



THE 1ST WORKSHOP ON RESEARCH ON HUMANS' RESPONSE TO FLOWERS

WORKSHOP PROGRAMME

24 - 26 JUNE 2026



UNIVERSITY OF
SURREY



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The creation of a pan-university Institute for Sustainability demonstrates the University of Surrey's commitment to be at the forefront of transdisciplinary sustainability research. This Institute will increase the scale and enhance the excellence of the University's research and innovation in priority areas of sustainability research. Through transdisciplinary collaborations across faculties, and business and external partner engagement, we will break new ground to produce world-class research and effecting significant change for the long-term wellbeing for all.

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Blooming Haus designs flowers for events, weddings, and hospitality spaces across London and internationally. Their clients include heritage venues, global luxury brands, and private families who value discretion, craftsmanship, and a considered approach to the natural world.

bloominghaus.com



Made by the Beekeeper is the home of awarding winning honey, balms, mead, wax, fudge and lots more! With apiaries in Northamptonshire, Lincolnshire, Norfolk, Kent and Devon, over the years, they have produced a range of organic products for body, home and tummy. Their range of balms have been formulated and researched over many years, using wax, propolis and honey from their hives, combined with organic oils, butters and essential oils.

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**SUSTAINABLE
FLOWERS** RESEARCH
PROJECT

The Sustainable Flowers Research Project was formed in 2016 by Dr Jill Timms and Professor David Bek. It aims to understand what a sustainable flower can be and to change flower practices so they protect and enhance the lives of people and planet. Our research is with growers, importers, buyers, florists and industry bodies worldwide, and our website is a knowledge exchange hub for related research and resources for all. Join us!

sustainableflowersresearch.org



INTRODUCTION

It is a great pleasure to welcome you to the University of Surrey for the 1st Workshop on Research on Humans' Response to Flowers.

This inaugural workshop marks the beginning of a new, multidisciplinary network dedicated to understanding how humans perceive, experience and respond to flowers. Bringing together perspectives from psychology, horticulture, history, sociology, environmental science, food science, design, art, chemistry and anthropology, our aim is to connect lines of enquiry that have until now developed largely in isolation. By weaving these diverse strands into a shared conversation, we hope to foster an integrated community that can shape this emerging field for years to come.

Flowers occupy a unique place at the intersection of biology, aesthetics and culture. They influence emotion, cognition and behaviour, and play a central role in art, wellbeing, ritual practice and environmental sustainability. Yet, despite their prominence in everyday life and across many disciplines, flowers have remained surprisingly under-recognised as a unifying focus of scientific study: there is, as yet, no dedicated journal or international conference in this area, and much of

the work takes place in disciplinary silos. This workshop is our collective response to that gap.

Over the coming days, we are delighted to host an international line-up of speakers and participants from across Europe, Oceania, Africa and the Americas, spanning both academia and practice. Together, you will explore how and why flowers bloom, are cultivated and experienced, how they shape sensory and emotional lives, and how they intersect with questions of health, care, creativity, economy and sustainability.

Our programme extends beyond the lecture theatre. A highlight will be the visit to an English sustainable cut flower farm, where we will share a dinner in a setting that places us quite literally among the flowers we are here to discuss. During the farm visit, participants will also have the opportunity to take part in an interactive Honey & Balm Bar, featuring tastings of honeys crafted from different floral sources. We are grateful to the British Society of Flavourists for their sponsorship of the Early Career Flower Award, which underscores the vital role of emerging scholars in shaping this field.

We extend our warmest thanks to our speakers, attendees, sponsors and partners for joining us for this first



edition. Your enthusiasm, curiosity and generosity of spirit are what will transform this workshop from a programme of talks into the foundation of a lasting interdisciplinary community. We wish you an inspiring few days of conversation, discovery and new connections, and we look forward to seeing how the ideas that begin here will blossom in the years ahead.

