



INFORMATION & GUIDELINES



1ST - 4TH OCTOBER 2026



OFFENER INTERNATIONALER FLORISTEN WETTBEWERB OPEN INTERNATIONAL FLORIST COMPETITION INTERNATIONAL FLORISTS SHOW TOP PERFORMANCES IN GRAZ

For reasons of readability, gender-specific language has been omitted. All personal references in the masculine form apply equally to all genders.

The best florists from Austria and its neighbouring countries – Italy, Slovenia, Croatia, Hungary, Slovakia, the Czech Republic, Germany, Switzerland and beyond – will meet at the Alpe Adria Cup Austria Florist in Graz.

The competition will take place from 1st to 4th October 2026 at Messe Congress Graz.

All participants will be supported by the Styrian Guild of Gardeners and Florists with an entry fee of € 1,000 which will be paid out after successful participation. Accommodation for the entire duration of the competition will be provided free of charge for the participant and one assistant. Catering costs will also be covered. The top three competitors will receive cash prizes. The best-ranked Austrian participant will qualify for the European Cup.

1st Prize: € 5,000

2nd Prize: € 3,000

3rd Prize: € 2,000

COLORS OF CHANGE – COURAGE BLOOMS

We live in a time of change.

What we were accustomed to no longer exists. Many things that once gave us security are changing or disappearing. The world as we know it is being reorganized. The pace of change can leave us frozen, exhausted, and discouraged. At times, we are overcome by a sense of powerlessness that paralyzes and unsettles us, becoming a burden in many areas of our lives.

Yet perspective and the courage to recognize opportunities even in such times should give us strength. Change does not only mean loss; it is also a fertile ground for something new. Courage can grow out of uncertainty, movement out of stagnation. This is exactly where “Colors of Change – Courage Blooms” begins.

Courage does not always appear loudly or spectacularly. Often it emerges quietly – through action, creation, and creative expression. Like a blossom that finds its way even under difficult conditions.

“Colors of Change” stands for diversity, hope, and transformation. For the strength to face the challenges of our time and actively shape the future. Where courage blooms, the power of change emerges. And where this power arises, hope and light grow – for a new perspective and a new era.

I invite all florists to incorporate these ideas into their competition pieces as part of the Alpe Adria Cup. Tell us your stories, emotions, and thoughts – and make them visible and tangible for people through your designs.

GENERAL RULES OF COMPETITION AND INFORMATION

VERSION 01.

CHANGES AND AMENDMENTS RESERVED

SCHEDULE

- Arrival and installation on Wednesday, 30th September 2026
- Competition from Thursday, 1st October to Saturday, 3rd October 2026
- Saturday, 3rd October 2026 at 16:30: Start of stage works followed by gala evening
- Exhibition until Sunday, 4th October 2026, 18:00
- Dismantling on Sunday, 4th October 2026 from 18:00 or Monday, 5th October 2026

Application is possible from now on!

Binding registration deadline: 30th April 2026.

Participants will be ranked according to the order in which their registrations were received.

An updated version of the announcement will be published after the registration deadline.

A maximum of 25 competition participants is permitted.

Registration is contractually regulated. In case of cancellation or no-show, a cancellation fee equal to the entry fee of € 1,000 will be charged. After successful participation and compliance with all contractual conditions, an entry fee of €1,000 will be paid to all participants.

APPLICATION FOR AUSTRIAN PARTICIPANTS

Registration of Austrian participants must be submitted via the respective regional guild.

APPLICATION FOR INTERNATIONAL PARTICIPANTS

Registration is to be submitted directly to the Styrian Guild. International participants will be ranked according to the order in which their registrations were received.

FELLOW TRAVELERS, VISITORS, FAN CLUBS

Tickets for the gala evening including the award ceremony must be booked by 31st May 2026.

Price: € 149,00 per ticket.

Tickets can be booked at: <https://www.eventim-light.com/at/a/696e3971a4fb8558b096c592>

Hotel bookings via www.graztourismus.at/AACFlorist2026

ASSISTANTS/AIDES

- The accompanying official assistant may only be used for preparatory work and transport.
- Specific times will be defined during which the assistant may support the participant.
- For unloading, booth setup, and presentation installation on 30th September 2026, a maximum of two additional assistants may be present.
- The organizer will provide helpers for carrying and cleaning during setup and the entire competition period.
- During preparation time, one assistant may work without restriction. Assistance during the competition itself is not permitted.

