

FLOWER SCHOOL SHORT COURSES

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While communicating with some of the students currently enrolled in the floral design magazine's floristry school, it dawned on me that it was time we went back and had a much closer look at the design elements and principles that are the foundation of not only flower arranging but every creative endeavour in the world. Many of our subscribers are also floristry colleges and floral art clubs in many different parts of the globe with hugely varying design styles that they consider 'normal' and 'best' and yet we all share these cornerstones in common.

As a result I am delighted to welcome three new designers to the magazine this month. Faten is one of the talented students at the school, while accomplished florists Lisa and Jaclyn will continue to introduce you to unique arrangements for the next 12 months. They will bring their own cultural and personal styles to your attention in a series of lessons but you will also notice the basic premise they all share, those all important design foundations. So this month we investigate *texture*, a design element beloved by architects, interior designers and the fashion industry as well as all of us.

TRICIA LEGG EDITOR

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The step by step method to make this design based around the European folding technique is featured in this edition, from page 63

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THE HIDDEN TRUTHS ABOUT TEXTURE

THE LESSONS
THE TRUTHS
A bouquet
for Easter

A magical 11 garden in a bowl

3 Designs 19 inspired by Nature's textures.

A textural 41 bouquet loaded with ideas

The Philly 51
Flower
Show

Manipulate 61 leaf blades



with LISA BELISLE FATEN SMITH TRICIA LEGG JACLYN GOUGH

LISA BELISLE



American florist, Lisa Belisle joins the floral design team for the next 12 editions bringing you a unique perspective and style with her wonderful flower arrangements. Influenced by the ideas of many different teachers, she brings them together as fabulous step by step lessons for you to try.

Lisa Belisle started in small Wisconsin floral shops while educating herself and studying with many mentors.

Over the last twenty years, she has participated in every part of the floral industry including management, wholesale flower sales, importing New Zealand grown flowers, coordinating shipping and owning her own small businesses.

Lisa travels widely to study with mentors in their native countries while admiring that country's culture, geography, flora and fauna.

She attributes her talent for making unique tropical arrangements to the time she spent in Papua New Guinea where she was surrounded by Mother Nature's bounty.

Today, Lisa's passions include continuing her own education as well as teaching floral design to beginers in the Chicago and Milwaukee areas.

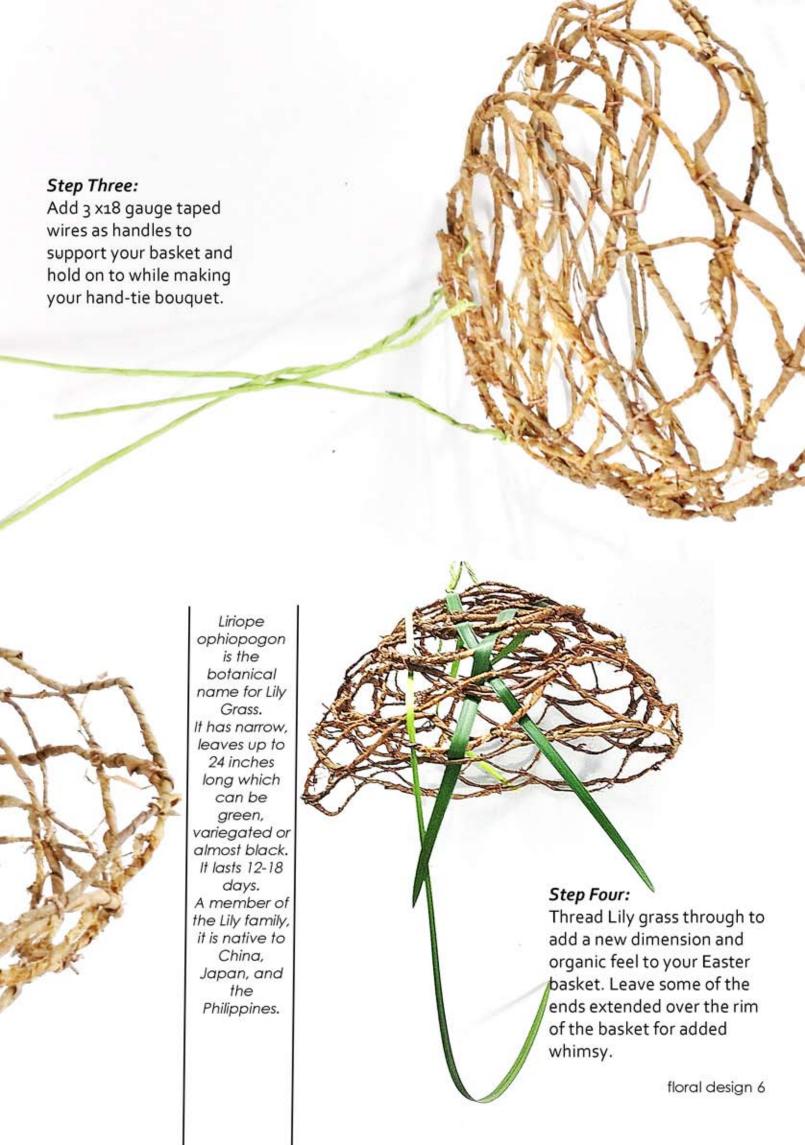
In the class room, Lisa has endless patience when sharing challenges of the floral industry and helping her students to acquire technical skills.

