

BEHIND THE SCENES

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Designing Dreams, One Petal at a Time

PHOTO'S BY ALEX MATEIU



BEHIND THE SCENES

BEFORE THE BLOOM

A glimpse into the process behind the presence.
This brochure isn't here to show you what was already seen.
It's here to show you what usually isn't.

Not the final installation. Not the applause.
But the intention.

The architecture beneath the beauty.
The energy behind each decision, and the emotional logic guiding every bloom.
What you'll find in the pages ahead is not a portfolio.
It's a story—told in chapters of form, texture, scale, and soul.

Because floral design, at this level, isn't about putting colours together.
It's about crafting experiences.
It's about aligning space, symbolism, structure, and culture into one atmosphere
—one memory.

These pages pull back the curtain.
To reveal that what sets this work apart isn't just the flowers...
It's the why behind them.

This is for those who are curious.
Who've felt something in the work but haven't yet stepped in.
You're close. This is what you're sensing.

The X-factor is not magic.
It's intention, composition, and truth—woven together until beauty begins to
speak.

Table of Contents

01

THE CHAOS BEFORE THE BEAUTY

Understanding the client's vision and translating it into a floral masterpiece.

02

THE CLIENT: DREAMS, EXPECTATIONS & REALITY

Navigating personal tastes, emotions, and the unspoken desires behind every request.

03

THE MAJESTIC FLORAL CHANDELIER: A GRAND FIRST IMPRESSION

An awe-inspiring masterpiece that sets the tone for the entire celebration.

04

THE ENTRANCE WALL: A PRELUDE TO ELEGANCE

Creating an immersive welcome that builds anticipation.

05

THE ARRIVAL PASSAGE: WHISPERING ELEGANCE

A cascading floral welcome—abundant, elegant, and inviting.



06

THE COUPLE'S STAGE: THE HEART OF THE CELEBRATION

Crafting a focal point that embodies love, elegance, and unforgettable moments.

07

THE ARCH: FRAMING A FAIRYTALE

How an archway transforms a passage into an enchanting floral gateway.

08

THE SYMMETRY WALL: BALANCE, STRUCTURE & BEAUTY

Mastering proportion and harmony to create an immersive visual experience.

09

THE BUFFET AREA: A FEAST FOR THE SENSES

Blending florals with dining to enhance both aesthetic and appetite.

10

THE TEAM: THE HIDDEN ARCHITECTS OF BEAUTY

A tribute to the hands and minds that bring the vision to life.



01

#BTS

The Chaos Before the Beauty



Understanding the client's vision and translating it into a floral masterpiece.

Every project is a new journey. A blank canvas, yet infused with the years of experience, lessons, and insights gathered along the way. But no two creations are ever the same. Each client brings a unique vision, a distinct set of expectations, personal taste, and an untold story waiting to unfold. And so, it always begins from scratch.

Their world, their emotions, their aspirations—translated into an immersive experience through my favorite medium: flowers. But not just flowers. Architectural design, conceptualized with precision. A language of space, movement, and emotion, woven together with nature's most delicate and powerful elements.

When clients seek me out, they think they are hiring an artist. But what they truly get is a designer—one who listens, deciphers, and reshapes their dreams into a tangible reality. It is not about imposing my vision but elevating theirs. Their love story, their celebration, their statement to the world—brought to life through an intricate balance of aesthetics and meaning.

This is where the real art lies—not just in creating beauty, but in designing an experience that speaks a language only they can understand. The ART of design is the ability to translate someone else's idea into an unforgettable masterpiece.

And it all begins with chaos before the beauty emerges.

Tomas De Beyne

Bespoke Architectural
Floral Experiences Worldwide



02

#BTS

The client

NAVIGATING PERSONAL TASTES,
EMOTIONS, AND THE UNSPOKEN DESIRES
BEHIND EVERY REQUEST.

“Let the first impression carry the weight of a thousand whispered VOWS.”

That was the unspoken brief.

A request not for flowers—but for feeling. Not for spectacle—but for presence. The venue wanted more than decoration—they wanted transformation.

