



The tutorial will focus on flower varieties, care institutions and arranging | Photo source [Annie Spratt on Unsplash](#)

[Innovation](#) > [Travel & Tourism](#) > [Hotel offers virtual flower arranging tutorial from celebrated floral designer](#)

HOTEL OFFERS VIRTUAL FLOWER ARRANGING TUTORIAL FROM CELEBRATED FLORAL DESIGNER

 TRAVEL & TOURISM

Sofitel Rome Villa Borghese has temporarily replaced its in-person floral arranging experience with a virtual version

Spotted: The five-star Sofitel Rome Villa Borghese created a floral arranging video tutorial featuring the premier Italian floral designer, Flavia Bruni. The step-by-step tutorial was filmed atop the Sofitel Rome Villa Borghese garden-themed rooftop restaurant.

When the lockdown hit, the hotel had to halt their in-person flower arranging experience, postponing until a time when tourists will once again be allowed to travel around Europe. This experience will even include a trip to a local flower market with Bruni, who has attended professional training courses in flower arranging across Italy and abroad, and who founded and spent years teaching at the Daisy Flowers Laboratory.

The panoramic views of the Villa Borghese gardens and St. Peter's Basilica, plus the peacefulness of the former 19th-century Roman palazzo location, all evoke the perfect atmosphere for the tutorial led by Bruni, who is the only Italian Floral Designer recognised by the American Institute of Floral Design (AIFD).

The tutorial on flower varieties, care institutions and arranging can all be found [here](#), and on the hotel's [Facebook](#) and [Instagram](#).

Written By: Holly Hamilton

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Takeaway:

The hospitality and retail industries have arguably been hit the hardest by the pandemic, and at Springwise we have seen countless ways in which businesses have become creative in an effort to survive. For example, [these](#) sisters solved the issue of their dress rental business closure by offering professional styling for Zoom meetings, [this](#) bridal company has launched a virtual showroom, and [this](#) Chinese jeweller has been live-streaming their shops. In a world where people are desperate for excitement and a return to normality, demand for innovation is rife.