"Try a gorgeous hand tie that looKs liKe an organic Easter egg." Her business is called Flora Elements. It is a partnership of three women who have an intense love of Mother Nature.

Therefore, a lot was taken into consideration when choosing a name. The name, Flora Elements, was chosen by pairing flora, meaning flowers, with elements, the fundamentals of floral design and the five basic elements: fire, water, wood, metal and earth.









"Wow, how many different ways could you use this mechanic?"









(USA) 262 744 1553

Step Seven:

Insert your mass flowers using an up and down effect to create a feel of a landscape in the basket to tell a story.

Add some wild flowers to encourage an airy textural feel at the top layer even with theLily Grass tips.

When you have completed it, you should have a gorgeous hand tie that looks like an organic Easter egg. Accessorize at you see fit.

in Michael With FATEN SMIT



"This design was mostly inspired by my childhood dream. A small secret garden with fallen tree stumps, surrounded by a magical swamp with floating Lotus flowers."



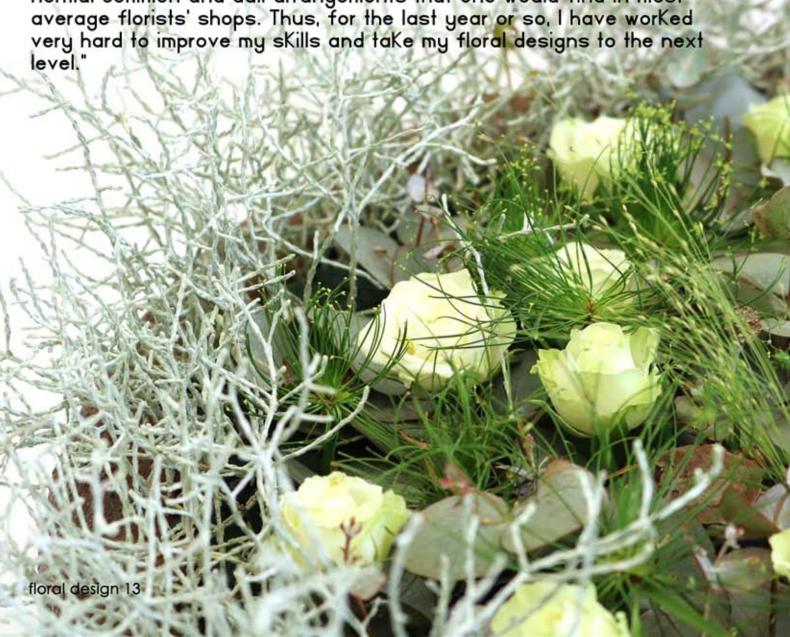
W WITH FATEN SMITH

"I was born in Baghdad Iraq and currently live in Cape Town as my husband is South African. As I have always had a creative streak in me from a very young age, I decided to study pottery in Baghdad and obtained a bachelor degree in Fine arts.

Besides Art and Flower designing I also have interests in the environment, wildlife conservation and animal rescue. I started a year ago with the flower designing and took a normal flower arrangement course to learn the basics.

Since then, I constantly research and read to learn more about floral designing and the various techniques being applied by various designers all over the world. As an artist I constantly look at things around me and in nature with an eye to find inspiration for my designs.

I found that with flowers, I can do much more with them than just normal common and dull arrangements that one would find in most