Workshop Organisers:

Dr Heber Rodrigues, School of Psychology

Professor Monique Raats, School of Psychology

Dr Jill Timms, Sociology

Professor Lada Timotijevic, School of Psychology

Administrative support:

Shanice Harrison, University of Surrey

Louise Jones, Institute of Advanced Studies, University of Surrey



PROGRAMME

WEDNESDAY 24 JUNE

UNIVERSITY LIBRARY, 02A LB 01 & 02B LB 01

(BST)

- 12.00 - 13.00 Registration and Welcome Lunch
- 13.00 - 13.15 **Welcome and Opening of the Workshop**
Heber Rodrigues, University of Surrey
- 13.15 - 13.45 **Introduction Activity – Group Flowers**
- 13.45 - 14.15 **Why do we Like the Smell of Roses so Much?**
Sylvie Baudino, Université de St Etienne, France
- 14.15 - 14.45 **Are they Special? Evolutionary Aspects of Human Aesthetic Responses to Flowers**
Martin Hůla, Charles University, Czech Republic and University of California, United States of America
- 14.45 - 15.00 **Q&A**
- 15.00 - 15.30 Refreshment Break
- 15.30 - 16.00 **Flowers as the First Language of Life**
Erika Oberholzer, PicoGro, South Africa
- 16.00 - 16.15 **Q&A**
- 16.15 - 18.15 Hydration and Rest Break
At the predicted hottest time relax in our airconditioned space or rest in your room.
- 18.15 - 21.30 **Guided Visit to Local Flower Farm ‘Plantpassion’**
Followed by welcome drinks, canapes and a honey bar on-site until we watch the sunset together



THURSDAY 25 JUNE

INNOVATION FOR HEALTH BUILDING, 02 IFH 01

- 09.30 - 09.45 **Floral Photography as Design Practice in Clinical Environments**
Aaron Fry & Emma Bass, University of Auckland, New Zealand
- 09.45 - 10.00 **Floral Visual Art Engagement and Wellbeing in Dementia Care: A Feasibility Study**
Joselyn Leon Calderon & Victoria Tischler, University of Surrey
- 10.00 - 10.30 **From Planting Design to Human Experience: The Role of Flowers in Landscape Architecture**
Miroslav Poje, University of Zagreb, Croatia
- 10.30 - 10.45 **Flowers of Power: Floral Presence in the Royal Social Interiors of Victoria and the Crown**
Heber Rodrigues, University of Surrey
- 10.45 - 11.00 **Q&A**
- 11.00 - 11.30 Refreshment Break
- 11.30 - 11.45 **Design with Intention**
Michael Dariane, Blooming Haus, United Kingdom
- 11.45 - 12.00 **Blind-Folded Flower Arrangement Design**
Michal Kowalski, Blooming Haus, United Kingdom
- 12.00 - 12.15 **Every Commission Tells a Story**
Jay Thorneycroft, Blooming Haus, United Kingdom
- 12.15 - 12.30 **Q&A**
- 12.30 - 13.00 **Next Steps – Group Discussions**
- 13.00 - 14.00 Lunch



- 14.00 - 14.15 **Next Steps – Present Back to Group**
- 14.15 - 14.45 **Building Flowers: How Plants Decide When to Bloom**
Matt Jones, University of Glasgow, United Kingdom
- 14.45 - 15.00 **The Science Behind Natural Blue: Stability and Digestive Behaviour of Butterfly Pea Flower Anthocyanins**
Margarida Maria da Silva Teixeira, University of Porto, Portugal
- 15.00 - 15.15 **Q&A**
- 15.15 - 15.45 Refreshment Break
- 15.45 - 16.15 **Edible Flowers as a Source of Nutrients and Bioactive Compounds: From Composition to Bioactive Potential**
Hélder Oliveira, University of Porto, Portugal
- 16.15 - 16.30 **Kick-Starting UK Elder Cultivation: Elderflower Yield in Named Nigra Selections**
Alice Jones, The Food Innovation Centre, University of Nottingham, United Kingdom
- 16.30 - 16.45 **Q&A**
- 16.45 - 17.30 **Next Steps – Group Discussions**



FRIDAY 26 JUNE

INNOVATION FOR HEALTH BUILDING, 02 IFH 01

- 09.30 - 09.45 **Next Steps – Present Back to Group**
- 09.45 - 10.15 **Connecting Nature and Well-Being: Health Benefits of Flowers and Consumer Valuation of Plant-Based Experiences**
Melinda J Knuth, NC State University, United States of America
- 10.15 - 10.45 **The Sustainable Flowers Research Project: Negotiating the Thorny Terrain of Floriculture for a Greener Future**
Jill Timms, University of Surrey
- 10.45 - 11.00 **Q&A**
- 11.00 - 11.30 Refreshments
- 11.30 - 12.00 **Next Steps – Group Discussions**
- 12.00 - 12.15 **Next Steps – Present Back to Group**
- 12.15 - 12.30 **Closing**
Jill Timms & Monique Raats, University of Surrey



SPEAKER BIOGRAPHIES

PROFESSOR SYLVIE BAUDINO



Sylvie Baudino is an emeritus professor at University of Saint-Etienne and a researcher at the Laboratory of Plant Biotechnology Applied to Aromatic and Medicinal Plants (LBVpam). She studies the production of scent compounds in plants, in particular the biosynthetic pathways of terpenes. She wants to understand why some plants are highly fragrant while others are not. Her favourite plant model is the rose. She discovered a new pathway for terpene biosynthesis in this plant.

