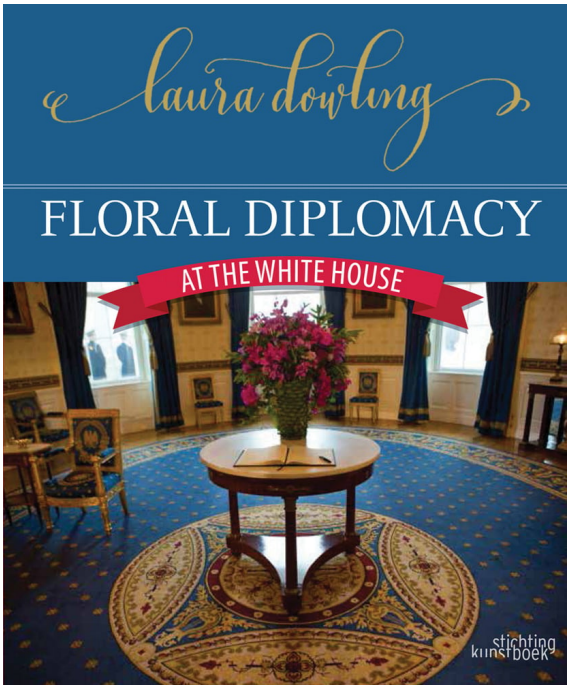
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Floral Diplomacy

At the White House

Laura Dowling

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- Stunning creations from the Chief Floral Designer for the White House, Laura Dowling
- During her six years in this position, Laura managed the floral decor for thousands of events - state dinners, official functions etc., as well as creating designs for the White House private residence
- Supported by author events and national media coverage

Laura Dowling served as Chief Floral Designer at the White House from 2009 until 2015. In this unique position, working closely with First Lady Michelle Obama, she managed décor and flowers for thousands of White House events, using flowers as a strategic tool for communicating diplomatic, symbolic and policy messages. Renowned for a new romantic style featuring free-flowing vines and flowers with classical overtones, her work there evoked nature and the garden, balancing a strong artistic vision with a sense of wildness. While at the White House, Laura used her artistry to design seasonal arrangements, often held in hand-made organic containers of leaves, branches and berries, in a modern, refined, yet casually elegant style.In addition to the inspirations, tips, and techniques for her floral artistry, she of course offers a fascinating behind-the-scenes glimpse into both official and private White House life during the Obama administration.

Laura Dowling is an award-winning florist and designer. She is the recipient of the American Horticultural Society's "Great American Gardener Award" for achievements and contributions in floristry and is a featured speaker at leading flower shows, museums and cultural institutions across the country. In 2016, she received the "Distinguished Flower Ambassador" award from the Royal Horticultural Society of Belgium at a ceremony honouring international floral diplomacy in Ghent, Belgium. A native of Chehalis, Washington, Laura received her B.A. degree in political science and Masters Degree in Public Administration from the University of Washington in Seattle. Fifteen years ago, Laura was inspired to change careers (from strategic communications to flowers) after travelling to Paris and becoming intrigued with French flower design. She studied French floral art under the direction of leading Parisian designers and operated a small studio out of her basement kitchen. From this position, Laura competed in the nation-wide search for White House Chief Floral Designer and won, proof that identifying and following a passion can lead to extraordinary things. By expanding her floral design and consulting platform to include writing books and teaching, Laura's goal is to continue to share a unique vision for creative floristry in the garden style and to inspire others with her story.







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