

inspirational and achievable
floral design
magazine

10

**TIPS TO CREATE A
BRIDE'S PERFECT
BESPOKE WEDDING
FLOWERS**

**WEDDINGS
2016/2017**

**HOW TO MAKE
AMAZING
WEARABLE
FLOWERS**

**Bouquet style secrets
for fashion savvy brides**

**FLOWER
COURSES**

**CLICK
HERE**

**FLORAL DESIGN
DOWNLOADS**

**CLICK
HERE**

**VIDEO/RENT
ON DEMAND**

**CLICK
HERE**

**FLORAL DESIGN
DVDS**

**CLICK
HERE**

FROM THE EDITOR

The results of a recent survey we asked our facebook followers, have been both eye opening and reassuring. Asked what they expected in a flower magazine, those who took the survey replied;

"The latest floral design techniques and some instruction on how to make the mechanics as well as an arrangement."

"Lots of pictures, new trends and techniques"

"New trends for every event with instructions for putting the designs together."

"Mechanics that we can use to make new design trends. Suggestions for unusual materials that we can use," and many more replies came in, in the same vein.

I think our correspondents do that really well as they spend hours to capture the designs from the beginning to the end and of course take those vital closeups we all want. So a HUGE thank you to everyone in our wonderful international team as they bring you the absolute latest in trends, techniques, instructions and materials in this, the annual wedding special for 2016/2017.

Another result was a huge surprise. Except for one, everyone who answered the survey wants advertising. We have always prided ourselves that our pages are not littered with adverts - something unique in the publishing world. But it seems we have been wrong for the last 15 years! Those surveyed want them to discover: "New flower design products and their applications". "Floral design suppliers, up to date information on new plants and flowers. New mechanics for floral designers" "Anything to do with the flower industry and components that can be used".

But do you agree? Have your say! [CLICK HERE](#) or go to

<http://www.floraldesignmagazine.com/survey/index.php/732564?lang=en>

TRICIA LEGG EDITOR



Dmitry Turcan works on the fabulous back decoration featured on the cover. Born in Moldavia, he is now an Art Director for a luxury flower facility in Baku, in Azerbaijan with three boutiques work under his leadership.
WEBSITE:
www.dmitryturcan.com



CLICK FOR BLOG COURSES TWITTER VIDEOS
FACEBOOK HOME PAGE BACKCOPIES

FLORAL DESIGN: PUBLISHED MONTHLY BY MTL INVESTMENTS LTD ISSN 1176-9726 PUBLISHER: Mike Legg EDITOR: Tricia Legg
ALL ENQUIRIES, ADVERTISING AND SUBSCRIPTIONS 17 Hill Street, Paeroa, 3600 New Zealand | Phone +64 7 862 7966 | Fax +64 7 8627965 Email: info@floraldesignmagazine.com INTERNET: www.FloralDesignMagazine.com | www.FloralArtMall.com | www.FloralDesign-DVDs.com
CORRESPONDENTS: Europe /UK: Chris and Peter de Houwer info@teacherstravelweb.com | Pavol Kassak pavolkassak@gmail.com
France/Italy: Madeleine Sarradell Madeleine.Sarradell@wanadoo.fr Canada: West: Victor and Sandra Froese vsf@telus.net Asia: Pascale Meissel Coste loule@hotmail.com Australia: Kaylene and Vincent Wright kkwright@gmail.com COVER: Photo by Pavol Kaššák

All rights reserved No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form, by any means, electronic, mechanical, photocopying, recording or otherwise without prior permission of the publisher. While all attempts have been made to verify information provided in this publication neither the correspondents, editor nor the publisher assume any responsibility for errors, omissions or contrary interpretation of the subject matter herein.

CONTENTS

WEDDING BOUQUETS PLUS INSTRUCTIONS, FLORAL ACCESSORIES
with AWARD WINNING FLORISTS



3

6 BOUQUETS
WITH IZA TKACZYK



15

10 TIPS FOR A
BRIDE'S PERFECT
WEDDING FLOWERS

25



5 DIY BOUQUET
ARMATURES



37

TRY A TECHNIQUE
WITH LISA BELISLE



45

3 EXTRAORDINARY
BOUQUETS



55

8 WAYS TO WEAR
WEDDING FLOWERS



23

COMPANION
VIDEO

93



GROUP THEM WITH
JACLYN GOUGH

excellence

Iza Tkaczyk



floral design 3

I started with a shape made of cardboard. Then I glued on the Thlaspi arvense (Pennycress). Last came the Dianthus petals and Craspedia, Peony and Dischidia.

I graduated from the Academy of Fine Arts In Gdansk, Poland and I'm an interior designer. I have always been fascinated with flowers. On my first experience with flowers I worked in a flower shop when I was a student. I can honestly say it was the highlight of my studies.

I liked it so much that I went on to study floristry at Warsaw University of Life Sciences. This is where I learned the basic skills of floristry and I decided that I wanted to learn more.

I chose in my opinion the best school of floristry in Poland called Akademia Marioli Miklaszewskiej and since May 2015 I'm officially a master florist.