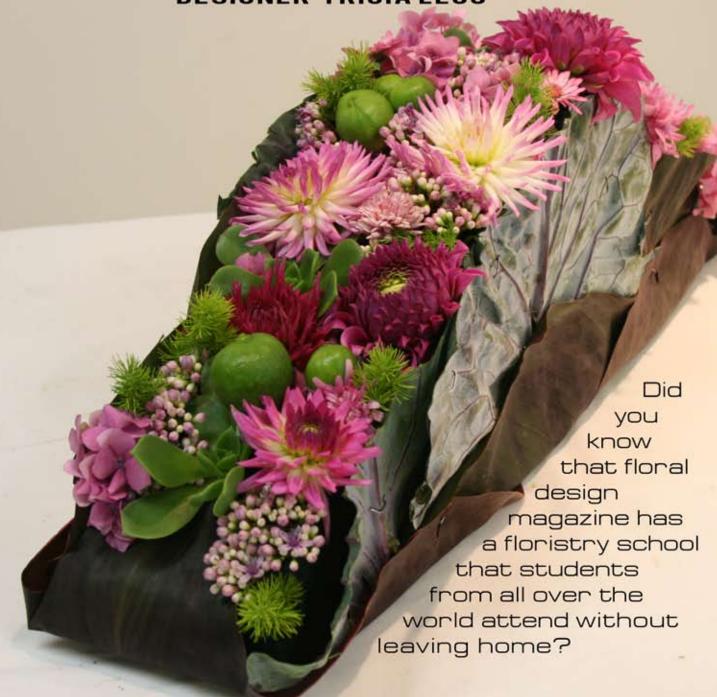




Come Together

Enjoy trying the flower arranging styles of Europe with arrangements that combine texture in beautiful ways as well as modern techniques.

DESIGNER TRICIA LEGG



Director Tricia Legg has a Bachelor Degree in Education specialising in online learning for adults. Combine this with award winning florists delivering the courses via streaming videos and you have a floristry school designed for those who are unable to attend a conventional training facility.

The short course, European Styles is very popular because each technique you learn is always beautiful, able to be adapted easily to plant material available in your region, and offers myriad fresh ideas to floral designers.

click here to learn more

www.floraldesignmagazine.com/floristryschool/courses.html

LOX LUTP WITH TRICIA LEGG

When you are feeling jaded and just a little bored with your flower arranging, it's time to go for a walk with your camera! Because the natural world around you has secrets to share that only a very close inspection will reveal.

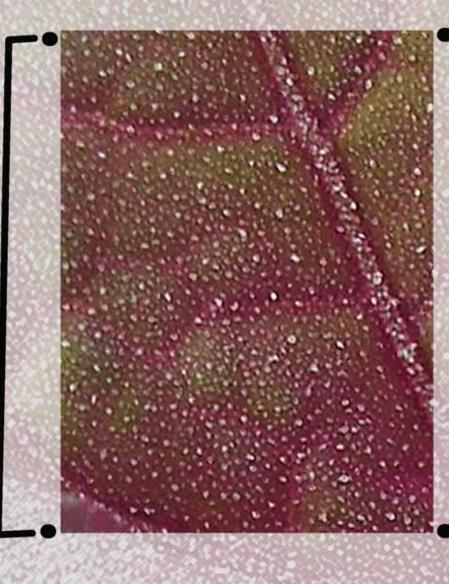
This then is the story of creating texture in floral work inspired by a series of photographs taken in the floral design magazine garden. Each picture reveals the texture that makes up part of a plant and Tricia Legg will use that to create a piece that duplicates that effect. Experimental and not limited by convention the results will also lead you down the garden path into the realm of the new and interesting.



texture

Inspiration for a table centrepiece

Texture comes from the vein ridges, the raised white spots and the subtle colour changes on the smooth under surface.





Flax pods for the ridges, red berries for the spots, Canna leaves for the under surface all on a palm spathe. Colours of these plant materials are dark and recessive so the texture contrasts are important to make it

work.

