

“COUTURE BOTANICA”

A Masterclass led by Ariella Hill – RAE Blooms

Rome | April 17–19, 2026

Hosted at the Grifoni Store - Historic City Centre

A three-day creative journey designed for an international audience of:

- designers
- creatives
- contemporary artisans
- professionals from the fashion and events industries
- enthusiasts and curious minds passionate about the field

Beyond the core training and immersive educational sessions, the experience is enriched by curated cultural moments, including a guided visit to the Palatine Hill, exploring the botanical and historical layers of Rome, and a concluding multisensory experience designed to leave a lasting impression on memory and the senses.





ABOUT ARIELLA HILL

Ariella Hill is one of the most innovative voices in contemporary floral design.

Her work is distinguished by a unique language that combines:

- a sculptural approach to botanical elements
- artistic research influenced by fashion and visual culture
- visual storytelling and emotionally driven atmospheres

Through RAE Blooms, her internationally based studio, Ariella creates ephemeral installations that explore movement, texture, and form, transforming flowers into powerful narrative tools and spatial expressions.

Her portfolio includes collaborations with internationally renowned brands and institutions such as Hermès, Loewe, Maison Margiela, Gucci, Vogue, Bulgari, Nike, among others.

www.raeblooms.com

DAY 1

BOTANICAL LANGUAGE MEETS LUXURY FASHION

The opening day establishes a refined visual and conceptual dialogue between botanical compositions and high-end retail environments.

Participants are guided through Ariella Hill's creative approach, exploring form, proportion, rhythm, and materiality in relation to garments, interiors, and brand identity.

Hands-on sessions focus on creating floral arrangements designed to enhance and converse with the Grifoni space, followed by an editorial-style critique.



