

## BIO

René van Rems is a world-renowned ambassador of the floral industry.

Originally from Amsterdam, The Netherlands, René has called San Diego, California, home for over 20 years. He is a member of the American Institute of Floral Designers (AIFD), The National Speakers Association, and the Professional Floral Commentators International (PFCI).

René was formally educated in the entire spectrum of Floriculture/Horticulture through his studies at the Rijksmiddelbare Tuinbouwschool at Aalsmeer (Floral Institute). He has led design shows, workshops, and seminars throughout the US, Canada, Europe, and Asia on the styling of fresh-cut flowers.

A frequent speaker at leading art museums including the Minneapolis Art Institute and San Francisco's de Young Museum, René has also been featured in numerous national publications like California Florists, Sunset Magazine, Flowers & Magazine, Floral Management, Florist Magazine, and Flower News. René's design work has been featured in Better Homes & Gardens as well as the Florists' Review publication of 101 Wedding Bouquets.

René and his work have been covered on television (HGTV), particularly for his European influence on trends in American floral design. In 1995, the American Horticultural Society awarded him the Francis Jones Poetker Award, and in 2001, Van Rems was the recipient of the Los Angeles Flower Market's first annual René van Rems Award for excellence in design education. In 2009, René was recognized with the American Institute of Floral Designers' (AIFD) Award of Distinguished Service to the Floral Industry.