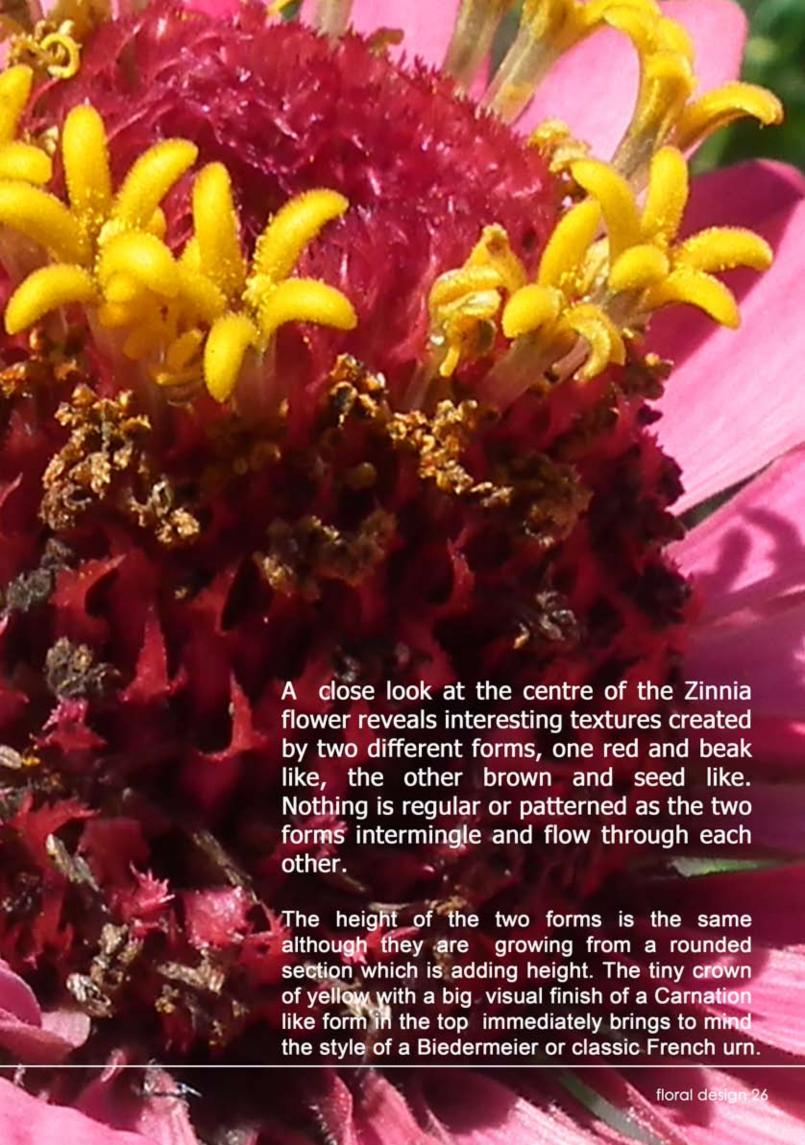












Inspiration for a hospital gift

Texture comes from the fussy brown seed heads contrasting with the strange little red forms, as they group and regroup in random ways. A tight crown of the yellow forms adds a third rounder contrasting texture that is in more of a controlled pattern.



Conifer cones in place of the seed heads, Hydrangea mimics the red forms, a large full Dahlia for the top and miniature Pom Pom Dahlias for the yellow contrast.

The texture change will be subtle in the background and interesting for a bed ridden recipient to notice over time and the Dahlias will heighten the initial reaction. Keeping the background colour contrast to a minimum means texture dominates providing the bed of intrigue as a foil to the dominating Dahlias.

The conifer was cut into small twigs with most of the foliage removed and placed randomly into a block of wet floral foam in a small square vase.



