

ARTS & CULTURE

Art in bloom: Hamlet Sandoyan's flowers speak through silence, sight and style



Yellow-themed flowers.



A dazzling floral arrangement.



Flowers in their bed.

DUBAI: Floral design is the art of using plant material and flowers to create eye-catching and balanced compositions for display; it could be compared to painting or sculpting with flowers. Hamlet Sandoyan's tryst with the world of floristry and floral design started many years ago, from the mountains, valleys and rivers of Armenia. Since childhood, surrounded as he was by flowers, he wondered about their ability to convey emotions and fill a space with colour and harmony artistically. The fascination with flowers eventually developed into a serious professional interest with him. He entered the floral business and eight years of experience there allowed him to learn the ins and outs of the industry, from growing and supplying rare flower varieties to creating exclusive floral solutions for significant events, creating arrangements through flowery art.

"I have always believed that floristry is an art that requires not only skill, but also a keen sense of style, an innovative approach, and the ability to listen to the client," said Hamlet, who is now CEO of Rose Art LLC, a new brand in the world of floristry that aims to bring a fresh perspective to flower art in Dubai. "For me, it's not just a business - it's a dream come true, a passion that we embody in every bouquet, every arrangement, and every moment that we help make special with flowers," he says. Hamlet Sandoyan presents an interview garland for Gulf Today

How are floral arrangements an art form? What is the relationship between nature and art?

Floral arrangements are a living art form that combine colour, texture and movement to create emotional and sensory experiences. Just like a painter uses a brush, we use flowers to tell a story — whether it's a celebration, remembrance, or appreciation of nature's beauty.



Hamlet Sandoyan takes the mike.

Right: Greetings from a floral arrangement.

How do you arrange flowers in eco-friendly designs?

Creativity is the heartbeat of our design process, even when working with imported flowers. Also, at Rose Art, sustainability isn't solely about sourcing locally — it's about how we craft each



piece. We work with exquisite imported blooms, including our signature roses from our farm in Armenia, and transform them into eco-friendly designs by integrating innovative practices. For example, we incorporate biodegradable materials and resource-efficient techniques into our arrangements, ensuring that every piece is as environmentally responsible as it is visually captivating.

How does a floral installation blend sustainability and artistic expression?

One of our most memorable installations was a large-scale floral arch made entirely from repurposed flowers and foraged greenery. Instead of using floral foam, we designed a reusable frame with moss and water tubes to keep the blooms fresh. The piece was stunning and fully compostable, making it a true celebration of nature's cycle.

What roles do structure and spontaneity play in floral compositions?

The key is to embrace both planning and intuition. We start with a strong foundation — a specific colour palette or a structural base — but allow room for organic movement. Flowers have their own personalities; sometimes, the best designs come from letting them naturally fall into place.

Do you collaborate with artists and designers to create floral-inspired artwork?

We are incredibly excited about the prospect of collaborating with artists and designers to push the boundaries of floral art. We see immense value in merging our passion for premium roses with the innovative vision of creative professionals from diverse disciplines. These collaborations aim to transform traditional floral design into immersive, art-inspired exhibitions that capture the essence of contemporary creativity and elegance. Stay tuned for upcoming projects that redefine the relationship between nature and contemporary art in Dubai and beyond!

Do you see parallels between floral art and other art forms, such as painting or sculpture?

Absolutely. Floral art shares many of the same principles as painting and sculpture. We carefully arrange blooms like a painter layering

colours on a canvas to create depth, contrast, and emotion. Similarly, much like a sculptor shapes form and structure, we work with flowers' natural curves and silhouettes to create dynamic, three-dimensional compositions. At Rose Art, we view every arrangement as a living masterpiece — ephemeral yet impactful — capturing the fleeting beauty of nature much like other art forms capture moments in time.

Why did you choose Dubai as a place for your work?

The choice of Dubai to open Rose Art was deliberate and inspired by the city itself. In Dubai, dreams become a reality, where high standards of quality and refined taste become the norm. I got inspired to open the company just two years ago when I studied the market thoroughly and decided that Dubai is the centre of the world where all kinds of roses, specifically the culture of long and bush roses, could be introduced. Our company aims to sell flowers and create impressions, emotions, and atmosphere. We want to be a part of the most significant moments in the lives of our customers, from romantic dates and weddings to large-scale events and exclusive gifts.

How does Dubai's artistic and cultural landscape influence your floral designs?

Dubai's dynamic blend of tradition and modernity is central to our design philosophy. The city's vibrant art scene, iconic architecture, and multicultural influences inspire us to push creative boundaries. We incorporate bold, avant-garde elements into our arrangements, ensuring that each piece resonates with Dubai's energetic spirit and luxurious aesthetic, while remaining true to our commitment to sustainable practices.

Muhammad Yusuf, Features Writer