

# This Amsterdam Hotel Is Celebrating Tulip Season With an Over-the-Top Flower Display

New York's most in-demand florists are creating a jaw-dropping floral installation at the Pulitzer Amsterdam.

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PHOTO: COURTESY OF PULITZER AMSTERDAM

Tulip season is in full bloom, and to celebrate, Pulitzer Amsterdam is doing something completely out of the ordinary. The grand property — a collection of 17th- and 18th-century houses in the city's trendy Nine Streets neighborhood — has partnered with the renowned New York-based florists Putnam & Putnam to design a series of intimate events and installations for the occasion — including a Dutch still-life-inspired display sourced from the hotel's garden, which contains more than 3,000 tulips.

The husband-florist duo, Darroch and Michael Putnam, founded their namesake boutique studio in 2014 and quickly, ahem, rose to fame thanks to their inventive bouquets. The pair has since garnered a loyal following, collaborating with the likes of Bergdorf Goodman and Cartier and creating bespoke arrangements for A-list celebs like Chrissy Teigen and Gwyneth Paltrow.

Now the pair is headed to the Netherlands to meet with local florists and tour the city's many blossom-filled gardens before debuting their floral masterpiece on May 3.

"Believe it or not, but this will be our first time in Amsterdam," said the couple to *Travel + Leisure*. "It will be exciting to experience the city as a florist opposed to a tourist — especially since the Netherlands is the tulip capital of the world."

Their first stop: Keukenhof, one of the world's largest gardens, in the town of Lisse. After frolicking through the rainbow-colored fields, home to more than seven million flower bulbs, they'll head back to Amsterdam to meet with the city's finest florists.

"We're really looking forward to connecting with the local florists behind Gerda's and Madelief," said the Putnams, who also plan to explore a rose plantation with the acclaimed floral designer Rutger M. Flowers as their guide.

The duo will then take everything they've learned and head back to the Pulitzer Amsterdam to compose their eye-catching display. "We treat each arrangement as a piece of art," they said.

If you want to learn how to make a custom arrangement, you're in luck. On May 3, Darroch and Michael will host a hands-on course at the hotel to teach the proper techniques for cutting, vasing and arranging. Pulitzer's Bar will also mix tulip-inspired cocktails to sip during the class. At the end, students-turned-stylists can buy Putnam & Putnam's new book, *Flower Color Guide*, to get inspo for their own at-home creations.

For the ultimate tulip tour, travelers can book the Pulitzer Amsterdam's All Tulips Everything package (available through May 19). This includes a two-night stay and a four-hour tour of Keukenhof Gardens with a private chauffeur. Now *that's* how to celebrate the season right.