REBECCA BEVERIDGE



Rebecca Beveridge is a beekeeper, viticulturist and producer of mead and botanical skincare products which have won numerous national and international awards. She is a member of the Italian Register of Honey Sensory Experts, a certified mead judge, WSET qualified, and an Associate of the Academy of Cheese. Rebecca co-founded the Honey Guild, the only UK body devoted to honey sensory analysis, training and education. Her work with Made By The Beekeeper and New Lodge Vineyard explores the sensory dialogue between plants, pollinators, and people.



MICHAEL DARIANE



Michael Dariane is co-founder and operations director of Blooming Haus, bringing a science-led approach to the business of luxury floral design. He holds a MSc in Environmental Management and is a chartered environmentalist, with a professional background rooted in sustainability strategy and business operations. Under his stewardship, Blooming Haus has achieved both B Corp and Planet Mark certifications, and measures its carbon footprint annually — embedding environmental accountability into every aspect of the studio's practice.

DR MARTIN HŮLA



Martin Hůla is an evolutionary psychologist and human ethologist focusing on human–plant interactions, particularly phytophilia—the evolutionary origins and expressions of human aesthetic responses to flowers. His research examines how people perceive and evaluate different floral shapes and colours, and whether flower preferences reflect shared, species typical patterns expressed across infancy, childhood, and adulthood and across cultures. Another line of his research investigates how real and virtual plant-rich environments, such as forests, influence human well-being.



PROFESSOR MATT JONES



Professor Matt Jones is a Professor of Sensory Biology in the School of Molecular Biosciences at the University of Glasgow, where he leads an interdisciplinary research group focused on understanding how plants sense and respond to environmental cues via biological timing systems. Professor Jones's research explores how light, temperature, and daily environmental cycles are integrated at the molecular and cellular levels to regulate biological function. His lab combines molecular biology, genomics, imaging, and systems-level approaches to uncover how circadian mechanisms influence stress responses, development, and physiological performance. A central aim of this work is to translate fundamental discoveries into strategies that improve robustness and predictability in biological systems, including applications relevant to agriculture and controlled-environment growth systems.

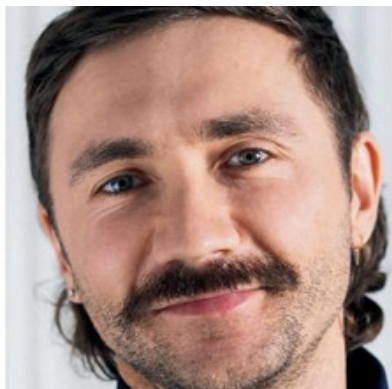
DR MELINDA J KNUTH



Dr Knuth is an Assistant Professor of Horticultural Science at North Carolina State University whose research focuses on business management and consumer behavior in horticulture, including trade flows, industry economics, plant benefits to human health, and consumer responses to garden centre messaging. She teaches Greenhouse Management, Floriculture Production, Horticulture Business Development, and Horticulture Marketing. She earned her PhD in Horticultural Science with a certificate in Applied Statistics from Texas A&M University and completed a postdoctoral appointment at the University of Florida. Dr Knuth serves as Division Chair of Horticulture for Development for the International Society for Horticulture Science and as a GenNext Lead with AmericanHort. Her recent honors include the 2025–26 Goodnight Early Career Faculty Award, the 2025 NCSU Outstanding Poster Award, and GPN Magazine's 40 Under 40 Award (2021).



MICHAL KOWALSKI



Michal is a Master Florist and co-founder of Blooming Haus, trained in Switzerland and Austria at the Academy of Flower Design. He is one of a small number of florists in the United Kingdom to hold this distinguished qualification. With over a decade of experience designing botanical environments for some of the world's most celebrated spaces, Michal's work is rooted in a rigorous, craft-led methodology that treats floral design as an intrinsic extension of architecture, heritage, and season.

