

J. Keith White AIFD
FTD Design Instructor

As a visionary of flowers, J. Keith White, combines modern and traditional floristry into an art form that welcomes the great diversity of our lives and environment. Partner and design director of AANDK Productions, a special events company for retail, corporate and trade clients; Keith is known for extraordinary designs. His most recent designs can be viewed in the book "Winning Wedding Bouquet Combinations," which he produced with Florists' Review and the California Cut Flower Commission. No stranger to the news media, Keith's programs and projects have been covered by broadcast, Internet and print journalism for over two decades. Keith's leadership role in the Rose Parade is recognized by many in the floral industry, as well as the media. His extravagant floral designs for the official cars of the Rose Parade have been nationally broadcasted for the past three years.

Keith's talents as a designer and communicator have been recognized throughout the industry. Each year he is asked to participate in many programs, workshops and symposiums. Since his induction into AIFD in 1996, Keith has presented three main stage programs. In 2004 he served as a FTD-sponsored jury staff member for the Interflora World Cup held in Melbourne, Australia. While Keith is known for his flair, showmanship and professionalism, his programs also present meaningful educational content.

Through Keith's roles as a member of AIFD, the California Cut Flower Commission Education & Outreach Team, FTD Education Design Team, and Silk Botanica Visual Director, Keith has defined and redefined floristry, not as an independent art form, but a service of luxury merchandise in a global marketplace.