It was the most beautiful time in my life and professionally it was the best decision I could make.



Iza Tkaczyk



"The core and handle is made of Sanseveria cylindrica" which grows into this long spear like shape. This enormous one came from a friend's potplant and the model was about 173cm tall!

The bouquet consists of many taped wire segments bent into shape after Equisetum has been threaded on to it. Each wire shape was then pushed into the Sanseveria.

"The flowers I glued on as the last step. I used Tillandsia, Astrantia, Brassia and Kalanchoe."

Over the last two years I've taken part in and was lucky enough to win, several competitions including Regional Championship in Warsaw, Poland and the Poland Championship for 2016.

I also do demonstrations and, take part in various exhibitions, I teach drawing and more. What I find the most satisfying is competitions. I love expressing myself through floral compositions. They gives me total freedom of expression.



Iza Tkaczyk



"The shape I made with hundreds of tiny pieces of corrugated cardboard cut into circles. I threaded them on to the wire which also became the handle.

The final structure was sprayed to give the colour which I envisaged.

I glued Vanda Orchids as the focal area and Allium Schubertii down one side.

I also created a garland of Chrysanthemum heads on wire and attached it to the main section to cascade downwards."

I have been a Floral Fundamentals Ambassador for 3 months, it's a great honour especially as I'm a young florist.

I'm a happy freelancer!
This is the beginning of my floral journey...

I'm so excited I love to be a florist.



Iza Tkaczyk



"For this bouquet I used silicon (plastic) tubes." They are easy to find in hardware stores or pet shops as they are used in aquarium filter systems, You can buy them by the metre and they are available in different diameters.

"I wrapped them with strips of coloured fabric. The silicon tubing made it possible to get this interesting shape", as it is stored in coils.

Fold each tubing length and bind that point all together to form the top of the bouquet. Add the decorated ball as the handle.

The plant material was last and it was Orchids, Tillandsia and Dischidia.



Iza Tkaczyk



The Gown Decoration.

“A main wire served as a base to which the decorations were attached.” This was pinned to the gown rather than hanging with a chain around the neck as a necklace.

The Bouquet

“In the wedding bouquet I made the wire base too.” This was attached to a commercial bridal bouquet base.

“I used dried flowers, wool and of course fresh *Tillandsia xerographica*, *Ornithogalum*, *Brassia*, *Gloriosa*, and *Ceropegia woodii*.”