COMPETITION BOOTH/SURFACE AND WORKSPACE

- Each participant is provided with a competition area of 20.00 m² (4.00 m front, 5.00 m depth, visible from three sides). A preparation area and storage space are also provided.
- The area includes one worktable, two container carts, ten small and ten large Dutch buckets with attachments, and a power supply.
- Booth construction and presentation elements must be brought by the participant.
- The size of individual competition works may be freely chosen but must be presented entirely within the designated area.

At the booth/surface

- Table decoration
- Plant design
- Choice work/topic
- Bridal design
- Hand-tied bouquet

must be presented.

The surprise work will be presented outside the booth/surface.

The stagework will take place on the 1st level of Messe Congress Center.
The hall can be accessed directly by vehicle for setup.

- The booth/surface must be less than 3 m and has to fit a base area of 20 m².
- Distance between the booths/surfaces is 1,5 m.
- The working place during competition time is in front of or inside the booth/surface next to the workpiece.
- In bulk embankment frame and coverage with plastic foil is necessary!
- For each participant power supply at working place and competition place is available.
- Worktable, socket and illumination of the hall (as powerful as daylight) are available.
If a stronger illumination of the exhibit is desired it has to be brought along by oneself.
- For the single workpieces there are no limitations of size.

ÖFFENTLICHKEITSARBEIT

By registering, participants consent to being photographed and filmed. This consent includes themselves and their works. No claims for remuneration arise from commercial use. On-site advertising by participants is only permitted with organizer approval.

During this event, photos and/or videos are likely to be made by the organizer or on behalf of the organizer. With the application to the competition, you take note that pictures or videos of you and/or your accompanying persons might be used for press releases, on other (social) media, publications and on the websites of the WKÖ. If you do not agree with the publication, please contact Mag. Elke Jantscher-Schwarz, gaertner_floristen@wkstmk.at.

JUDGEMENT AND JURY

- Evaluation is carried out by a 7-member international jury.
- The participant with the highest total score wins.
- Jury decisions are final and not subject to appeal.
- The best-ranked Austrian participant is also the Cup Austria winner.
- Jury members will be announced after the registration deadline.

GENERAL COMPETITION RULES

- Mobile phones are strictly prohibited during the competition!
- Communication between the participant and the assistant is not permitted during the competition.
- No delivery of any materials is allowed during the competition. Violations will result in point deductions.
- Open judging will take place, i.e. the jury and supervisors will be present throughout the entire competition.
- Non-compliance with the competition rules will be penalized with penalty points.

OWNERSHIP

All works remain the property of the participant.

COMPETITION WORK

- Table decoration,
- Plant design
- Choice work/topic,
- Bridal design,
- Hand-tied bouquet and
- Surprise work.



SCHEDULE & COMPETITION WORK

WEDNESDAY, 30TH SEPTEMBER 2026

ARRIVAL

- Arrival times will be announced after the registration deadline
- Setup of the booths
- Preparation of the workspace
- Supply and care of materials
- Technical setups and preparatory work
- Time scheduling is at the discretion of the participant

6:00 P.M.: DINNER & COMPETITION BRIEFING



THURSDAY, 1ST OCTOBER 2026

06:45 – 08:45 A.M.: PREPARATION

**09:00 – 10:00 A.M.: OFFICIAL OPENING
OF THE COMPETITION**

10:00 A.M. – 12:30 P.M.: TABLE DECORATION

10:00 – 10:30 a.m.: Preparation

Only technical preparatory work is permitted; no design-related preparatory work is allowed.

10:30 a.m. – 12:30 p.m.: Execution of the table decoration

Theme: Open

Design: Open

Technique: Open

The following points are specified:

- The shape and form of the table may be freely chosen; the table construction must be provided by the participant.
- The table must be set for two people. Items such as tableware, cutlery, etc. must be brought by the participant.
- No size restrictions.

Durability for the entire duration of the exhibition must be ensured. Maintenance during this period is permitted. The level of difficulty as well as the design performance in relation to the available time are part of the evaluation.

12:30 – 1:00 p.m.: Cleaning

1:00 – 2:00 p.m.: Lunch break – collective lunch

2:00 – 4:30 P.M.: PLANT DESIGN

2:00 – 2:30 p.m.: Preparation

Technical preparatory work is permitted.

2:30 – 4:30 p.m.: Execution of the plant design

Design: Open

Technique: Open

The following points are specified:

- The work must consist of one single element.
- No size restrictions.

Durability for the entire duration of the exhibition must be ensured. Maintenance during this period is permitted. The level of difficulty as well as the design performance in relation to the available time are part of the evaluation.

