

# Hoffman Design Group Invites Lobbies to Flower Bomb Philadelphia for the Flower Show

Written by Australian Business

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ARTiculture  
where art meets horticulture

## [PHS Philadelphia Flower Show "ARTiculture"](#)

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### **Folcroft, PA, January 24, 2014:**

Hoffman Design Group has partnered with the Pennsylvania Horticultural Society and BOMA on the PHS Philadelphia Flower Show Lobby Decorating for the past 4 years. They are inviting Philadelphia lobbies to flower bomb Philadelphia by participating in the program this year. If you're not able to host a display this year, maybe you can help spread the word so everyone knows about this fantastic add-on to the Flower Show, which will run from March 1-9.

PHS would like your participation through decorating your building lobby to coincide with this year's theme. It promises to be easy, fun and rewarding. Lobby displays can feature any format appropriate for your lobby environment: security desk & front desk display or free standing displays at building entrance & elevator lobbies. "ARTiculture" will bring together the largest collection of art museums ever assembled along with the best garden designers in the world for a don't miss one-week event. More than 250,000 visitors will experience "ARTiculture", and PHS is looking forward to seeing creative lobby displays throughout Philadelphia.

Similar to last year, all decorated lobbies will be celebrated and promoted as "ARTiculture Philadelphia Lobbies". The excitement of the Flower Show translates to the entire city of Philadelphia, and PHS will encourage residents and visitors to take walking tours through the city to visit each of the beautiful "lobbyscapes."

### **Important Details**

All information and forms can be found on the [Citywide Celebration](#) page of [theflowershow.com](#). Please submit the online [Participation Form](#).

by Tuesday, February 4th. Lobbies must be completed by 5pm on Friday, February 14th and remain decorated through March 9th. Participants must complete the online

[Photo Form](#)

and upload at least one high-resolution jpeg photo of their lobby display by 5 pm on Wednesday, February 19th. This photo will be used for web and social media promotions. All participants will receive two complimentary Flower Show tickets. All participants will receive a certificate for entering. All tickets and certificates must be picked up at the Flower Show Lobby & Window Decorating Contest Awards Press Conference on Thursday, February 27th at the Pennsylvania Convention Center at 12th and Arch streets; additional details to come.

### **Marketing and Public Relations**

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All participants will be promoted through the Flower Show website and to the media, and will be honored at an awards press conference. You will be required to provide photographs (jpeg's) for social media marketing. For more information contact: Jennifer Ginsberg

[jginsberg@pennhort.org](mailto:jginsberg@pennhort.org)

, 215-988-8834 or Bryan Hoffman, Hoffman Design Group 610-459-1407

[bhoffman@hoffmandesigngroup.com](mailto:bhoffman@hoffmandesigngroup.com)

Please note that in order to participate, the online Participation Form must be completed and returned by February 4th. If you have any questions regarding the program and/or Flower Show please contact Jennifer or Bryan.

**About Hoffman Design Group** Hoffman Design Group, Inc, is located in Folcroft, PA, and specializes in creating beautiful interiorscapes, corporate floral arrangements and living wall designs in Philadelphia and the surrounding suburbs, Delaware, and New Jersey. Its designs have won many awards and they take pride in their elegant, environmentally friendly seasonal and holiday decorating, corporate indoor plantscapes and urban exterior landscaping. For more information, visit [www.hoffmandesigngroup.com](http://www.hoffmandesigngroup.com) .

Contact: Bryan Hoffman 900 Carpenters Crossing Folcroft, PA 19032 [info@hoffmandesigngroup.com](mailto:info@hoffmandesigngroup.com)