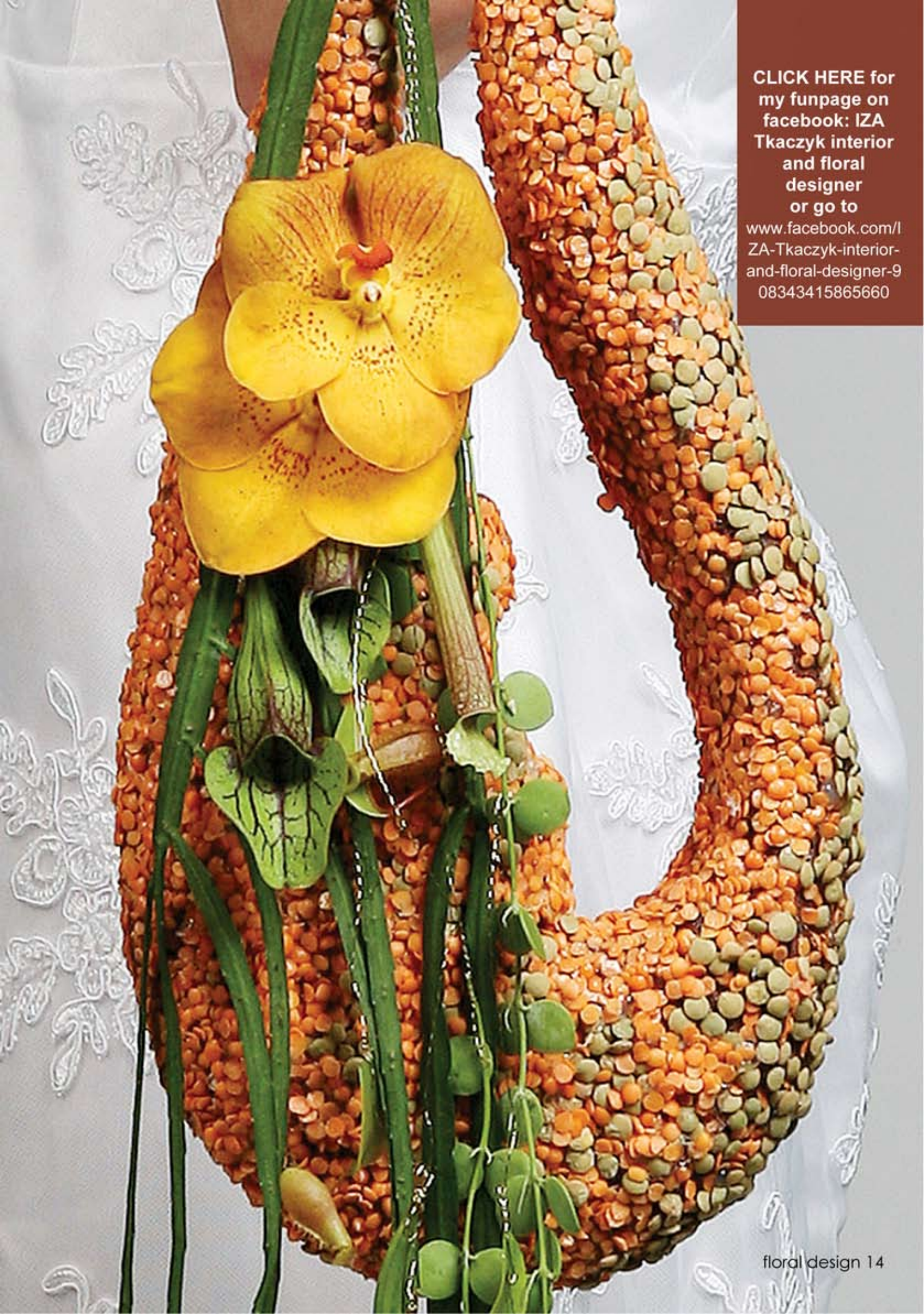






"Here I used upholstery foam". This is the foam that is used to make the squabs in sofas and it is easy to cut into any shape.

"I reinforced the shape with the wire which also formed the handle and covered it all with lentils. Last came the flowers: Vanda Orchid, Dischidia, Rhipsalis, Nepenthes and Sarracenia."



CLICK HERE for
my funpage on
facebook: IZA
Tkaczyk interior
and floral
designer
or go to

[www.facebook.com/
ZA-Tkaczyk-interior-
and-floral-designer-9
08343415865660](http://www.facebook.com/ZA-Tkaczyk-interior-and-floral-designer-908343415865660)

WHEN THE BRIDE WANT HER FLOWERS

“KINDA MESSY AND BIG”

10 tips for creating a bride's perfect bespoke wedding flowers





WORDS TRICIA LEGG PHOTOGRAPHY
www.franklinphotography.co.nz
louise@franklinphotography.co.nz



1 ASK FOR PHOTOS OF WHAT THEY LIKE

Meet Brodie. She is a beautiful modern woman with definite ideas on the flowers for her wedding day to Jimmy. But how was the picture she had inside her head for her perfect wedding bouquet going to get inside mine?

In this day and age, the answer was obvious. Brodie emailed me 3 pictures of her favourite bouquets with the proviso that "I want them kinda messy and reasonably big."

2 ASK THEM WHAT COLOURS THEY WANT

Brodie didn't want anything "too dark, mainly light green, cream and pink with bits of maroon."

If you google 'maroon' it is one of those colours that could be anything depending on the person's perception so Brodie emailed two pictures, one of Jimmy's Maroon tie and one of the bridesmaids' gown material.



Now I knew she wanted blue/green too. The brain started to click.. blue green =Olive leaves, Maroon =Hydrangeas





3 DISCUSS AND SOURCE THE PLANT MATERIAL

Using the original photos of the favourite bouquets I listed the plant material used in them.

My search then began including; was the foliage she wanted available at that time of the year? Could it be obtained from my own garden? Were substitutes going to work?

Brodie identified fully open Roses as her main requirement in the specific colours of maroon and white.

4 INVOLVE THE BRIDE IN THE MAIN FLOWER SELECTION

It looked like an impossible Rose colour request but the flower wholesaler sent me an internet link to the Rose colours available which was forwarded on to Brodie.

She picked the two colours, and I planned to order them for delivery 4 days before the wedding so they had time to open more fully.

The key was that Brodie was in charge of the choice and no nasty surprises were lurking waiting to ruin her big day.

5 WHAT FLOWERS, WHERE, FOR WHOM?

Brodie's well organised Mum, Kaye sent me a list of all the flowers needed, for the top table, each dining table, the buttonholes, the shoulder sprays, the bridesmaids' bouquets and Brodie's bouquet.

The style for them all was to be the same, using the same foliage for each. Now I was able to make a list of how many Roses, how much foliage.

6 SEND A QUOTE FOR THE COST

Up until this point I have not met Brodie who lived in another city. However I had enough information to be able to quote, very specifically on a spreadsheet.

Each arrangement type was listed, the flowers it had in it, the cost per item. For example there were 14 table centrepieces, so the cost of one x 14. Tax was added and emailed to Kaye with payment terms.

A written quote that is so specific leaves no misunderstandings. Only once the quote is accepted by email did the real planning begin.

7 MEET THE BRIDE AND HER SUPPORTERS

With the quote and payment terms accepted it is time to meet face to face. Brodie and her Mum arrived and we talked.

I measured Brodie as we discussed the actual measurements the bouquet was to be in width and height as she wanted it big.

We looked at the containers for the table settings and discussed ribbon and lace.

We talked over the preferred bindings on the bouquets and the preferences for the individual buttonholes and shoulder sprays.

8 DELIVERY AND SETTING UP OPTIONS

Know how the flowers and the venue are going to come together. Are you setting up the tables and delivering the flowers to the bride or is someone collecting them?