ERIKA OBERHOLZER



Erika Oberholzer is an agribusiness entrepreneur, applied ethics scholar, and PhD candidate in botany whose work explores the intersection of plant science, aesthetics, food, and human experience. As founder of Pico-Gro in South Africa, she has built a career in plant propagation, agricultural exports, farmer training, and innovation in edible flowers and specialty crops. Her doctoral research examines the scientific, socioeconomic, and aesthetic dimensions of edible flowers for international culinary markets, focusing on how flowers are perceived and valued across cultures. With training in biochemistry, botany, project management, and environmental ethics, she brings a multidisciplinary perspective bridging horticulture, ethics, food systems, and public engagement. She has also served in national agricultural policy and export structures and is a regular speaker on the environment, natural living, and nutrition.



DR HÉLDER OLIVEIRA



Hélder is a Principal Researcher at the University of Porto, working on phenolic compounds and their impact on human health. With a PhD in Sustainable Chemistry, he combines food chemistry, biochemistry, and cellular biology. His early work clarified anthocyanin absorption mechanisms and the role of glucose transporters using nanotechnology-based gene silencing. Since 2022, he has focused on anthocyanin-rich edible flowers through the AnthoE.Flos and FLORA.MED projects, studying their bioaccessibility, stability, and health effects, especially in metabolic disease. His research has helped establish edible flowers as a new line of investigation at LAQV. He has published widely, collaborated internationally, co-authored a patent, supervised students, and delivered invited lectures. He is also editing a CRC Press book on acylated anthocyanins, advancing edible flowers as a frontier in nutrition and health research.

PROFESSOR MIROSLAV POJE



Miroslav Poje is employed at the University of Zagreb Faculty of Agriculture as an Assistant Professor in the Department of Ornamental Plants, Landscape Architecture, and Garden Art. His scientific research and professional work focus on the perception and evaluation of vegetation elements in public green spaces, with particular emphasis on the functional and visual characteristics of flower beds. He studies the use of ornamental plants in public spaces, with a specific research focus on perennials as fundamental components of sustainable design and maintenance of public green areas. His additional research interests include analyzing the positive effects of plants on human health in the context of horticultural therapy, as well as the negative impacts associated with the use of toxic, allergenic, and invasive plant species in public spaces.



JAY THORNEYCROFT



Jay is Creative Strategist at Blooming Haus, exploring the importance of flowers through the intersecting lenses of artistry, science, culture, and sustainability. Drawing on a background in natural sciences and social impact research, Jay sits at the crossroads of the studio's creative floristry team, its marketing, communications and sustainability practices — translating the deeper significance of botanical work into compelling narratives and strategic direction.

DR JILL TIMMS



Jill is a sociologist of work and the environment and Associate Professor in Sociology at the University of Surrey. She is a founding Fellow of the Institute for Sustainability and Co-Lead of the Sustainable Flowers Research Project. She has researched the flower industry for over 20 years since her PhD at the London School of Economics. Her work focuses on collaboration, global supply chains, sustainability standards, and stakeholder roles in driving net-zero policy and practice. She works with industry partners to improve sustainability in horticulture. She is an Academic Advisor to the Sustainable Floristry Network and on the Sustainable Church Flowers national committee. Her recent work includes cooperative hub models for seasonal growers and agroecological standards for flower production. She is Editor-in-Chief of *Sociology* and a frequent speaker at industry and public events.



ABSTRACTS

Floral Photography as Design Practice in Clinical Environments

Aaron Fry & Emma Bass, University of Auckland, New Zealand

Emma Bass' training as a nurse before becoming a photographer has directly shaped her thirteen-year practice of placing floral photographic works into clinical environments. Her prints have been installed in oncology centres, hospices, maternity and stillbirth units, hospitals and aged care facilities in New Zealand and internationally – and consistent unsolicited responses from patients, families and clinical staff suggest the works produce measurable effects. This practice has generated situated knowledge about how design decisions – flower species, colour temperature, scale, spatial placement, environmental relationship – shape patient experience. Such knowledge is tacit within her practice, the Floral Effect Project aims to create new research from it. Research on human responses to flowers has developed primarily within psychology, evolutionary biology and environmental health, built on biometric methodologies. This work has produced measurable evidence that photographic floral imagery influences stress, autonomic nervous function and clinical outcome, but it has not examined the design decisions determining these effects. Human-centred design methods hold potential to produce knowledge about the shape, substance and emotional resonance of what patients encounter – yet these remain outside the frame of existing research. The Floral Effect Project is a design-led research collaboration between Bass and design researcher Aaron Fry. Proposing an action research approach that activates Bass's existing installations, it proposes to bring design knowledge into dialogue with biometric and psychosocial outcome measures. We invite participants to consider what a design-led investigation of floral photography in clinical environments would need to examine, and how their expertise might contribute.