In a country where weddings are woven into the cultural soul, the bar is already high. But this project wasn't about grandeur alone. It was about refinement. About translating India's celebratory spirit into a visual language that felt elevated, elegant, and emotionally attuned.

We envisioned a space that would speak—even when empty. A venue pre-designed not with a fixed theme, but with a timeless atmosphere. One that blends the richness of Indian culture with the restraint and grace of European floral design. The result: a venue that stands apart, not because it shouts—but because it resonates.

From key entry points to ceremonial focal areas, we identified the major architectural moments that deserved to bloom. Each floral composition was created to hold emotional charge—felt in the body before noticed by the eye.

Because when design is done with intention, beauty isn't just seen.

It's remembered.



#BTS

The Majestic Floral Chandelier



AN AWE-INSPIRING
MASTERPIECE THAT SETS
THE TONE FOR THE ENTIRE
CELEBRATION.

#BTS The Majestic Floral Chandelier



Everything was there—the volume, the architecture, the logistics. What it needed was intention. A design that would not just welcome—but command attention. An installation that would shape the emotional tone before a single flower on the mandap was even seen.

In India, florals are not detail—they are declaration. They speak of abundance, of beauty, of celebration. But abundance alone isn't enough. The challenge was to blend this floral richness with structure and design language—to elevate it beyond excess. The result: a sculptural entrance that worked in light and shadow.

By day, a cascade of florals expressed joy and lavishness. By night, custom-designed lighting elements transformed it into a glowing installation—alive with atmosphere, motion, and soul. It became more than a photo backdrop. It became a memory anchor. Because the first impression isn't just visual. It's emotional. And when it's done right—it lives on, long after the lights dim.

You Only Get One First Impression

**SET THE TONE.
SHAPE THE MEMORY.**

The moment I stepped into the entrance—the very threshold of the building—I turned to the client and said just one thing:

“You never get a second chance at a first impression.”







The Eye for Detail

It's easy to admire a chandelier from afar.
But true design invites you closer.

Within the layered abundance of florals, we integrated sculptural design lamps—pieces chosen not for decoration, but for dialogue. Their form. Their finish. Their placement. Each one a deliberate gesture of refinement.

These are the kinds of details most might overlook—until they feel the effect without knowing why. Because in high design, it's never just about what you add. It's about how precisely, how intentionally, how quietly... you choose to place.

This is where detail becomes presence.

#BTS The Majestic Floral Chandelier



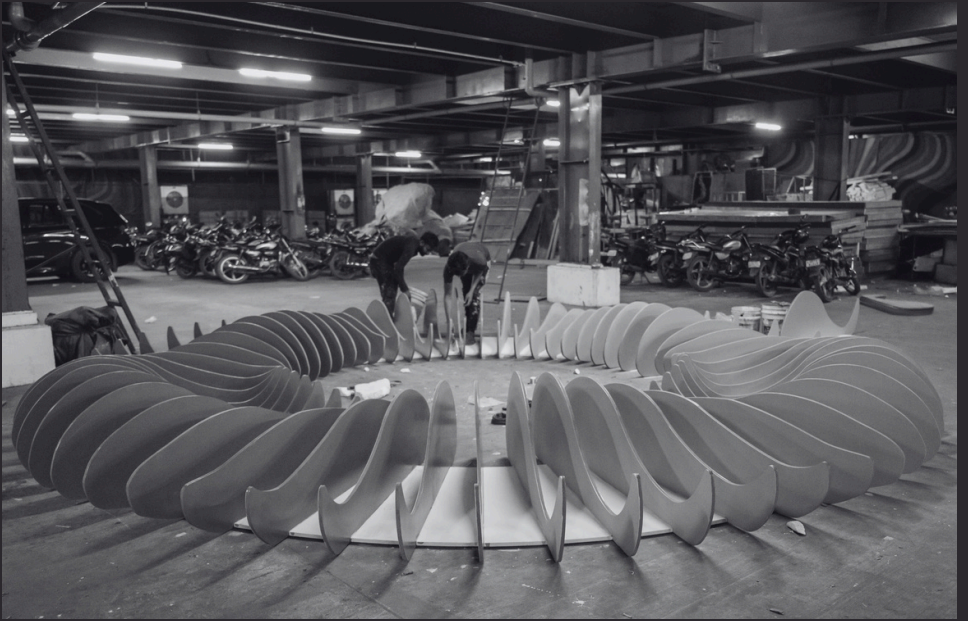
All our work is executed in close collaboration with trusted local vendors and skilled artisans—teams who not only know the venue intimately but are also known for their consistent craftsmanship and reliability.