Brodie had arranged for the flowers to be picked up, so the discussion was based on how much car room was required for 14 table centrepieces, the top table arrangements, 4 bouquets plus the smaller items.

The question on how they were going to be transported safely in the Summer heat with a 2 hour journey was solved with a late evening pickup the night before and everything was in water.

9 MANPOWER!

Work out how long the arrangements are going to take to make and pack. The flowers can't be created too far in advance and it is not great option to work through the night so do you need to bring in helpers?

Even unskilled assistants can collect, cut and prepare foliage.

10

DOUBLE CHECK AND RELAX



Have your original list of arrangements beside you and as you work, count and tick off each arrangement.

Pack and label each design, making sure the brides' bouquet has more flowers and extras than the bridesmaids, even if the style is the same.

If you have planned your time, and your plant material well in advance and your bride has been fully engaged though the whole process, all will be well.

"A huge thank you for the amazing job that you did with my wedding flowers. As soon as they arrived I completely fell in love with them. They were even more beautiful than I had imagined. I would not have changed a thing. They complemented the wedding party perfectly and were absolutely timeless. Thank you so much ~ Brodie"





This month's
OPTIONAL COMPANION VIDEO

**The Essential
Guide to
Planning a
Bride's Perfect
Bespoke
Wedding
Flowers**

www.floraldesign-dvds.com/wedding16.html

inspirational and achievable
floral design
magazine
AUGUST 14



EXTRAORDINARY
*Wedding
Flowers*

inspirational and achievable
floral design
magazine



Special
5 Weeks | 'how to' lessons

**COLLECT ALL 4
EXCLUSIVE
WEDDING ANNUALS**

*click on
the covers
for more!*

inspirational and achievable
floral design



achievable
design
magazine



unlimited inspiration
professional bouquets new trends
affordable receptions
valuable step by step lessons

adéla murínová

PHOTOGRAPHY PAVOL KAŠŠÁK



Add excellence to your wedding bouquet with a unique armature. At Flora Olomouc 2016 which was the 37th international flower exhibition and garden fair in the Czech Republic, competitors show you how!

Build the armature with metal or plastic rings. Pin and wire or tape them together over a polystyrene sphere to get the bowl shape. Take out the pins to get it off the mould and spray it all gold.





ďita sekýrková



A decagon made from welded metal and strengthened with triangles is the armature for this bouquet. Sprayed bronze to match the bullion wire overlay it adds regal formality to the informally placed Roses and Chrysanthemums.





radka hamrlová



Start with a simple vine ring with 4 heavy gauge wires attached equidistant apart. Bring them together in your hand and add the Ornithogalums, Roses, wired succulents and Chrysanthemums. Add a collar of leaves at the base and tie it off.





vlasta sekurková



To achieve this look you need to choose tizzy, small leaved foliage and equally small flowers such as Daisies and button Chrysanthemums. It is all very natural and placements are not contrived in any way before being tied off with a simple bow of Raffia.





filip bracek



A cardboard circle has a round hole cut out of the middle. It is wrapped with a textured yarn, wool, string or raffia to achieve all manner of different looks.

Four heavy gauge wires are attached and gathered in the hand before the plant material is threaded through the hole to complete the bouquet.

The flat area can be used to glue appropriate decorations such as horseshoes, diamanté or hearts.







An armature that is also the handle starts with a polystyrene cone. Of course you can roll your own with thicker cardboard, strengthened with a plaster of Paris bandage.

Glue on the pearl beads and leaves and the armature is ready for the next stage.

Secure floral foam in the top and add the plant material in a fabulous cascade. Wiring each stem will make them more secure in the floral foam.



lucie krámařová





lisa@floraelements.com
(USA) 262 744 1553
www.floraelements.com
Chicago Illinois
USA

Wedding Season in the Midwest can get a little redundant with the big poOfy bouquets of Hydrangea, Peonies and Ranunculus. Thank goodness for the detour of garden bouquets this year. We are seeing more than ever the brides asking for premium flowers and foliage that is bubbling over and so big that we can barely see their beautiful gowns. I put together about twelve plus bouquets a week that are simply stunning but also traditional. I thought I would step outside the box today and give you a glimpse of what my Urban Bridal Bouquet would look like with a twist of garden. All the elements I used to construct the bouquet are everyday foliage that we take for granted in the shop. Play with your materials and look at how you can create something extraordinary out of the ordinary.

I had the opportunity in July to take the PFDE test for AIFD this year in Anaheim California at Symposium. I have to admit that after putting this test off for 18 years I was still very nervous. But after practicing, talking to many of my mentors and working with a Sports Psychologist I have to say it was the best experience ever! Using the techniques my Sport's Psychologist taught, the confidence my mentors gave me and the rally of cheering and support from family and friends I breezed through that four hour exam with no regrets. The night we went to our reception to view our pieces I was greeted by my mentor saying my bridal bouquet was the talk of the room. You can see that picture above and all the techniques I used in this similar bouquet.

Supplies you will need:

- Oasis European holder Round,
- 12 gauge metallic wire,
- U-Glue strips and dashes,
- Oasis glue, wire picks or chenille stems and a cylinder vase.

