

Dr. SOLOMON LEONG AIFD PFCI CFD



Influenced by the English garden style and the European flower arranging ethos, the work of the Hong Kong based floral designer Dr. Solomon Leong have been described as 'extraordinary' and 'striking' by international media such as the BBC.

Competitions have formed an important part of Dr. Leong's professional life. In 2019, Dr. Leong represented Hong Kong to compete in the FTD World Cup, the world's most prestigious floral competition held every four to six year. At the same year, he has won the Leeds Castle flower festival designer award at the castle's 900th anniversary. In 2006, 2008, and 2014 he was awarded the Gold Medal and the Best Floral Arrangement Award at the world renowned Royal Horticultural Flower Show at Chelsea in London, UK. At the same show, he has also won the Gold Medals for 2011, 2015, 2016, 2017, 2019 and Silver Gilt for 2005, 2007, 2010, 2012, 2013 and 2018.

In 2014, 2015 and 2016 he was invited to be one of the leading international designers at the World Flower Garden Show in Nagasaki Japan, where he won Gold medal for both years. At the same show he also won a series of awards including the 'Best Use of Colours Award' (2014), 'Best Innovative Design Award' (2015) and 'Best in Show Award' (2015).

As well as competitions, Dr. Leong is also an active floral demonstrator who has demonstrated regularly at the Hong Kong Flower Show and other locations both locally and abroad. In 2019, his footsteps are all over the world. He was invited to become artist-in-residence at Aargauer Kunsthhaus, Switzerland where he participated in the 'Flowers to Arts' exhibition. And at the same year, he was also invited as the featured international designer at FleurEx, the UK most prestigious industry show by the British Florist Association. And he was also the sole representative from Hong Kong at 2019 Fleuramour at Belgium.

He presented floral art demonstrations in the Putrajaya Malaysia International Flower Show 'Flora' in 2011, and in the Singapore Garden Festival in 2012 and Leeds Castle Flower Festival in the U.K. in 2017, 2018 and 2019. He was the feature designer for the AIFD symposium in 2017 in Seattle and also the 18th China Horticultural Expo in 2018, as the sole representative from Hong Kong.

As a doctor of philosophy in cultural studies, Solomon's extensive knowledge of cultures and history in relation to floral art has turned him into a successful commentator of floral designs. He has been interviewed by media such as the BBC, TVB, the Radio Television Hong Kong, the Hong Kong Economic Journal as well as the South China Morning Post, amongst many others. Cosmopolitan Bride Beijing named him 'one of the 50 influential Chinese voices in the wedding world'.

His unique approach to floral styles and aesthetics has made him a regular contributor in fashion and lifestyle magazines such as Elle, Cosmopolitan and Marie Claire, both in Hong Kong and China. In 2010, His works were featured in the prestigious Floral International Biannual 2010/11, 2014/15 and 2015/16 which showcases the most creative floral designers around the world. In 2010, 'Solomon's Blooming Chic' was published in Chinese. 'Secrets of Flowers', the bi-lingual book which Dr Leong as author, floral designer and photographer of all his floral designs, was published in 2016 Spring.

Dr. Leong is the director of SOLOMON BLOEMEN bespoke floral design studio, a renowned bespoke design studio based in Hong Kong providing expert floral services for a distinguished clientele. Since 2012, he has been repeatedly appointed as the artistic consultant for various prestigious shopping mall and hotels in Hong Kong including ELEMENTS, MGM and Shangri-la, specializing in bringing cutting-edge floral designs into the retail environment.

Dr. Leong is a member of the AIFD (American Institute of Floral Designers), a Professional Floral Communicator – International (PFCI), the World Flower Council (Hong Kong Chapter), the Royal Horticultural Society and an honorary member of the Good Florist Guide UK. He is the technical advisor for Employees Retraining Board HKSAR. He is also the Honorary Advisor for the Hong Kong Flower Club (an affiliated club with NAFAS under the region of London and Overseas) and President of the Hong Kong Association of Flower Arranging Societies.