Floral Visual Art Engagement and Wellbeing in Dementia Care: A Feasibility Study

Joselyn Leon Calderon & Victoria Tischler, University of Surrey

Creative arts interventions are increasingly recognised as valuable non-pharmacological approaches to supporting wellbeing in people living with dementia (PLWD). Systematic reviews suggest that participation in arts-based activities may improve mood, engagement and aspects of quality of life in this



population (Emblad & Mukaetova-Ladinska, 2020). There is also emerging evidence that nature and garden-based interventions may support wellbeing in PLWD (e.g., Whear et al., 2014; van der Velde-van Buuringen et al., 2023). However, relatively little research has explored how structured engagement with visual nature-based art, and floral artwork in particular, may shape everyday experiences of wellbeing and social connection in care home settings. This is an important area to explore given the value of meaningful sensory, emotional and relational experiences in supporting wellbeing for this population. This mixed-methods feasibility study explores how guided engagement with floral visual art influences wellbeing and social engagement among older adults with mild to moderate dementia. Residents will take part in viewing and discussion sessions centred on contemporary photographic floral artworks. Quantitative outcomes will include brief pre and post session mood ratings and observational indicators of affect, engagement and verbal interaction. Qualitative reflections from care staff supporting the sessions will be gathered to examine perceived impacts on residents, and implications for staff confidence, workplace enrichment and longer-term sustainability. By focusing on guided visual engagement within a familiar living environment, this study aims to improve understanding of how floral art may support wellbeing in dementia care, while informing the development of feasible interventions in care homes.

Flowers of Power: Floral Presence in the Royal Social Interiors of Victoria and the Crown

Heber Rodrigues, University of Surrey

Flowers are among the most delicate yet powerful environmental cues through which period drama constructs historical atmosphere. This study examines the visual role of flowers in royal social interiors in Victoria and The Crown, comparing screen representations of the early reigns of Queen Victoria and Queen Elizabeth II, respectively. The analysis focuses on dining rooms, drawing rooms, ballrooms and other spaces of formal sociability, where monarchy is staged through domestic ritual, ceremonial display and elite interaction. Floral presence is defined as the visibility, distribution and visual significance of flowers and floral motifs within a scene, including table arrangements, costume, hairstyle, props and interior decoration. Using comparative visual analysis informed by environmental psychology, selected scenes are coded according to the scale, density, placement, colour palette, distribution and symbolic function of floral elements across the body, furniture, table, room and mise-en-scène. Particular attention is



given to how flowers organise the affective atmosphere, social meaning and perceived identity of royal interiors. Preliminary findings suggest a contrast. Victoria constructs a pervasive floral aesthetic, associating flowers with youth, romance, femininity and ornamental abundance. The Crown, by contrast, presents flowers in a more restrained and spatially controlled manner, linking them to protocol, institutional formality and post-war discipline. In dialogue with scholarship on period drama, *mise-en-scène* and Victorian floral symbolism, these findings suggest that flowers should not be understood as passive ornament, but as environmental and symbolic cues through which period drama constructs distinct psychological atmospheres of monarchy across historical eras.

The Science Behind Natural Blue: Stability and Digestive Behaviour of Butterfly Pea Flower Anthocyanins

Margarida Maria da Silva Teixeira, University of Porto, Portugal

Among natural sources of anthocyanins, *Clitoria ternatea* (butterfly pea flower, BPF) is an edible flower traditionally recognized for its agricultural and medicinal relevance. In recent years, growing scientific interest has focused on its intense and stable blue pigmentation and unique anthocyanin composition. This characteristic hue arises from complex anthocyanins known as ternatins, delphinidin-based compounds derived from delphinidin-3,3',5'-triglucoside. These anthocyanins are highly polyacylated and polyglycosylated, a rare structural feature that confers exceptional properties compared with simple glycosylated anthocyanins. This positions BPF as an interesting model to study structure-driven anthocyanin stability and gastrointestinal behavior. This work provides an integrative characterization of BPF anthocyanins, exploring how their structural features influence stability, bioaccessibility, and bioavailability. Full and purified BPF extracts were characterized by UHPLC-DAD-MS, confirming polyacylated ternatins as the dominant anthocyanins, with ternatin B2/B3 as the major compound. Chemical stability of BPF anthocyanins was assessed under varying pH, temperature, and time conditions. pH exerted the strongest influence on ternatin stability, while temperature and time had negligible effects, highlighting the intrinsic stability of these highly acylated anthocyanins. Chromatic stability analysis by UV-visible spectroscopy demonstrated sustained blue coloration over 14 days across a wide pH range, with minimal degradation. Simulated digestions following the INFOGEST guidelines revealed an increase in anthocyanin content after the intestinal phase, relevant for their behavior as dietary compounds. In vitro cytotoxicity assays showed no substantial cytotoxicity across the tested



