

fleurescence

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MEDIA RELEASE

Meet the 'Ice Queen' of Floral Art

AFTER being made redundant from her 9-5 marketing job, Renee Tsironis has truly 'blossomed' as a unique floral artist.

Based in Melbourne, Renee uses ice as a preservation tool to freeze flowers in time with each bloom's unique fingerprint photographed to create custom and limited edition prints.

In her late 20s, Renee left her corporate job to travel the world. She's visited over 70 countries and has lived in Singapore, London and Greece.

"I took that opportunity to live in Greece and study the Greek language at the University Of Athens. Despite my Greek background, I couldn't speak more than a few words,".

After returning to Australia, Renee took on another corporate role while completing studies in Interior Design.

"I began my career as a Marketer for some fantastic Australian interior, beauty and food brands and my passion for design led me to study interior design and styling," said Renee.

"It was during this period of design study that I began experimenting with flowers and the freezing process to create artworks. I wanted to preserve the memories I had of living in those countries through the flowers I associate with them."

"I love seeing the detail in the individual bubbles and being surprised by the result of what wasn't planned."

"I use various techniques to achieve different results but ultimately no two blocks of ice freeze the same, and this can bring about the most amazing results," she said.

In the future, Renee hopes to combine wanderlust and work by capturing some of the rarest and beautiful flowers on earth. "I would love to capture the Corpse Flower and the Queen of the Night," said Renee.

The Corpse flower is not only known for being the largest flower on earth but also draws crowds for its unpredictable bloom and putrid smell while the Queen of the Night is a night-flowering cactus which blooms once a year, for one night only.

As a partner of Decor & Design 2018, Renee debuted her current work in front of 12,000 visitors as an exhibitor at Australia's most prestigious interiors trade event.

"I am truly grateful for the opportunity to showcase my work which explores how flowers act as a symbol of emotional connection to a time, place," said Renee.

"Since becoming a floral artist, I have enjoyed working with designers on specific requests from their clients and have created bespoke artworks for couples using their wedding flowers which is always fun."

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Media Contact: Renee Tsironis 0401 081 568

