Professional Profile Project

Emily Lay HORT 481

Mark Goins

Owner:

FlowerArtLA

Location:

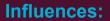
Los Angeles, California

Specializes in Floral and Set Design specifically for on screen television and movie sets



Mark's Background





His aunt's petunia garden

His mom's orchid greenhouse

The church floral arrangements



He relocated to Los Angeles, California in the 1980's.

-Waiter at Fred Segal Cafe on Melrose

-Took over for floral designer while she was sick

Although Mark was never "formally" trained as a designer, he apprenticed under several accomplished floral and set designers who created many opportunities for him within the business.

Audrey Blasdel-Goddard

Recipient of the Set
Decorators Society of
America Lifetime
Achievement Award (2015)



Joe Bevacqua

Influential set designer known best for The Young and the Restless

David Jones

-A wedding florist who designed for many celebrity affairs, including Elizabeth Taylor's eighth marriage.
-Nancy Reagan's

-Nancy Reagan's personal florist.



Running his own design business

Mark is the proud owner of FlowerArtLA, and has been for over 20 years now.

He owns a storefront on West 3rd Street, within walking distance from the famed Grove shopping center that many Hollywood starlets frequent.

He does not do any retail floral business and instead focuses all of his operations on set design, rentals, and floral designs for executive office buildings. Flower Art Business Information:

- -Owned by Mark Goins and his partner Randall Riese
- -Mark oversees designs, purchasing, and clients. Randall oversees finances and business transactions.
- -The establishment has 2 employees on payroll (other than the owners).
- -Business is booming in the late summer and early fall, when most holiday specials are being filmed



Clients and Recognition





Recipient of several Daytime Emmys for **Best Set Decoration**

20 year member of the Set Decorators' Society of America