Step One: Place a U-Glue strip on the handle of your Oasis European holder.



You may need 2-3 of them or you can stretch the strip carefully to cover the entire handle.





Step Two: Place Bear Grass on the U-Glue and add until the entire handle is covered. Squeeze the Bear Grass to secure it BUT do not run your hands up and down as it will cut you.



Step Three: Place three U-Glue strips strategically where your Fatsia leaves (or similar foliage) will be placed.

Make sure you cut the stems completely off to ensure they lie flat. Put the leaves centre point as close to the handle as possible to cover all the plastic and foam.



Where the leaves overlap use the U-Glue dashes to secure. Place in a bucket of water to soak for 5-10 minutes.





Step Four: Gently bring the leaves up and over the foam and secure with wire. I made a small hairpin from a 24 gauge wire. Continue this until all the loose leaves are secured and you have a smooth surface to work with.



Step Five: *This is where you learn to make Salal Sandwiches.* Take an entire bunch of Salal tips and cut or pull all the leaves off the stems. Separate them by grading them by size. Normally you will have 3 to 5 piles of sizes. Take one from each pile starting with largest to smallest, this is your sandwich.



Stack it neatly and fold it in half. Grab your metallic wire and make an angled cut at the end. Pierce your folded sandwich with the wire in the middle and go through both halves.

Gently slide the sandwich 5 to 10 inches on the wire to make room for more.





Step Five continued:
Continue this step until you have a wreath large enough to fit snugly on your bouquet holder. Twist the wire neatly together to complete your circle. You will see on my pictures I ran out of Salal so I cut my foam to fit my wreath of Salal sandwiches.



Step Six: Spread the sandwiches in four areas evenly to attach wood picks or chenille stems. This will be your mechanic to attach the wreath to your bridal bouquet holder so that it will not budge.

I have used both methods and found the chenille stems work better. Carefully pick up your wreath and place one pick at a time ensuring the leaves are all aligned in the same direction. For example all the tips facing down if this is what you intended. Carefully move the sandwiches so that all of them are even in appearance.



Step Seven: I used a layering technique where I placed a lot of my bold colours on the lower level. This creates depth and prevents dark shadows and holes if seen from a distance.

Then add your larger focal flowers like Callas for colour and movement.



I also added pieces of Air Plants for a soft texture and the silver to flow over the top of the bouquet.



Step Eight: To create more drama and movement I used mizuhiki paper strings, these are very similar to metallic wire but it is paper that has been hand twisted which make the bouquet just that more interesting.



The picture with Lisa Belisle (page 37) is her actual PFDE Bridal Bouquet that she produced during her exam. You can see the same techniques were used. For that one however, she designed with a very strong line and modern edge while keeping it monochromatic. The Hypericum berries were glued onto the wire to cover the purple metallic wire as the category specified monochromatic.

To lighten the entire bouquet glue a few Phalaenopsis Orchids to make it appear like butterflies visiting your Urban Garden Bouquet.

If you curl the bear grass around your hand and tuck into the vase and place a few hours in the cooler when you remove it the Bear Grass will have a curled look.



FLORAL DESIGN

TO
REVIEW
CLICK
HERE

VIDEOS!

RENT or STREAM ON DEMAND
or BUY AS DVDS AT

www.floraldesign-dvds.com/weddings.html

Wire it Tape it

WITH FRANCINE THOMAS

Francine will teach you how to:

- ✓ wire and tape Roses
- ✓ Carnations
- ✓ Cymbidium
- ✓ Chrysanthemum
- ✓ Succulents
- ✓ Freesia
- ✓ Dendrobium
- ✓ Phalaenopsis
- ✓ Calla Lilies
- ✓ Grasses
- ✓ Proteas
- ✓ Leaves
- ✓ leaf balls

- ✓ choose which wire gauge to choose for the flower or leaf you are planning to wire.
- ✓ add the ribbon to the wire and plastic handle
- ✓ assemble your efforts to create 2 fully wired and taped wedding bouquets
- ✓ plus one wedding bouquet using a floral foam bucket holder




www.FloralDesignDVDs.com

the COMPLETE FLORAL WEDDING

BOUQUET
CANDLES
FAVOURS
CAKE TOPPING
BUTTONHOLES
SHOULDER SPRAYS




Your personal invitation to a very special wedding

YOUR CHANCE TO GO BEHIND THE SCENES WITH TALENTED WEDDING FLORIST RUE SPEIRS AND HER TEAM

Portrait of a Wedding

www.FloralDesignDVDs.com



7 EASY LESSONS

DIY Jewellery with Flowers

PACKAGES, INSTANT ENTRY TO THE PATRIAL DANCE

with **kh**

KATEŘINA HOLIŠOVÁ

www.floraldesign-dvds.com



Save with the 4 DVD boxed set [CLICK HERE](#)
or got to www.floraldesign-dvds.com/weddingboxset.html