concentrations in gastric and intestinal cell models (NCI-N87 and Caco-2/HT29-MTX, respectively). Transepithelial transport studies revealed that both gastric and intestinal absorption followed a time-dependent pattern. Altogether, these findings indicate that the highly polyacylated structure of ternatins underlies their exceptional stability and modulates anthocyanin release during simulated digestion, emphasizing the role of structure in anthocyanin stability and bioaccessibility, supporting their use in stable, naturally colored food systems.

POSTER: *Kick-Starting UK Elder Cultivation: Elderflower Yield in Named Nigra Selections*

Alice Jones, Beth Taylor, Alison Tidy, Feng Chen & Debbie Sparkes, The Food Innovation Centre, University of Nottingham, United Kingdom

The UK elderflower supply chain for food and drink processing remains reliant on wild collection presenting potential future supply insecurities & logistical, traceability & scalability challenges. Knowledge is therefore required to set up productive commercial UK cultivation. There is little data available on the performance of commercial European elder (*Sambucus nigra*) selections for flower yield and pick efficiency & no data on yield in UK growing conditions. A randomised complete block design field trial was used to compare fresh flower yield (measured as fresh flower weight, count & diameter) in a range of named selections for the first time as well as comparison to a local wild selection. Yield data was analysed in trees approaching productive maturity. Only low input management was applied, acknowledging market need and commercial viability, which included grass mowing, wood chip mulch for weed control & white clover cover crop in rows, with no irrigation or application of fertiliser. Annual selective pruning of half of each experimental block was applied, every other year, 3 years after planting and establishment. Three top yielding selections were identified that consistently had the best fresh flower yield in terms of all three yield metrics and a further three selections were identified as favourable, in terms of fresh weight yield and pick efficiency, giving six favourable selections to take into farm trials, and demonstrating that it is likely worthwhile using specific selections rather than relying on local wild types (which consistently were shown to yield significantly lower for all yield metrics).



POSTER: *The Influence of Monochromatic and Polychromatic Flower Arrangements on the Multisensory Perception of Wine*

Andreina Veraj, Heber Rodrigues, Lada Timotijevic, Ana Pass-Alamo, Evie Plumridge & Monique Raats, University of Surrey; Jonathan Thorneycroft, Michael Dariane & Michal Kowalski, Blooming Haus, London, United Kingdom

When examining the relationship between flowers and wine, it becomes evident that they have long been companions in tablescaping for dining and entertainment rituals. Considering that wine is a complex beverage, it is an ideal stimuli for studying the multisensory nature of flavor perception due to crossmodal congruences that arise when the tasting takes place in the presence of other sensory engaging elements in a dining environment, notably floral arrangements. This study examined whether the presence of monochromatic versus polychromatic flower arrangement during wine tasting would influence participants' sensory and hedonic judgments of wine through a visual-mouthfeel crossmodal effect. Nineteen participants evaluated two wine varieties, Tempranillo and Bobal, under three conditions: in the presence of a monochromatic flower arrangement, a polychromatic flower arrangement, or no flowers. It was hypothesised that wines tasted in the presence of the polychromatic arrangement would be perceived as more complex, heavy bodied, robust and coarse due to the increased perceptual complexity of the polychromatic design. As anticipated, results showed that participants' ratings of complexity were higher when the tasting session took place in the presence of the polychromatic arrangement compared to the monochromatic arrangement. However, no significant differences were found for perceptions of heaviness, robustness, or coarseness. Participants also reported a higher overall enjoyment of the wine tasting experience in the presence of the monochromatic arrangement than when no flowers were present. These findings have practical implications for hospitality, retail, event design, and marketing, suggesting that floral arrangements can be used not only for decorative purposes but also for their capacity to enhance consumers' sensory perceptions during wine tasting.



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