

CV: GREG BLOCK (CSD AIFD FDA SNZPF)

Greg Block is well known throughout Australia, New Zealand and many Asian countries. A designer with both talent and enthusiasm, Greg has shown true dedication towards the education of others in the industry, and the general public. His numerous workshops, demonstrating the latest styles, techniques and trends are always popular – and enlightening!

Australian-born Greg began his floristry career by studying full time at the Constance Spry Flower School in London, where he received a Diploma of Floristry. Upon his return to Australia, he worked for Myer Department Stores in the Interior Display section. Here he specialised in the Christmas decorations for which Myer is world-renowned.

From this solid foundation, Greg went on to own and operate five florist shops. He has also been very active in competition work throughout his career, winning his first major award in 1975 – Interflora Victorian Designer of the Year. This has been followed by a string of other honours:

Interflora Victorian Designer of the Year	1976 and 1978
National Interflora Designer of the Year	1976, 1978 and 1984
Victorian and National South Africa sponsored	
Australian Floral Art Championship	1978 – winner
Interflora World Cup (Melbourne)	1979 – 2 nd Place
Interflora World Cup (Detroit USA)	1985 – 6 th Place
Bicentennial Floral Art Championship of Australia	1988 – Winner
Teleflora Victorian Designer of the Year	1989, 1990
Teleflora National Designer of The Year	1989, 1990
Teleflora International World Cup (Las Vegas USA)	1990 – 3 rd Place
Teleflora International World Cup (Athens Greece)	1992 – 4 th Place
Tokyo International Flower Show	2 nd Place (300 Competitors)

Greg is on the standing committee of Flower Design Australia (FDA) which was inaugurated in 1993, the same year that he was inducted into the American Institute of Floral Designers (AIFD) in San Francisco. Over the years, New Zealand florists too have frequently had the benefit of Greg's design presentations, and in 2000, he was further honoured when he received a Diploma from the Society of New Zealand Professional Florists. (SNZPF)

Greg has been a Global Flower Services Victorian-Tasmanian State Director, and is past Chairman. He has further served Global Flower Services as a National Competition judge for nine years – and still counting!

In spite of all these commitments, Greg has also found time to be involved in numerous displays and special shows. 1994 saw him presenting a main stage program, which he named "The Dreamtime", at the National Symposium in Atlanta USA.

1996 and 1997 were very busy years for Greg, with four trips to Japan for FDA and the Flower Export Council of Australia (FECA). Here he presented design and commercial programs to both the Flower Industry and the general public. In April of

1997, Greg designed the exhibit and led the team which won Gold at the Melbourne International Flower and Garden Show (MIFGS). This success was closely followed by another in May, when as part of the MIFGS team, he worked on the display which won Gold at London's Chelsea Flower Show.

The major prize at MIFGS again went to Greg Block in April 2000. At the time he was further given the first and only Diamond Award for Design Excellence. This honour led him to travel to all the major cities of Australia, on a "Diamond Tour", where he did floral presentations and ran hands-on workshops.

Greg has made two more contributions to the industry recently. In February 2002, he ran an artistic design workshop in Adelaide for Interflora, and also starred in a video, produced by the Australian Flora and Protea Growers Association, in which he showed florists how to mix wildflowers with tropicals and more traditional floral materials.

Since moving to Ballarat in early 2000, Greg has taken up a senior position at Annes Flower Basket.

He has travelled to Chicago USA to Demonstrate at the F.T.D Association National Convention in 2001. He was also invited to be guest designer at the 40th Gala Exposition held by the Floral Art Society of New Zealand in Hamilton NZ.

For the World Flower Council Summit held in the Melbourne Town Hall, Greg designed all the costumes and flower decorations for the entire Town Hall and Stage Presentation.

At the Interflora National Conference held in Alice Springs in 2007 Greg presented his interpretation of "The Dream Time".

Greg has designed a large proportion of the latest Interflora "Inspirations Selection Guide" and ongoing seasonal promotions.

Greg was a team Designer that won 2 gold medals for Interflora in 2004 and 2007 at M.I.F.G.S as well as the "City of Melbourne Award" for the best exhibit in the entire show.

In 2005 Greg was appointed an Interflora National Judge and has been invited to judge at all the National Finals since.

Greg also designed and constructed The Interflora 2004 World Cup Country Participation Stand, then went on to design and create costume and body flowers for the "World Cup Parade" at the World Trade Centre in Melbourne 2004.

Always a modest man, Greg has nonetheless made a permanent mark on all aspects of the Australian floral design industry, through his outstanding talent and enthusiasm and the generous sharing of his knowledge. The floral industry owes him a great deal.