4:30 – 5:00 p.m.: Cleaning

FROM 7:00 P.M.: WELCOME PARTY FOR ALL PARTICIPANTS, JURY MEMBERS & STAFF



FRIDAY, 2ND OCTOBER 2026

07:00 – 09:00 A.M.: PREPARATION

09:00 – 11:30 A.M.: CHOICE WORK/TOPIC

09:00 – 09:30 a.m.: Preparation

Design-related and technical preparatory work is permitted.

09:30 – 11:30 a.m.: Execution of the choice work/topic

Design:

- Theme: Colors of Change. Courage Blooms!
- The theme must be explained in a few sentences.
- The implementation of the choice work/topic must be submitted in written form in English (A4 format).

Technique: Open

- No size restrictions.

Durability for the entire duration of the exhibition must be ensured. Maintenance during this period is permitted.

11:30 – 12:00 p.m.: Cleaning

12:00 – 1:00 p.m.: Lunch break

1:00 – 4:30 P.M.: BRIDAL DESIGN

1:00 – 1:30 p.m.: Preparation

1:30 – 4:30 p.m.: Execution of the bridal design

Design: Open

Technique: Open

No specifications.

4:30 – 5:00 p.m.: Cleaning

FROM 7:00 P.M.: COLLECTIVE DINNER BUFFET



SATURDAY, 3RD OCTOBER 2026

10:00 a.m. – 12:00 p.m.:	Care of the competition works
12:00 – 1:00 p.m.:	Lunch break
1:00 – 3:00 p.m.:	Preparation
3:00 – 4:00 p.m.:	Individual time
4:00 p.m.:	Start of the evening event in front of an audience

The stage works and the award ceremony with gala evening will take place on the first floor of the Stadthalle.

4:30 – 5:15 P.M.: HAND-TIED BOUQUET

For this competition piece, no design-related or technical preparatory work is permitted.

4:30 – 5:15 p.m.: Execution of the hand-tied bouquet

The work will be carried out on stage.

Design: Open

Technique:

- Hand-tied bouquet with a main binding point
- A container/vessel for presenting the work must be provided by the participant
- No size restrictions

After completion, the bouquet will be presented in the booth.
The bouquet and presentation container will be evaluated together.

5:30 – 6:30 P.M.: SURPRISE WORK

5:30 p.m.: Distribution of materials for the surprise work in order to allow for conceptual selection.

5:45 – 6:30 p.m.: Execution of the surprise work

The work will also be carried out on stage.

Design: Open

Technique: Open

- No size restrictions

FROM 8:00 P.M.: START OF THE AWARD CEREMONY WITH GALA EVENING



GENERAL INFORMATION

PLACE OF COMPETITION

Messe Congress Graz
Messeplatz 1
8010 Graz

ACCOMODATION FOR PARTICIPANTS AND ASSISTANT/AIDE

For participants and one assistant/aide:

Hotel PLAZA INN Graz Messe, Conrad-von-Hötzendorfstraße 96, 8010 Graz

Password: Alpe Adria Cup 2026

Contact persons: Ms Daniela Demmel und Shaimaa Hamouda

Phone: +43 316/27 82 97

Email: graz2@plazahotels.de

Deadline for direct hotel booking: June 15, 2026.

ACCOMODATION FOR FELLOW TRAVELERS, VISITORS, FAN CLUBS

Hotel bookings via www.graztourismus.at/AACFlorist2026

ARRIVAL

Wednesday, 30th September 2026, Opening times of Messe Congress Graz 08:00 am to 21:00 pm

Arrival and preparation of booth/surface

COSTS

Each competitor has to pay for transport on his own. Each competitor has to provide the materials and parts, such as flowers, tools and decor auxiliary, he needs for the exhibition by his own.

The entry fee of €1,000 will be paid after the competition, in accordance with the regulations.

Accommodation and board for each participant and one aide will be covered by the Guild of Gardeners and Florists of Styria.

ORGANIZER



WKO Steiermark

Landesinnung der Gärtnern und Floristen Steiermark

Körblergasse 111-113, 8010 Graz

KONTAKT

Mag. Elke Jantscher-Schwarz, gaertner_floristen@wkstmk.at, Tel. +43 (0) 316 601 472

Martina Neuwirth, gaertner_floristen@wkstmk.at, Tel. +43 (0) 316 601 443

Johann Obendrauf, kontakt@floristikobendrauf.at, Tel. +43 (0) 664 180 1796