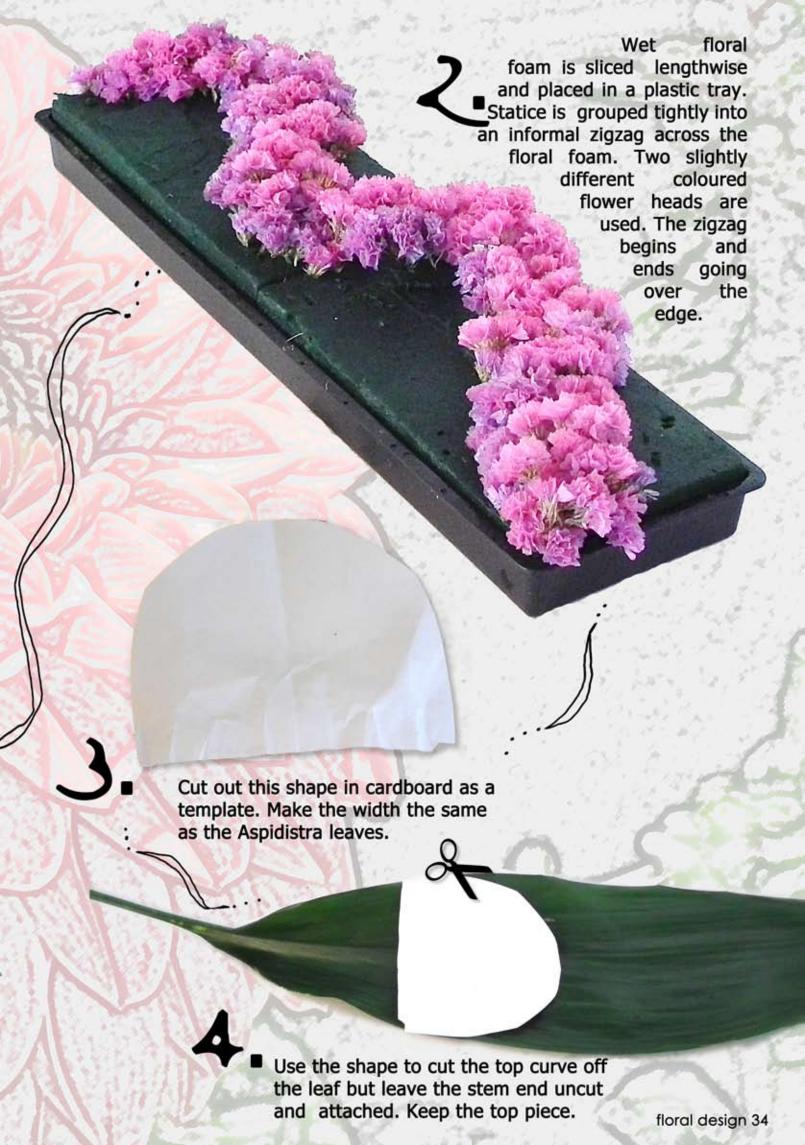




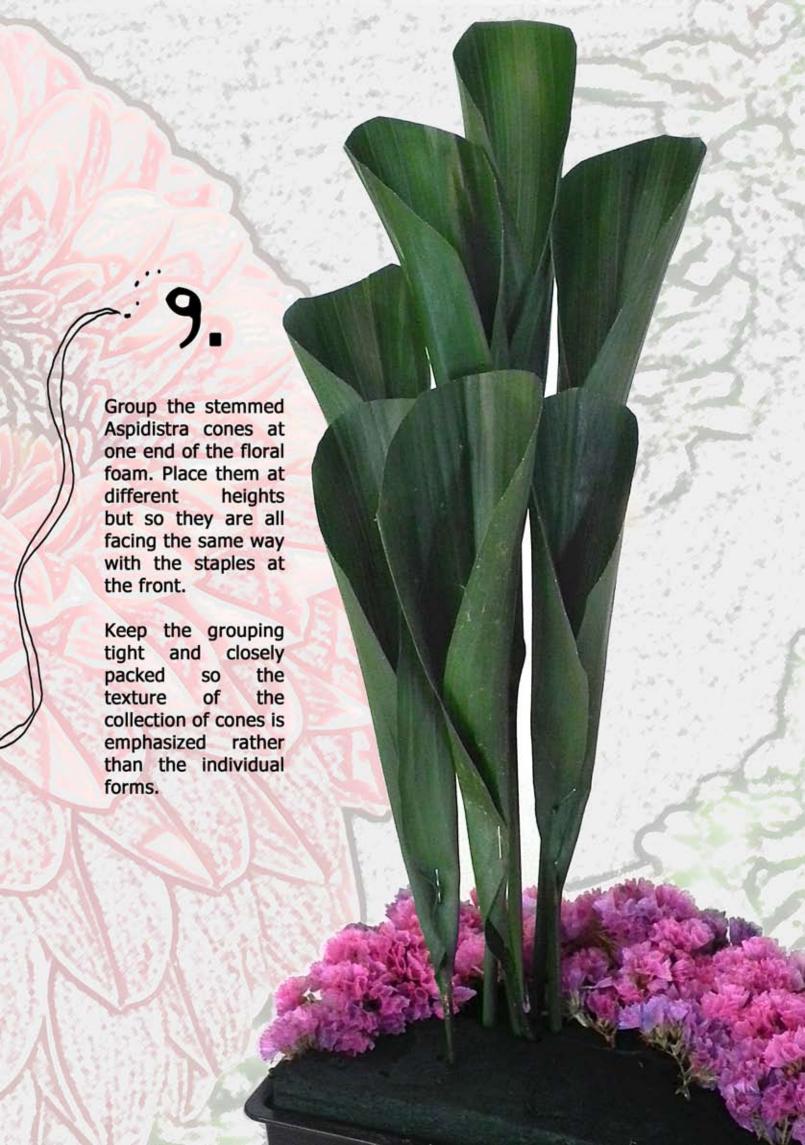
PXLITE Perfect symmetry is never found in Nature (even as a reflection) but you must agree that this is pretty close. Admire how each petal is folded over into wonderful tube and each row of tubes gets bigger and bigger at the base as the Dahlia opens. Not only is this a texture that can be created from any flat material but the pattern adds another dynamic to the form. This has to be the starting inspiration for a arrangement, flower variations of which could keep you amused for years! floral design 31