SOMETHING ORDINARY EXTRA



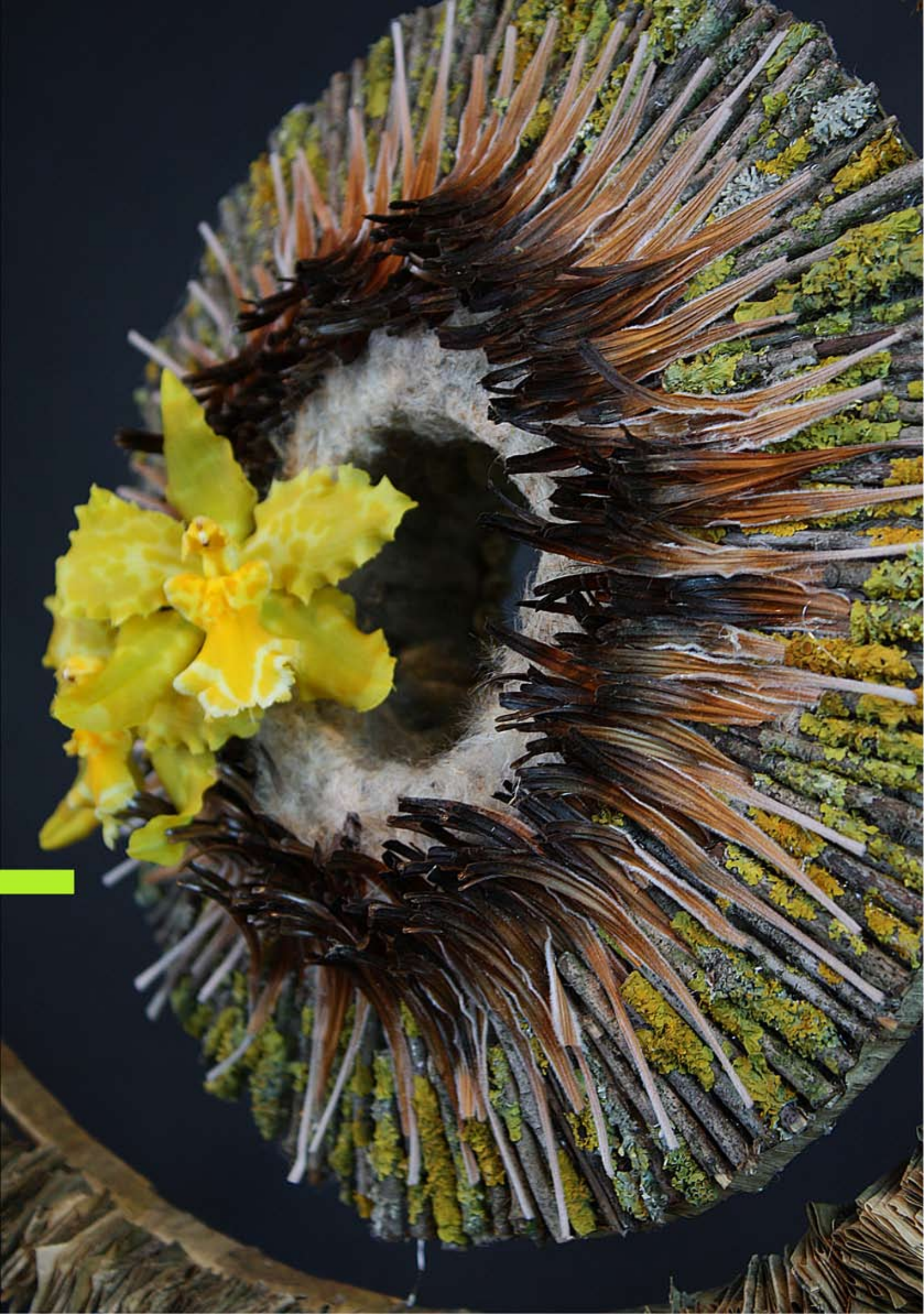
This year Escola d'Art Floral i Paisatgisme de Barcelona organised the Barcelona World Flower Cup for the third time. The competitors had to create their work, take pictures of it and submit them to the website. These are the very talented winners of the bouquet section.

ORDINARY



Escola d'Art Floral
i Paisatgisme
Barcelona Spain

Ctra. de Sant Cugat 114-132,
08035 Barcelona
(accès: C/Cànoves, 12, 08035 Barcelona)
0034-93 247 0205
www.escolaartfloral.org





**Botanical
names**

Orchidea, Kalanchoe,
Typha latifolia,
Heracleum Sosnowsky,
Protea, twigs with
Candelaria
concolor, Craspedia,
Salix, Zea mays
leaves

FIRST PRIZE WINNER
Barcelona World Floral Cup 2016

Iza Tkaczyk
Otreba, Poland

Contact:
iza.tkaczyk@gmail.com

Title
The sun.

Concept

The bouquet is for a brave modern bride. First I did a shape of bouquet and a disk. After that, I covered it with corn leaves and yellow twigs. I glued *Heracleum Sosnowsky* and the flowers.





[Click here to learn how to make this sphere](#)

SECOND PRIZE WINNER BWFC 2016

Claudia Silvana Vernier Barcelona, Spain

Contact: silvanavernier@hotmail.com

Title Bridal Bouquet Avant-garde.