From welders and carpenters to florists, planners, production teams, and design studios—we believe in partnering with those who share our standards, our rhythm, and our respect for the craft.

These aren't just service providers. They are collaborators.

And in that synergy, something greater emerges—a depth, a flow, a dimension that no single team could achieve alone.

Many of these partners are personally selected or appointed by us, forged through years of creative alignment and successful execution across India. Together, we don't just deliver results—we create experiences.





#BTS

The Entrance Wall: A Prelude to Elegance

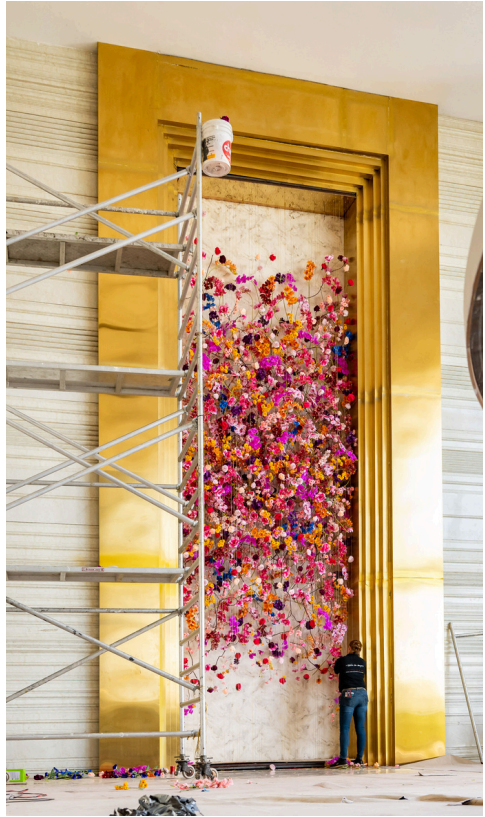


CREATING AN IMMERSIVE
WELCOME THAT BUILDS
ANTICIPATION.

India—a land of intricate textiles and centuries-old craftsmanship—inspired the language of this floral installation. Just like a finely woven fabric, the flowers were layered in three distinct planes, creating depth, rhythm, and cohesion. Each layer interlaced to echo the art of weaving—visually soft yet structurally refined.

At the center, a monumental floral chandelier anchored the space. This sculptural canopy was both supported and uplifted by the surrounding installation, which stood not only in harmony—but as a statement of design excellence in its own right. It offered the venue something more than decoration: a signature piece of emotional architecture.

To elevate the experience further, integrated lighting—positioned above and below—brought the work to life after dusk. By night, it transformed into a radiant installation of light and shadow, giving the piece depth, drama, and presence. Because florals, at this level, are not just to be seen. They are to be felt.



The Art of Weaving Beauty into Space





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The Arrival

Passage: Whispering Elegance

MASTERING PROPORTION AND HARMONY TO
CREATE AN IMMERSIVE VISUAL EXPERIENCE.



MASTERING PROPORTION
AND HARMONY TO CREATE
AN IMMERSIVE VISUAL
EXPERIENCE.





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**The Golden
Threshold
Where abundance
meets atmosphere.**

WHERE ABUNDANCE MEETS ATMOSPHERE.