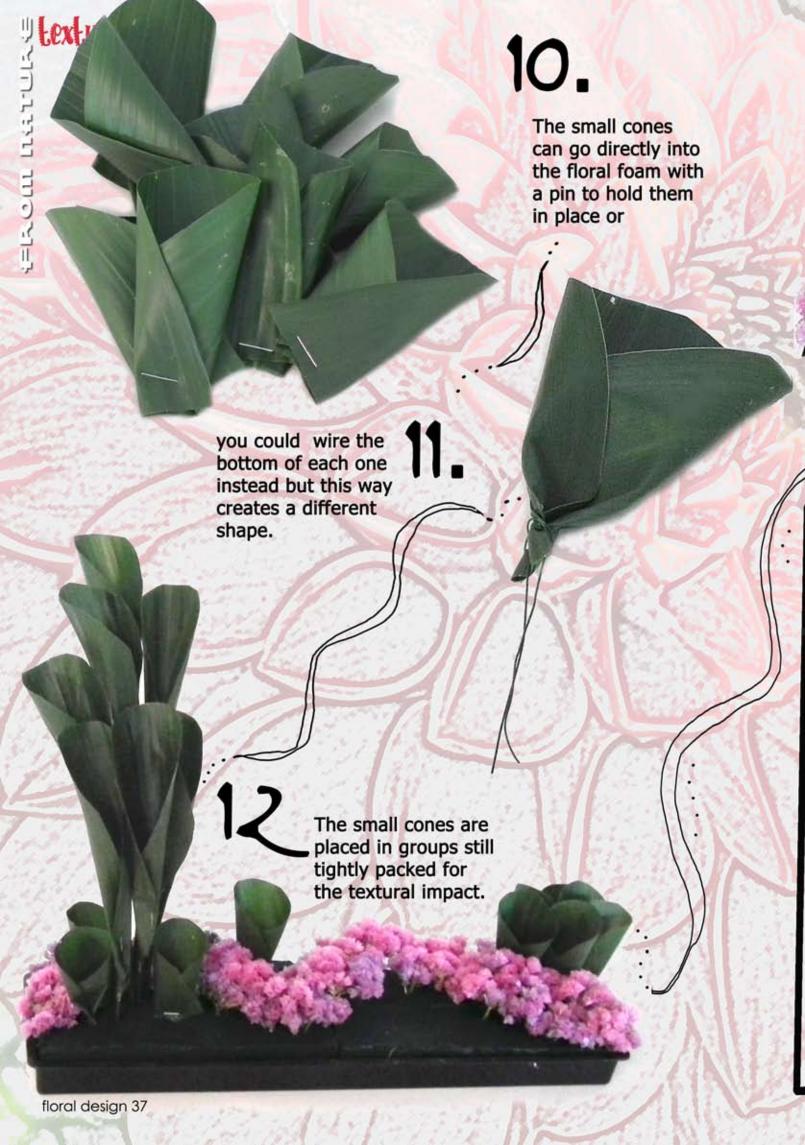
















floral design 39



THE EASIEST WAY TO LEARN IS BY DOING!

So now you have read about texture, how great is your understanding of the other key elements of design?

If you are afraid of becoming a 'cookie cutter' florist just going through the motions of creating endless bouquets to a formula, there is a fun, interesting and easy way out of the trap.

What if it only took you
1hour and 6 minutes to
get a grasp on more of the
other essential
foundations? Would that
be helpful?

Betty Coxhead is an award winning designer waiting to show you what these concepts mean as she creates real flower arrangements as you watch.

As she works we ask the questions you want the answers to and at the same time 6 completely new style of flower arrangements will emerge you can copy and use yourself.

With full explanations and an easy way of imparting knowledge Betty is your ideal teacher as she understands what you want. She has taught myriad flower arrangers over many years and her enthusiasm is contagious.

This video is the beginning of your new knowledge. It is considered so important it is part of the curriculum in the floral design magazine floristry school Foundations Course but you can also buy it on its own at floraldesign-dvds.com /elements.html







JACLYN GOUGH

Jaclyn Gough joins the floral design magazine team for the next 12 editions. Each month she will be sharing a step by step lesson chosen from the many floral designs that she creates as part of her work at the Field of Flowers, in Boca, Raton in Florida USA.

WORDS & PHOTOGRAPHY JACLYN GOUGH

The word is TEXTURE, and it carries with it an exciting concept in flower arranging that every successful designer instinctively exploits.

A contrast in texture will give each form within a piece a more distinctive position and make the whole seem bigger than it's parts.

This not only adds value to a commercial design as the perception is that there is more 'stuff' in it, but also the arrangement itself becomes infinitely more interesting.

In her first design in this series, Jaclyn shows you the power of selecting materials with contrasting texture.



1/3 Stem green

Ming Fern

floral design 43





Step 2: Fold your choice of black or brown thick Aluminium Wire in half. Insert the loop through the top of the bullion base and secure the ends.



Step 3:

Using Hot Pan Glue cut a small piece of dry floral foam using your florist knife and place on top of the wired base. Secure with red bullion wire. Wrap wire underneath the base and around the brown aluminium wire for added security. Float soak the foam in floral food water before moving on to Step 4.





www.youtube.com/watch?v=3HkkutGGIFY

Step 4:

Cut the dried
Mushrooms with
scissors in any
desired shape. I
cut them
vertically. Then,
using Hot Pan
Glue, glue and
layer each one
individually
around the top of
the bouquet base

Dried
Mushrooms
can be
found at
Asian
supermarkets
and there
are many
varieties to
choose
from.