Selected Credentials

Positions

- Director at SOLOMON BLOEMEN Bespoke Floral Designs Studio
- Member of the American Institute of Floral Designers (AIFD)
- Professional Floral Communicator- International (PFCI)
- Honorary member of the Good Florist Guide UK
- Member of the Royal Horticultural Society
- Technical Advisor of Employees Retraining Board HKSAR
- Honorary Advisor of Hong Kong Flower Club
- President of the Hong Kong Association of Flower Arranging Societies
- Liaison Officer for Society of Chinese Members of AIFD
- Advisor of the World Flower Council Hong Kong Chapter
- Member of the World Association of Flower Arranging Societies
- Member of the Ikebana International Society
- Artistic Consultant at ELEMENTS
- Artistic Consultant at Island Shangri-La Hotel, Hong Kong
- Artistic Consultant at MGM Cotai, Macau

Awards

- Royal Horticultural Society Chelsea Flower Show London
 - 2005, 2007, 2010, 2012, 2013, 2018 Silver Gilt Medal Award

- 2006, 2008, 2014 Gold Medal Award and Best Flower Arrangement Award
- 2011,2015,2016,2017, 2019 Gold Medal Award
- Hong Kong Flower Show
 - 2006 Grand prize for design excellence (for HK Flower Club)
 - 2007 Special prize for design excellence (for HK Flower Club)
 - 2008 Special prize for unique feature (for HK Flower Club)
 - 2009, 2010, 2011, 2012, 2018, 2019 Special prize for design excellence (for SOLOMON BLOEMEN)
 - 2013, 2014, 2015, 2016, 2017 Grand prize for design excellence (for SOLOMON BLOEMEN)
- Fusion Flowers International Designers of the Year
 - 2014 Silver Prize, FREE CHOICE Category
 - 2014 Bronze Prize, CIRCLES Category
- World Flower Garden Festival, Huis Ten Bosch, Japan
 - 2014 Gold Medal and the Best Use of Colours Award
 - 2015 Gold Medal, Bestin Design Innovation, and the Best of the Show Award
- 2019 Leeds Castle Flower Festival Designer Award

Judging

- Singapore Garden Festival
 - Junior/young adult section, 2006
 - Junior/young adult section, 2012
- Hong Kong Flower Show
 - Western flower arranging, 2009, 2010, 2012-2018
 - Western flower arranging (students category), 2011
 - World Flower Garden Festival, Huis Ten Bosch, Japan 2018
- AIFD PFDE Evaluator 2018, 2019
- Shenzhen Exhibition Cup 2018, 2019
- Shenzhen Flower Council 2019

Workshops

- 2006-2013 Hong Kong Flower Club
- 2008 Hong Kong World Flower Council
- 2008, 2012 Pui Wah Flower arranging academy (Macau)
- 2009 Capel Manor design group (UK)
- 2010 Capel Manor design group (UK)
- 2011 Woodford London design group (UK)
- 2012 Southern Demonstrators design group (UK)
- 2012 Stimulus Design Group (UK)
- 2014 Spectrum Design Group (UK)
- 2015 Education and Workshop Series, Guangzhou (China)
- 2016 Masterclass for design group 'New Visions'
- 2016 British Floral Seminar, Floral Su Shenzhen
- 2016, 2017 International floral workshop for UK : Focus 2000
- 2016 Floral Master Class at Park Hyatt Shanghai

- 2017 Lower Kingswood Evangelical Free Church, Tadworth UK
- 2017 Vanguard Floral Design Group, Kent UK
- 2017 International Class for NFD, Fukuoka Japan
- 2021 Hong Kong Association of Flower Arranging Societies, 'Floral Feast'

Exhibitions

- 2002-2019 Hong Kong Flower Show
- 2007-2010, 2012, 2017 Guangdong Flower Council exhibition
- 2007NAFAS national show, Harrogate
- 2008-2017 World Flower Council Winter Exhibition Hong Kong
- 2008 World Flower Council Silver Jubilee Exhibition Macau
- 2008, 2010, 2012, 2015, 2017 NFD annual exhibition, representing Hong Kong
- 2011 Putrajaya Malaysia International Flower Show 'Floria' representing Hong Kong
- 2011 World Association of Flower Arranging Societies Boston World Show, representing Hong Kong
- 2012 Singapore Garden Festival International Designers 'Web of Life'
- 2014-2016 World Flower Garden Show, Nagasaki, Japan Honorary Exhibition
- 2014 WAFA World Flower Arranging Show Dublin, representing Hong Kong
- 2014 Guest and Feature Exhibitor, Flower@Oxford
- 2005-2012 Asian Floral Art exhibition Hong Kong
- 2016 Feature design at TangShan International Horticultural Exposition, China
- 2016-2017 Hong Kong Association of Flower Arranging Societies, 'OdetoAutumn'
- 2017 World Association of Flower Artist, Barbados
- 2017 Leeds Castle Flower Festival
- 2018 Leeds Castle Flower Festival
- 2019 'Flowers to Arts', Aargauer Kunsthaus
- 2019 Leeds Castle Flower Festival
- 2019 Fleuramour