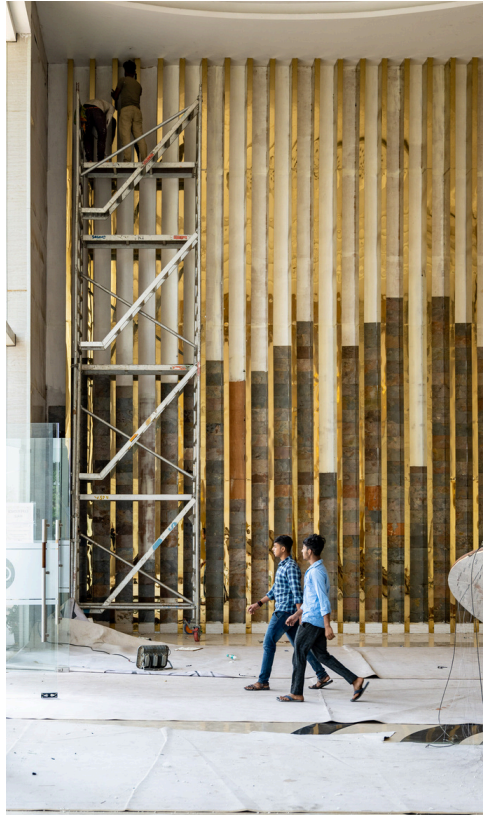
Gold and flowers.

Two elements that—when used with intention—don't just decorate, they declare.

To heighten the grandeur of the entrance, we introduced parallel golden bars—clean, deliberate lines that acted as both sculpture and support. From them, a floral cascade was born. Designed to move from dense to transparent, the composition created a visual crescendo: as if the ceiling itself were releasing a gentle rainfall of petals. A shower of flowers—abundant, rhythmic, and alive. Each bloom contributing to the movement, the emotion, the atmosphere.

This wasn't about symmetry. It was about flow. A calculated imbalance that feels effortless—structured yet soft, opulent yet inviting.

Because true luxury isn't loud. It's layered. It breathes. And when done right—it moves people without ever asking for attention.





#BTS

The Couple's Stage: The Heart of the Celebration

CRAFTING A FOCAL POINT THAT EMBODIES LOVE,
ELEGANCE, AND UNFORGETTABLE MOMENTS.



HOW AN ARCHWAY
TRANSFORMS A PASSAGE
INTO AN ENCHANTING
FLORAL GATEWAY.





**In design, as
in love—it's
the intensity
that draws
us in**

**WHERE PRESENCE MEETS
PURPOSE.**

“Make it vibrant. Make it magnetic.”

The brief was clear:
Make it vibrant. Make it magnetic.
This is where the ceremony of love unfolds
—and where every guest’s eye must be
drawn, without distraction, without
compromise.

In Indian culture, color is not merely
aesthetic—it’s energy. A celebration of life.
A language of emotion.

So we embraced it fully. Boldly. With
elegance. The stage backdrop was
inspired by the intricate brilliance of cut
gemstones—those facets of ruby,
amethyst, topaz, and citrine that refract
light with intensity and depth. The
geometric forms provided rhythm and
structure, while the florals—layered in rich
gradients—offered life and softness.

The result:
A composition that vibrates with intention.
Where form meets feeling.
Where geometry frames romance.
And where color does what it was always
meant to do—evoke presence.
This was not a background.
It was a throne wall.

A sacred screen where the couple stood
not as part of the design—
but as its purpose.

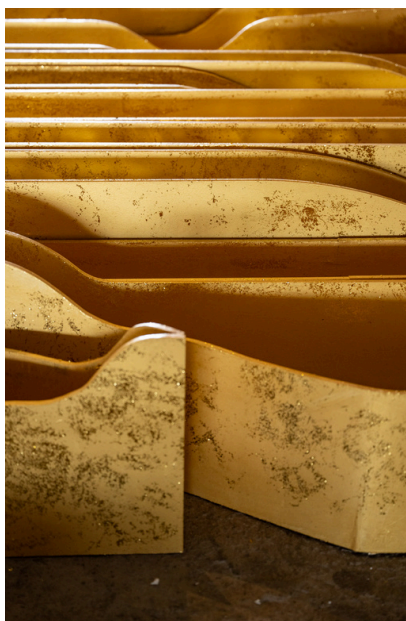






#BTS

The Arch: Framing a Fairytale



HOW AN ARCHWAY
TRANSFORMS A PASSAGE
INTO AN ENCHANTING
FLORAL GATEWAY.