Step 5: Cut the popsicle sticks into quarters and repeat the same pattern you did on top, on the bottom of the bouquet.

Step 6: Using 3 Miniature Callas, massage the stems to get them warm so they are easy to manipulate. Insert the first two stems from the top of the bouquet, bring to the bottom and secure with bullion wire. Insert the third at an angle to shadow the bottom





Callas.



In Autumn Eucalyptus Gum produce seeds which create a beautiful contrast in texture with it's leaves.

Step 8:

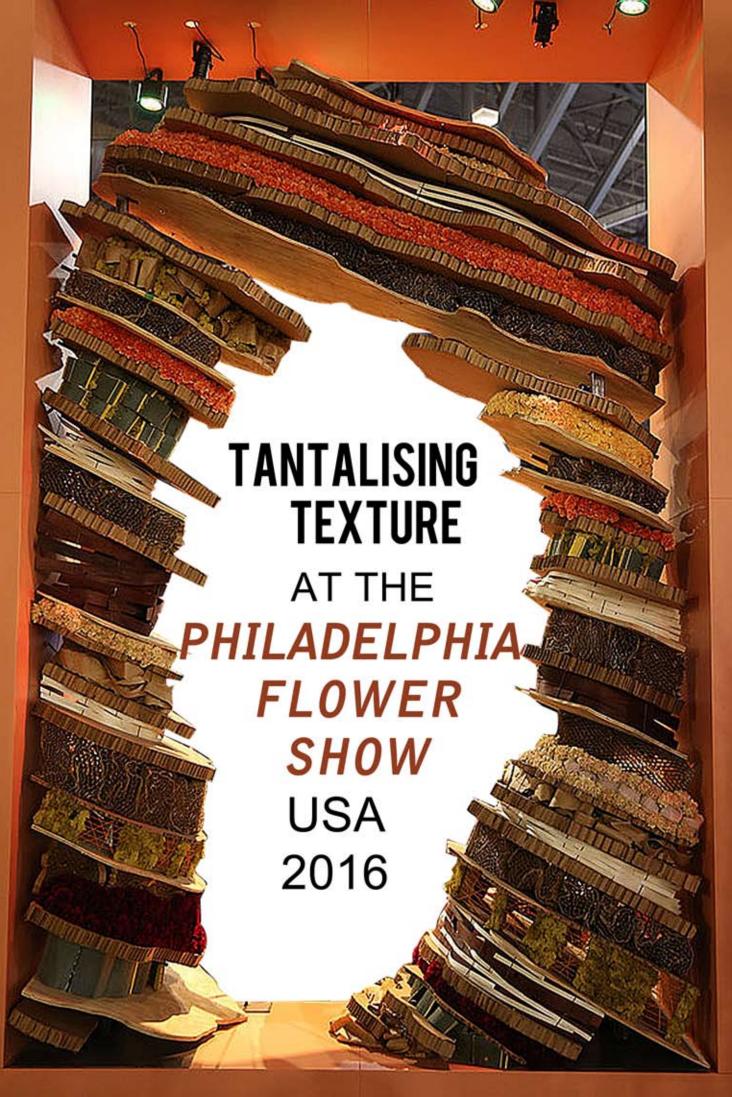
Insert the flowers; Queen Anne's Lace, Waxflower, blush Dendrobium Orchids and seeded Eucalyptus to the bouquet. Blush Orchids will create a focal point to the bouquet. Be sure to group the buds of the Orchid too as they are equally as important!



Step 7: Begin to insert Ming Fern, moss and Amaranthus into the floral foam. Do this in a way to create equal balance around the bouquet.







The Philadelphia Flower
Show in one of the greatest
flower shows on earth! All
indoors with often snow
outside, the annual event in
March brings thousands of
visitors to the city and
traditionally heralds in the
very beginning of Spring.

This year is no exception . With the theme of the National Parks of America there was no shortage of examples of floral design on a huge scale, exceptional creativity and expertise.

However the search was on for the fabulous use of texture for this edition and the exhibitors did not disappoint.



The American Institute of Floral Designers (AIFD) designed a huge framed piece for their interpretation of the Grand Canyon using the European stacking technique.

The piece was a textural masterpiece as every layer introduced another way to create an interesting area with a limited colour palette. Decorative wire, wood slabs, barks, veneer and chips with flowers tightly grouped built up the layers.