Demonstrations

- 2002-2019 Hong Kong Flower Show
- 2005-2011 Asian Floral Art exhibition Hong Kong
- 2007-2010, 2012, 2017 Guangdong Flower Council Exhibition
- 2008-2017 World Flower Council winter exhibition, Hong Kong
- 2008 World Flower Council Silver Jubilee exhibition, Macau
- 2011 Putrajaya Malaysia International Flower Show 'Floria', representing Hong Kong
- 2012 Singapore Garden Festival International Designers, 'Web of Life'
- 2013 International Flower Design Show, World Flower Council Sapporo
- 2014 Flower@Oxford
- 2014 Guest and Feature Educator, World Flower Council Summit, Zagreb, Croatia
- 2015 Dutch Lily Days China, Beijing, China
- 2016 CIFF Guangzhou, China
- 2016 Floral demonstration at Eslite Bookstore
- 2016 World Garden Flower Show, Huis Ten Bosch Japan
- 2017 World Association of Floral Artists (WAFA) World Show, Barbados
- 2017 American Institute of Floral Designers (AIFD) Symposium, Seattle
- 2017 Leeds Castle Flower Festival
- 2018 18th China Horticultural Expo
- 2018 Leeds Castle Flower Festival

- 2019 'Flowers to Arts', Aargauer Kunsthhaus, Switzerland
- 2019 Leeds Castle Flower Festival
- 2019 Naul & Gardening Club, Ireland Dublin
- 2019 FleurEx by the British Florist Association
- 2021 Online demonstration for Institute of Floral Design (IFD) India

Industry publication features

- China Flower and Gardening News 2007
- Floral International bi-annual 2010-2011
- International wedding floral design magazine 'Fusion Flowers Wedding' 2010
- Korean international floral design magazine 'Leaf' 2010-2018
- International floral design magazine 'FusionFlowers' 2012, 2013/2014
- International floral design magazine 'FusionFlowers' Wedding Supplement, 2013/2014
- UK international flower arranging magazine 'The Flower Arranger' 2012, 2013, 2014 (Autumn and Winter issue)
- FLORA International February/March 2013
- Russian floral design magazine 'Flowers', Mar 2013
- Florist and Wholesale Buyer Chelsea Flower Show Special, 2014
- Industry Design Blog 'Flower Today'
- Florist and Wholesale Buyer (UK) Chelsea 2014 Special Coverage
- Feature Designer Interview, Floral Today (USA), July 2014
- Belgian International Flower Journal 'Fleur Creatif' 2015
- International Floral Art, 2014-15, 2016-2017, 2018-2019
- International floral industry magazine 'Florology', July 2016
- Japanese international floral design magazine 'Florist' (Japan), October 2016
- 花藝目客 Issue 2, 2018
- Artistic Floral Design 2020
- Thursd – with every crisis come opportunity, 29 April 2020
- The Flower Arranger, July 2020
- Thursd – so much to see at SOLOMON BLOEMEN, September 2020
- Creativity, A Global Floral Introspective, October 2020
- Thursd - Gorgeous Helleborus and Anthurium, October 2020
- Thursd - Warm Sunsets in Summer and Glowing Fire in Winter, November 2020
- Thursd -What the Theme Scorched Earth Means to Me, November 2020
- International floral design magazine 'FusionFlowers' January 2021
- UK Floral Magazine – 2021 Spring Issue Thursd - Doctor Solomon Leong in an Exclusive Floral Interview, October 2021

Media Coverage

2021

- RTHK 3 - 'Morning Brew' – Chinese New Year Flower, January 2021
- TVB Big City Shop, Chinese New Year Flowers, February 2021
- HK Economic Journal, picking and choosing your CNY flowers, February 2021