To soften a monotonous wall and give meaning to a transition space, we designed two sculptural archways—drawing inspiration from Zaha Hadid, the visionary architect known for her fluid geometry and bold reinterpretation of form.

The arches introduced movement. Vertical lines gave them strength. Curved edges added grace. Set near the buffet, they served both function and feeling—framing the space while adding rhythm and refinement.

Infused with vibrant Indian color, they became a visual link to the concept's red thread, blending contemporary form with cultural depth. This wasn't just an entrance. It was a gesture of intention. An invitation shaped in flowers and form. Because even a passage can be transformed—when design is led by emotion, and structure is shaped by story.

#BTS





#BTS

The Symmetry Wall: Balance, Structure & Beauty



MASTERING PROPORTION
AND HARMONY TO CREATE
AN IMMERSIVE VISUAL
EXPERIENCE.





When proportion holds meaning

Two golden frames were already embedded into the venue's interior—part of the original architecture. Strong in structure, yet visually silent. To give them presence, I transformed them—curving them outward, adding depth, and turning a static wall into a sculptural gesture.

For the pattern, I drew inspiration from the Indian paisley motif, or buta—a teardrop form rooted in Mughal textiles. More than a symbol, it carries centuries of meaning: fertility, energy, continuity. I translated it into a floral mosaic, structured in balance but breathing with organic life.

This wasn't ornamentation. It was architectural storytelling—where proportion, repetition, and form come together to create harmony.

#BTS The Symmetry Wall







#BTS

The Buffet Area: A Feast for the Senses



**BLENDING FLORALS WITH
DINING TO ENHANCE BOTH
AESTHETIC AND APPETITE.**





Where sculpture holds space— and sets the stage for emotion.

Before the flowers, before the atmosphere, there was structure. And not just any structure—one that demanded presence. We designed a series of massive, sculptural elements—each one formed as a curved “chip,” engineered at a monumental scale. The largest measured over several meters wide, towering above us in both height and complexity. Constructed with a bespoke metal framework and finished in a custom geometric lattice, each form was a feat of design and fabrication. Not background. Not ceiling filler. But a standalone architectural gesture. It wasn’t made to be looked at. It was made to shape space. To hold the weight of a floral storm, and to do it with elegance. When form rises to this scale, it changes everything: Perspective. Proportion. Presence. Because size, when done with purpose, doesn’t just impress—it defines the experience.

#BTS The Buffet Area





THE ATMOSPHERE: A RAINFALL OF FLOWERS

Once the structure was in place, the next layer was emotion.

From the curved chips, we suspended thousands of flowers—released not as a static installation, but as a rhythmic floral rainfall that stretched across the entire buffet zone. The composition flowed in waves—dense in moments, transparent in others—echoing movement, lightness, and celebration.

This wasn't about decoration.

It was about setting the tone—for gathering, for slowing down, for delighting in the moment of choosing food.

We chose florals in vibrant Indian hues, continuing the chromatic thread that runs throughout the entire venue. This ensured that the buffet didn't feel separate—but rather, like a chapter in the same visual and emotional story.

The floral installation didn't just enhance the buffet—it transformed it.

From function to feeling.

From layout to language.

Because when structure meets story, and beauty meets purpose—even the act of dining becomes part of the design.



10

#BTS

The team



A TRIBUTE TO THE HANDS
AND MINDS THAT BRING THE
VISION TO LIFE.

#BTS The team





No vision becomes real without the people who build it.

Behind every floral gesture in this project was a team—designers, engineers, artists, fabricators, producers, and floral experts—each bringing their own mastery, mindset, and heartbeat to the process. This was not a solo creation. It was a collective act of excellence.

Some shaped steel. Some shaped petals. Others shaped the timeline, the tension, and the trust. But together, they shaped the experience. And none of this would have been possible without the client who believed in it from the very beginning. Who not only initiated the project—but had the courage to dream beyond the obvious, to trust in something they had never seen, and to give us the freedom to go further.

This brochure shows what we created. But this final page is for those who made it possible. Because behind every breathtaking moment—there's a team, a vision, and someone who said: **"Yes. Let's do it."**

BEHIND THE SCENES

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