup>th</sup> World Orchid Conference (WOC) held in Kuala Lumpur, Malaysia - 2002.*
- ❖ *Won a Gold Medal in Floral Window Design at International Landscape & Garden (Laman 2006) held in Kuala Lumpur, Malaysia - 2006.*
- ❖ *Judging committee cum Official Judge in the 17<sup>th</sup> WOC Floral Design Competition category - 2002.*
- ❖ *Official Judge in the Taiwan Willow Floral Art Competition – 2003 & 2005.*
- ❖ *Official Judge in the Singapore 5<sup>th</sup> FDSS Cup Floral Designing Competition - 2004*
- ❖ *Organizer for the Floral & Art Internation Flower show in Kuala Lumpur, Malaysia - 2006.*
- ❖ *Demonstrator, Exhibitor and Guest Designer in various National and International flower shows in Malaysia, Canada, China, Indonesia, Japan, Korea, Macau, Singapore, Taiwan, France and Thailand.*
- ❖ *Life Member of Selangor Orchid Society.*
- ❖ *Member of World Flower Council (WFC) since 1994.*
- ❖ *Ikebana Inernational Kuala Lumpur Chapter member.*
- ❖ *Has been featured in various Malaysian newspapers, magazines and TV programs.*
- ❖ *Invited to participate in the Singapore Garden Festival 2008 - Flower Window to the World .*