

"Contrary Lily goes Europe" during the Dutch Lily Days

After the success of last year, this year for the second time in a row a number of renowned and enthusiastic florists will show their creativity and skills during ***"Contrary Lily goes Europe!"*** This happens on Tuesday, May 21, 2013 in the greenhouses of Nursery De Plas in Noorden where you can find the 'Original lilies'.

The idea behind *"Contrary Lily"* is that not only top designers can make a special arrangement, but that among local florists also tremendous creativity lies. The Originals have challenged these florists to come and show this during the Dutch Lily Days on May 21. This year, the creative search for *"Contrary Lily"* goes through Europe. The participating florists have each been assigned a country in Europe where The Originals focuses their lily export on. You can imagine that the pieces of floral art will be ultimately very different, simply because in England, for example a different style is hold as in Russia. This will ensure surprising creations! At 14.00 hours the florists will start with the challenge. Top designer and Blooming Visionair Pieter Landman will assess the floral arrangements at 16.00 hours and will give his vision of *"Contrary Lily"*. The floral creations that are made can be seen during the Dutch Lily Days (21 t / m 24 May 2013) at Nursery De Plas, Ing. J. Nysinghweg 1 in Noorden. Besides this, the lily assortment of The Originals can be seen in the greenhouses.

The idea of *"Contrary Lily"* is put on the map by The Originals B.V., a collaboration of 4 bulbgrowers: Lily Nursery De Plas in Noorden, Boltha B.V. in Breezand, W. van Lierop & Zn. B.V. in Anna Paulowna and Q.J. Vink & Zn. B.V. in St. Maartensvlotbrug. They take care of the operation of the lily bulbs. These are put on the market on demand. Product research, testing and development takes place in greenhouses all over the world.





Pictures "Lelie Anders 2012"

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