Concept

This bouquet is presented in a clear and fun way, its classical construction technique gives the image of a concise form. The floral work embraces the structure by a green linear lightness that guides our eyes to a journey where we encounter small, proportionate and warm floral groupings.



Botanical names

Orchidea, Kalanchoe, Phalaenopsis, Phalaenopsis mini, Freesia, Kalanchoe, Hypericum, Arachniodes, Scabiosa, Chrysanthemum (Feeling Green), Chrysanthemum, Kaaps Groen, Rhipsalis (pilocarpa), Rhipsalis.



**THIRD PRIZE WINNER
BWFC 2016**

Ilse Palmaers Tongeren,
Belgium

Contact:

ilsepalmaers@hotmail.com

Title

Nature Becomes Abstract -
Female

Concept

The base of this decorative asymmetrical design is a twig. I covered it with wire and woollen thread. The light-colored wooden structure is inserted in between the twig and the wire. It's design is very clean, minimalistic and abstract. It contrasts with the form of the twig, which is nature's design. The flowers are very delicate and wired. They differ in size and colour to create a happy feeling.

The look and feel of the flowers is very light to contrast the heavy wooden round structure.

Botanical names

Orchidea,
Kalanchoe, Asparagus
asparagoides, Senecio
herrianius, Ceropogia
linearis, Vanda 'Lava',
Vanda
'Orange Magic', Vanda
'Red Magic', wood







Escola d'Art Floral
i Disseny de Jardins
de Catalunya

GREGOR LERSCH

IN BARCELONA

NOVEMBER 18, 19 & 20, 2016

SPAIN



NEW CREATIONS

OF HAND BOUQUETS

FOR THE INTERIOR

www.escolaartfloral.org

GREGOR LERSCH SEMINAR PROGRAMME

18TH, 19TH AND 20TH OF NOVEMBER 2016

'NEW CREATIONS OF HAND BOUQUETS FOR THE INTERIOR'

Floral art evolves, and so does the concept of the hand tied bouquet as well. Nowadays, the bouquet has an important role in interior decoration.

In this seminar, Gregor Lersch teaches us to develop all kinds of hand tied bouquets of different sizes, different techniques, different materials and designs, taking into account the location and the vases.

The course will begin with a demonstration of Gregor Lersch. After that, each student will choose a work to perform individually. At the end, there will be time for corrections and a debate.

**More information: www.escolaartfloral.org
Email: recepcio@escolaartfloral.org**

Vocational Training

Floral Design

Official Title
Floral Design Technician

Start Day
14 September 2016

PROGRAM

1. History of Art and Design
 2. History of Landscape
 3. Drawing and projects
 4. Managing & Marketing
 5. Gardening Techniques
 6. Floral Design Workshop
 7. Training and Guidance
- Business practice
Final project



Professors: Neus Ungé, Michaela Schmidt, Iratí Tamarit, Francesc Porres, Jordi Abelló, Daniel Lafuente
Daniel Santamaría, Mireia Rubio, Mireia Fernández, Jorge Muñiz, Emilio Tinoco, Daniel Vilana

Phone + 34 932 470 205
www.escolaartfloral.org

More information: www.escolaartfloral.org
Email: recepcio@escolaartfloral.org

Start Day
14 September 2016

Vocational Training

Floristry

Official Title
Florist Technician

PROGRAM

1. History of Art and Design
 2. Drawing and projects
 3. Marketing
 4. Gardening Techniques
 5. Floristry Workshop
 6. Training and Guidance
- Business practice
Final project



Professors: Neus Ungé, Michaela Schmidt, Iratí Tamarit, Francesc Porres, Jordi Abelló, Daniel Lafuente
Daniel Santamaría, Mireia Rubio, Mireia Fernández, Jorge Muñiz, Emilio Tinoco, Daniel Vilana

Phone + 34 932 470 205
www.escolaartfloral.org



WEAR THEM!

PHOTOGRAPHY PAVOL KAŠŠÁK | TRICIA LEGG | SHUTTERSTOCK

wearable wedding flowers are the hottest trend this year for the most fashionable bride. At the Europa cup the award winning competing florists had to create a floral decoration for a bride who is sitting behind the groom while he is driving on a Vespa to the wedding reception. Not too likely it is suspected but the resulting pieces were master classes in how to create stunning floral accessories.



Dini Holtrop

START

Collect cotton lace in various widths and sew them into rings with different diameters. You will need at least 60.

Dip lace in a strong starch solution or spray it on and leave it to dry. Once dry each ring should be very stiff.

Sew them together with matching thread using a body form to make it easier. Place some inside others or layered.

Fill some of the bigger rings with cardboard bases gluing them into place.



HAVE A GO!



Cover a few of the cardboard bases with leaves such as Canna, Aspidistra or Pandanus and glue them into place.

