INFORMATION

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International floral design stars, spectacular live shows and floral trends:

Top-class line-up for the IPM Flower Stage

Elisabeth Schoenemann takes over creative direction

International floral design, creative ideas and the latest trends: The IPM Flower Stage in Hall 5 will once again be one of the key meeting points for floristry professionals at IPM ESSEN in 2027. From 26 to 29 January, trade visitors can look forward to a diverse programme featuring top-class flower shows, inspiring talks and floral trend presentations. At the heart of the area is a revolving stage, where leading international florists will demonstrate their creative skills live on all four days of the trade fair.

The line-up already promises some exceptional highlights: Gregor Lersch, Klaus Wagener, Hanneke Frankema, Carles Fontanillas, Tomasz Max Kuczynski and Björn Kroner-Salié are among the renowned names from the international floristry scene who will take to the stage. They will showcase their individual design styles, extraordinary floral creations and innovative techniques. Established figures in the world of floristry will share the spotlight with reigning champions and award winners, bringing together decades of experience, fresh ideas and new perspectives. Presenter Agnes Zimmermann will host the show programme.

"It is an absolute highlight to see so many big names from the international floristry scene coming together at IPM ESSEN 2027. The line-up brings together exceptional personalities, distinctive creative styles and a wealth of floral inspiration. For me, it is something truly special to help shape the IPM Flower Stage and work with these outstanding floral designers to create an unforgettable experience," says Elisabeth Schoenemann, Project Lead IPM Flower Stage.

Four days of floral inspiration

Over four days, the IPM Flower Stage programme will feature international shows, live demonstrations and engaging discussions. The focus will be on creative ideas, new techniques and practical inspiration for everyday professional floristry. Floral trend presentations

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surrounding the revolving stage will provide further inspiration and showcase the latest developments in the industry.

International expertise for creative direction

In 2027, Elisabeth Schoenemann will take on creative responsibility for the IPM Flower Stage for the first time. A fourth-generation master florist, she brings extensive international experience to the role. As a freelance floral designer, she has worked across Europe, the Caribbean, Japan and South America. Her work combines clean lines with technical precision and meticulous attention to detail. She is particularly passionate about large-scale, sculptural floral installations.

"The IPM Flower Stage brings together the very best of international floristry in Essen and provides important inspiration for the industry. With Elisabeth Schoenemann, we have gained a creative director who has worked in floristry around the world and incorporates a wide range of international influences into her designs. Her expertise and flair for exceptional floral design are a perfect fit for IPM ESSEN's position as the world's leading trade fair for horticulture," explains Andrea Hölker, Head of Project of IPM ESSEN.

Further information: www.ipm-essen.de