

At the intersection of dancing and flowers

Flower shop adds dance studio, moves to North Boulder

By Caitlin Coleman For the Camera
 Monday, November 3, 2008

Rose and agonis stems tumble onto the wooden counter as Lauren Ziegler snips at the plants, artfully places them into a glass vase and drops a gift card into the arrangement.

Just minutes before, on the far side of a wall of gray velvet curtains, Ziegler, a floral designer at the European Flower Shop, was practicing yoga at the new O Dance Studio. The businesses share a space in North Boulder's Holiday neighborhood -- and they share an owner.

"They're my loves," said Kristina Sutcliffe, owner of the European Flower Shop and O Dance Studio. "You walk in here and whether you're coming in for flowers or for dance, it's just really good energy."

Until April, the European Flower Shop had occupied a space in downtown Boulder for the past 13 years. That's when Sutcliffe opted to end her lease downtown in favor of a more remote and less-expensive space. Now she can work less in retail, focus on wedding arrangements and bring the joy of dance back into her life and the lives of others.

"We've sort of taken ourselves out of the public but in some ways we've sort of put ourselves back in, in a more communal way, in ways that it's going to be more beneficial for everybody," said Sutcliffe.

These communal aspects of the business are just starting up. Hula hoops now create metallic orbits around dancers' waists or glitter in the air as class participants laugh during hoop dancing classes. These classes, along with a list of others that includes salsa, nia and zumba allow people to connect with each other and themselves through dance, said Sutcliffe.

Ziegler said that she appreciates the dance classes, which only began two weeks ago, because they bring more people into the flower shop. The studio offers 11 classes, taught by eight instructors, but there are plans to add others like ballroom dancing and Pilates; the schedule of classes is available on the studio's Web site -- www.odancestudio.com

A promotion called "Market Day Wednesdays" should also attract people to the store and studio. Each Wednesday from 10 a.m. to 6 p.m. customers will be able to buy bunches of flowers at wholesale price and then sit at the flower bar to learn techniques for arranging flowers.

"They can bring a bottle of wine, they can bring their book club, they can do it on a date; whatever," Sutcliffe said.

As long as they come, with an open mind and are ready to meet people and enjoy the arts of floral arranging and dance. Or if not to Market Day,

Advertisement



A bright idea in online advertising.

PrinterStitial® ads by Format Dynamics.



FormatDynamics®

Print Powered By  **FormatDynamics™**

perhaps the community will come to one of Sutcliffe's dance parties, the first of which will be a Cuban potluck.

"I feel like I have positive direction in my life," said Sutcliffe. "I've come into my own in my 30s and 40s just reconnecting with dancing. I want to be able to help people connect with that because I think that's really important."

Advertisement



A bright idea in online advertising.

PrinterStitial[®] ads by Format Dynamics.



FormatDynamics[®]

Print Powered By  FormatDynamics[™]