- RTHK 3 - 'Morning Brew' – Roses, April 2021
- TVB Big City Shop, Mother's Day flower gift ideas, April 2021
- TVB Big City Shop, Creative floral animal making, May 2021
- TVB Big City Shop, Edible flowers, August 2021
- TVB Own Sweet Home programme, Home Flower Deco, August 2021
- TVB Big City Shop, Chrysanthemum special, September 2021
- RTHK 3 - 'Morning Brew' – Magic of Drying Flowers, September 2021
- Dolce Vita – Different Flower Palette for Home Matching, November 2021
- Jessica Magazine – December 2021 – Christmas Adventure

2020

- TVB Pleasure and leisure programme Christmas Decoration, December 2020
- Elle Academy – Be a professional florist, December 2020
- RTHK FM926 – Find happiness through flower, November 2020
- RTHK 2 Culture Con. Adventures Sharing in the floral industry, September 2020
- TVB Pleasure and leisure programme Mid-Autumn Festival Special, September 2020
- RTHK 3 - 'Morning Brew' – Dried flowers trend, August 2020
- RTHK 3 – 'Morning Brew' – Mother's Day flowers, May 2020
- TVB Pleasure and leisure programme Valentine Special, 13 February 2020
- RTHK 3 - 'Morning Brew' - flowers can help our well-being during times of stress
- TVB App Interview about the road of entrepreneurship
- Bazaar Magazine Feb 2020 - A crossover between modern cuisine and floral design

2018 / 2019

- TVB Pleasure and leisure programme Christmas Special, 19 December 2019
- Bazaar Magazine Oct 2019
- Men's UNO magazine Oct 2019
- RTHK 3 – Saturday SQUAD May 2019
- Singtao Daily (Hong Kong) interview, March 2019
- Brand Hong Kong Interview, Feb 2019

2017

- TVB programme “生活一百錯”, 2018
- TVB Pleasure and leisure programme Valentine's Day Special, 2018
- TVB Dolce Vita Mother's Day Special, 2017
- Singtao Daily (Hong Kong) interview, 23 April 2017
- Cable TV Hong Kong Close to Culture Interview, 1 February 2017
- TVB Pleasure and leisure programme CNY Special, 26 January 2017
- Headlines Daily Interview, 25 January 2017
- Hong Kong Economic Times Interview, 25 January 2017
- Hong Kong Economic Times TopPick Interview, 18 January 2017
- AM730 Interview, 13 January 2017
- Skypost Interview, 13 January 2017

2016

- TVB Pleasure and leisure programme Christmas Special, 21 December 2016
- Harper's Bazaar Magazine Interview, September 2016 issue
- TVB J2 'All Things Girl', 13 June 2016
- TVB Jade 'Leisure and Pleasure' Mother's Day special, 5 May 2016
- TVB Jade 'Green Room', 3 May 2016
- Guangzhou TV 'Project S', 16 March 2016
- HK01 Weekly feature article, 12 March 2016
- RTHK Radio 3 'Bookmarks' interview, 2 March 2016
- New Monday interview, 15 February 2016
- ME! Online special video interview, 11 February 2016
- Hong Kong Tatler Special Feature, February 2016 issue
- Apple Daily Chinese New Year Floral Design series, February 2016
- TVB Jade 'Leisure and Pleasure' Chinese New Year Special, 3 February 2016
- U Magazine interview, 29 January 2016s RTHK Radio 3 'Morning Brew', 28 January 2016
- Mingpao Daily News Chinese New Year Special Feature, 28 January 2016
- AM 730 interview, 28 January 2016
- The Sun (Hong Kong) interview, 18 January 2016
- Oriental Daily Chinese New Year Floral Art feature interview, 10 January 2016

2015

- TVB Jade 'Leisure and Pleasure' Christmas Special, 23 December 2015
- RTHK Radio 3 'Morning Brew', 22 September 2015
- She.com feature article, 31 August 2015
- TVB Pearl 'Dolce Vita', 9 July 2015
- Tie the Knots (Bridal portal) feature interview, June 2015
- ELLE Wedding Hong Kong, June 2015
- TVB Jade 'Leisure and Pleasure' Mother's Day Special, 7 May 2015
- MingPao Weekly, 2 May 2015 and 5 June 2015
- Zcoop Hong Kong Edition, 3 April 2015
- Mings@ MingPao Weekly, 4 April 2015
- Yangcheng Wanbu (Guangzhou Evening News) interview, 1 April 2015
- Cosmo Bride (China) feature interview, April 2015
- S Channel (mobile magazine) feature interview, March 2015
- TVB Pearl 'Dolce Vita' Valentine's Day special interview, February 2015