Emily White created a bison and a bear as part of one of the displays. They were both set in a scene depicting native forest but the texture of the bison's head caught our attention. As with any natural material it is the tints, tones and shades that make a piece interesting when colour is severely restricted as in this case. Bring that observation back into the realm of flower arranging and you know to add subtle colour changes when faced with a one colour design.



In this design on the left you can see the difference between using texture to create a contrast in an arrangement versus using colour.

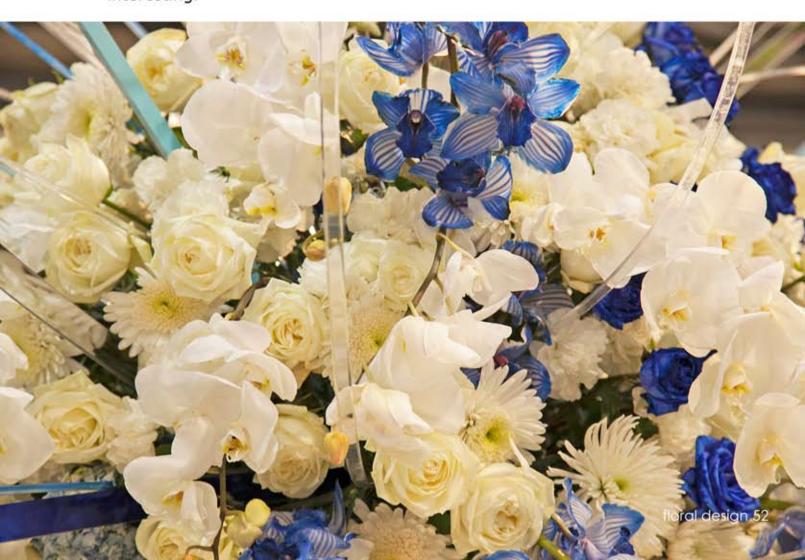
In the top piece the Callas are volumetric and smooth with solid edges. Put them beside the Forsythia (a traditional indicator that Spring is on its way in Pennsylvania) which is busy with little dots of colour, and you have created textural interest.

Below in the same arrangement, the Roses all share the same form and texture and so colour difference has become the important factor to make it interesting. And take a closer look at the detail in this design below, spotted at the show.

The brief was to create a large design in white and blue only.

Using only 2 types of plant material can become boring and tedious very quickly and this designer shows you how to avoid that.

Gather as many different forms in the colour you need as possible. In this case it is white Roses, Chrysanthemums, Roses, Carnations and Phalaenopsis Orchids. You immediately have a fabulous textured base to dot the blue dyed Orchids and Roses.













EXTRA VIDEO LESSONS com/hospitalgifts.html

This series of lessons will give you all the answers as you are guided through 6 actual arrangements created to say 'Thank you' or 'Get well soon'.

They can be presented to the nurses, a long term patient, and the physiotherapist as well as to adorn the boss's office, the reception area and on top of the piano in the day room.

The situation is real, so you know that each can be copied using plant material available in your area to do the same.

Whether you are a hospital visitor or own a flower shop near such a facility this unique video is waiting to give you ideas, inspiration and all the tips you need to design for hospital patients and their visitors.

> RENT, **STREAM** OR BUY AS A DVD

WITH TRICIA LEGG MANIPULATING another technique to add to your collection



LEAVES











Smaller Japanese Anemones were placed in the grid holes facing in to the centre this time as the flowers and buds did not hide too much of the grid pattern underneath.



The Daisies are added last, selected because they are small enough so you can see the grid through them, the white colour carries the white green theme and unifies the whole piece. Done!

11

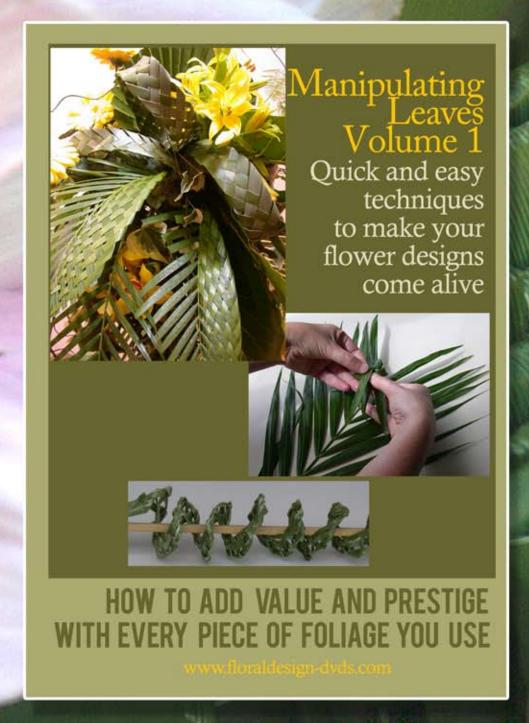












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