DAY 2

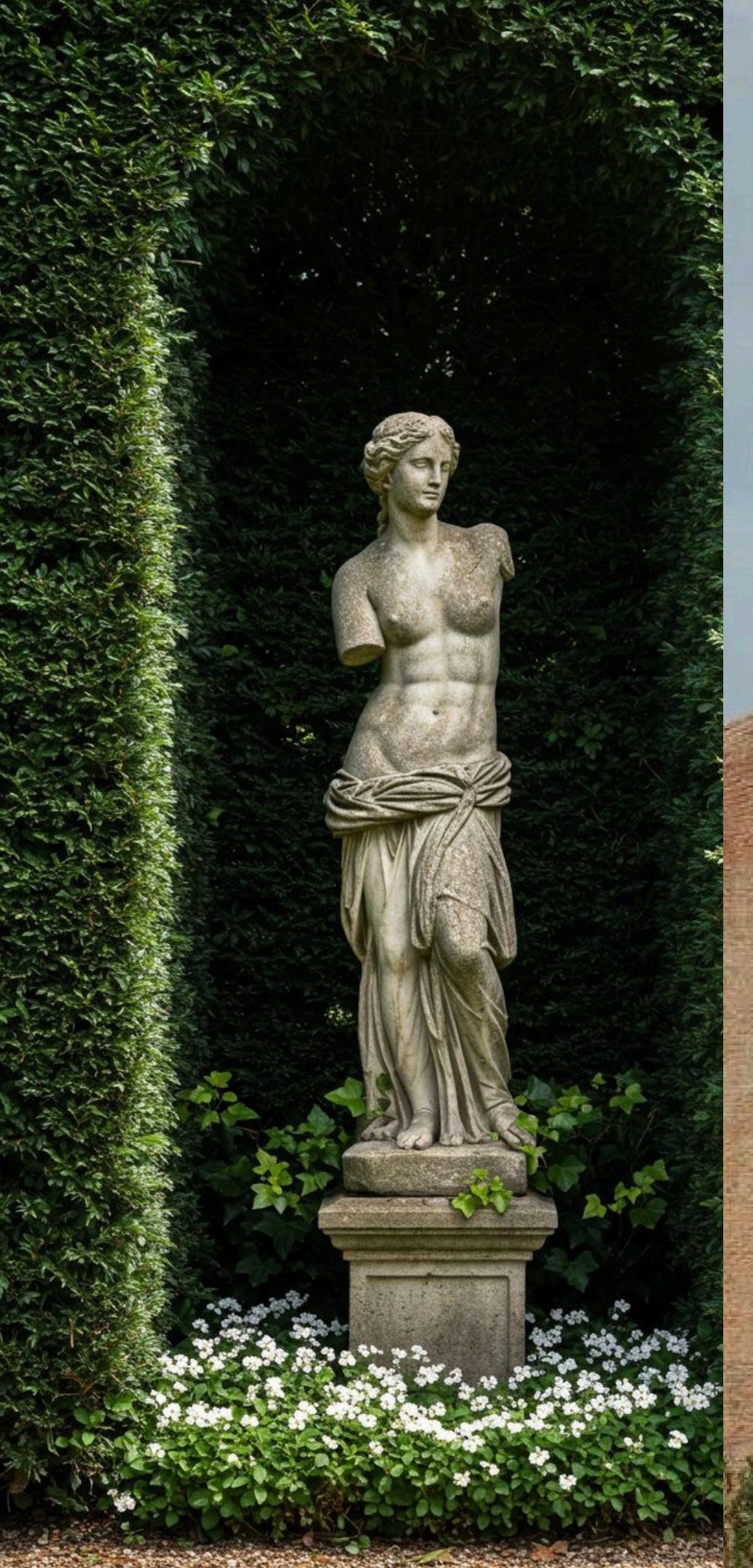
CONTEMPORARY PRACTICE & CULTURAL IMMERSION

Grifoni Store · Palatine Hill

The second day continues inside the store, deepening the development of concepts and preparing the creative groundwork for the final installation.

In the afternoon, participants take part in a private guided visit to the Palatine Hill, Domus Augustana, and Horti Farnesiani, approached through a botanical and symbolic lens.

Ancient gardens, plant heritage, textures, and spatial narratives become tools for contemporary design research, informing the final creative outcome.





DAY 3

LARGE SCALE INSTALLATION & SENSORY FINALE



The final day is dedicated to the realization of a site-specific, large-scale botanical installation, conceived to reflect the harmony between fashion, nature, and architectural space. Under Ariella Hill's guidance, participants move from concept to execution, refining spatial composition and visual impact within a luxury retail context.

The experience concludes with an exclusive Eating Experience hosted inside the Grifoni store, a curated, sensory moment inspired by botanical elements, textures, and flavors, designed as a refined closing ritual to the masterclass.

WHAT IS INCLUDED

- A sophisticated understanding of floral and set design within luxury fashion environments
- Hands-on experience in site-specific and large-scale botanical installations
- Guided creative direction under Ariella Hill, RAE Blooms
- A concluding curated multisensory experience hosted in-store, exploring the relationship between botanical creations, food, and sensory perception
- Cultural and botanical insight drawn from Rome's historical and landscape heritage with guided visit to the Palatine Hill, Domus Augustana, and Horti Farnesiani
- Editorial-level portfolio material, documented by a professional photographer
- A professional florist's tool kit provided to each participant
- Coffee and curated small delicacies throughout the course
- Certificate of participation



WHY ATTEND

This masterclass offers a fully immersive creative experience in the heart of Rome, where contemporary floral and set design intersect with fashion, cultural heritage, and sensory exploration. Set within a luxury fashion environment and guided by an internationally recognized floral artist, it is an opportunity to develop site-specific work, draw inspiration from the Eternal City's botanical and historical layers, and create editorial-level projects in an intimate, highly curated context designed for meaningful exchange and creative growth.



BOOKINGS & ENQUIRIES



MARCELLA SALVAGNI
BESPOKE EVENTS & JOURNEYS

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