2014

- TVB Jade "Culture Plaza", 30 November 2014
- TV Interview at Wafa World Flower Arranging Show, RTE One (Ireland), July 2014
- Crave Magazine, May 2014
- U Magazine, 5 March 2014
- Modern Home, February 2014
- NOWTV 'Lifetival' Chinese New Year Special, 30 January 2014
- NOWTV Hong Kong Channel Chinese New Year Special, 30 January 2014
- TVB Jade "Pleasure and Leisure", 29 January and 8 May 2014
- Xinhuanet, 28 January 2014
- Apple Daily Hong Kong, 28 January 2014
- ME! TV issue 371, 23 January 2014 and issue 381, 9 April 2014
- Lisa's Magazine, January and February 2014

2013

- South China Morning Post, 14 December 2013

- Crave Magazine, November 2013
- Good Housekeeping China, Late September issue 2013
- Lisa's Magazine, October-December 2013
- TVB Jade "Pleasure and Leisure", 18 September 2013
- ELLE Wedding (video interview), September 2013
- Style-tips.com (wedding special feature), July 2013
- Christian Times, 20 July 2013
- Tie the Knots (wedding portal), June 2013
- Jessica Code, June 2013
- Jessica Dream Wedding, June 2013
- ELLE Wedding Hong Kong, June 2013
- ME Magazine, 8 June 2013
- More Magazine, 29 April 2013
- RTHK Radio 3 programme 'Morning Brew', 29 April 2013
- Milk X Magazine April 2013 "Time to Blossom"
- FlashON. 21 March 2013
- ELLE.com, March 2013
- TVB Jade "Youth Nation", 16 March 2013
- NOW TV "Lifetival", 9 and 23 February, 14 April, 17 and 31 August 2013
- TVB Jade "Pleasure and Leisure", 6 February 2013
- Suddenly Weekly Fresh, 2 February 2013
- Lisa Living Magazine, January 2013
- City Magazine, February 2013

2012

- Cosmopolitan Bride China, October 2012
- The Standard, 13 November 2012
- PEAK Magazine, November 2012
- Hong Kong Economic Times, 3 November 2012
- Hong Kong Economic Journal, 24 October 2012
- RTHK Radio 3 "Morning Brew", 15 October 2012
- Ming Pao Weekly, 4 August, 20 October and 2 December 2012
- Elle Wedding, June and December 2012
- Home Journal, June 2012
- PCCW i.Shop Magazine, June 2012
- TVB "Culture Engine 4U" (3 Episodes), April 2012
- Milk X, March 2012
- Lisa Living Magazine, March – December 2012
- She.com, 24 February 2012
- Jiu Jik 24, February 2012
- Sky Post, 15 February 2012
- Hong Kong Economic Journal, 13 February 2012
- Milk X, February 2012
- Apple Daily, 16 January and 14 February and 12 May 2012

2011

- Lisa Living Magazine, December 2011
- Home Journal, December 2011
- Psychologies Magazine China, November 2011
- Phoenix Satellite TV "Winifred Lai's Trend Show", 10 October 2011
- City Magazine, September 2011

- In Magazine, May and March 2011
- Jessica Code, March 2011
- Crave Magazine, March 2011
- Wen Wei Pao, 21 January 2011
- Metro Hong Kong, 21 January 2011
- Ming Pao Weekly, 15 January 2011

2010

- Darizi Magazine, October 2010
- The Rail, August/September 2010
- Apple Daily "Issue", September 2010
- Sing Tao Daily, 23 August 2010
- TVB "Pleasure and Leisure", 5 May 2010
- Hong Kong Economic Journal, 3 May 2010
- Wen Wei Pao, 6 April 2010

2009

- Concierge Magazine November 2009

2008

- Ming Pao Weekly, 2 February 2008

2007

- Ming Pao Weekly, 3 February 2007