

# 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



## Influences:

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.

## David Jones

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

## 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



# 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