

# ROBERT F. ZUREL



OPKOMST EN ONDERGANG VAN EEN IMPERIUM  
VAN BLOEMEN EN PLANTEN / RISE AND FALL  
OF AN EMPIRE OF FLOWERS AND PLANTS /  
ASCESA E DECLINO DI UN IMPERO DI FIORI E PIANTE

GuaraldiLAB

Flamboyant Jewish entrepreneur, born in Amsterdam on March 14<sup>th</sup> 1943 in hiding. His miraculous survival from The War; his escape from the closed section of a psychiatric hospital; the conspiracy against and the inglorious end of his flowers imperium. His gotten out of hand collecting hobby: four football fields workingspace full of contemporary and modern art.

THIS IS A SIGNED AUTOBIOGRAPHY  
LIMITED QUANTITY AVAILABLE IN  
ENGLISH OR DUTCH

ITEM # 0-20-007 – DUTCH VERNON  
ITEM # 020-008 – ENGLISH VERSION  
*(subject to delivery fees)*

Review by Marco Orlandelli:

Robert Zurel in the worldwide trade of flowers and plants, a movie star like Sylvester Stallone in the 80s or Bruce Willis in the 90s. He was and still is a myth and an extremely important source of knowledge and inspiration.

I love our industry, plants and flowers are fantastic products that bring harmony and happiness to everyone. The downside is that a Nursery does not fall in the range of business getting easy money. Hard work and a lot of passion are required to build a fortune with pot plants and flowers. Fortunately, exceptions prove the rules and Roberto Zurel is a typical example. Not so many years ago, Zurel was a giant, a company with undefined size. Just to give an idea of the economic power of Zurel, at that time he owned a fleet of 110 43' feet trucks with the name "ZUREL" written on both sides. Not just gold colored, the "Zurel" was plated with pure gold!

I was always fascinated by the gadgets Zurel had to offer, ballpoint pens, block notes, coloring pencils, the toy trucks, and other insignificant objects. At the age of 14, I met Robert Zurel for the first time, he was a good friend of my father. I Remember that Robert took me by the hand and kept me occupied with a lot of questions, even some of those I could never answer: how the trend in Italy was and what I thought about the open doors event, trying to explain me how the new glue strip in the Crisantemina boxes could prevent flowers from sliding and getting damaged.

I was impressed and, still today, I remember every second of that first meeting and am still amazed by how a man of that kind took time to tell a teenager about things and about his stories of success. I think it happened because Robert loved his work and perhaps even the hint of a teenager would give him a chance to improve further. I still wonder how it could happen that a company so solid and driven by a man like him could end in nothing. Even today, Robert Zurel is a myth.

*An autobiography  
which resembles  
a novel.  
The history of  
a dynasty and a  
family business  
which borders  
a thriller.*