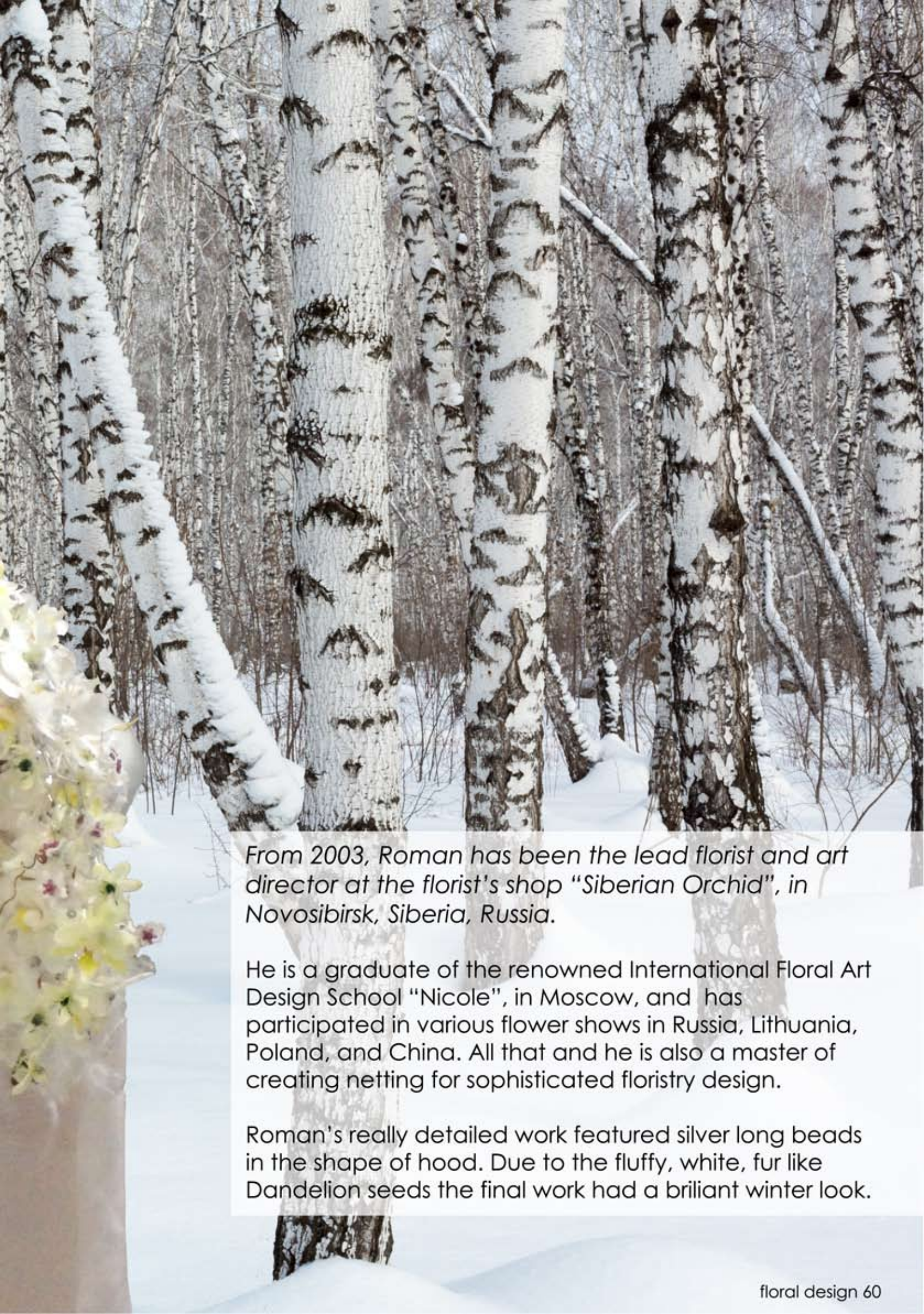
Thread beads and Hypericum berries on to decorative wire and attach these to the rings.

Use cold Florist's glue to position Orchids and Rose buds inside the rings.

Finish by gluing Gloriosa flower heads on to the decorative wire already decorated with beads and berries.



Roman Steinhauer



From 2003, Roman has been the lead florist and art director at the florist's shop "Siberian Orchid", in Novosibirsk, Siberia, Russia.

He is a graduate of the renowned International Floral Art Design School "Nicole", in Moscow, and has participated in various flower shows in Russia, Lithuania, Poland, and China. All that and he is also a master of creating netting for sophisticated floristry design.

Roman's really detailed work featured silver long beads in the shape of hood. Due to the fluffy, white, fur like Dandelion seeds the final work had a brilliant winter look.


HAVE A GO!

START


Roman also used the self made netting technique this time threading long silver beads onto each section as he formed the generous hood. Because the beads are all the same length it is easy to make square netting but keep it more random for this effect.

Make the netting so it is big enough to go down over the shoulder blades at the back and flows out to the edge of the shoulders at the front. It can be attached to the hair with standard hair clips.





Use florist's cold glue to attach large Dandelion seeds round the edge of the opening to create the soft furry effect. Position them so they extend out as far as possible from the netting.



Finally glue on the flowers; Orchids, Ornithogalums and dried tendrils. They are placed inside the hood over the shoulders with less up the sides and over the top. A few Gloriosa as a top layer add focus at the shoulder area.



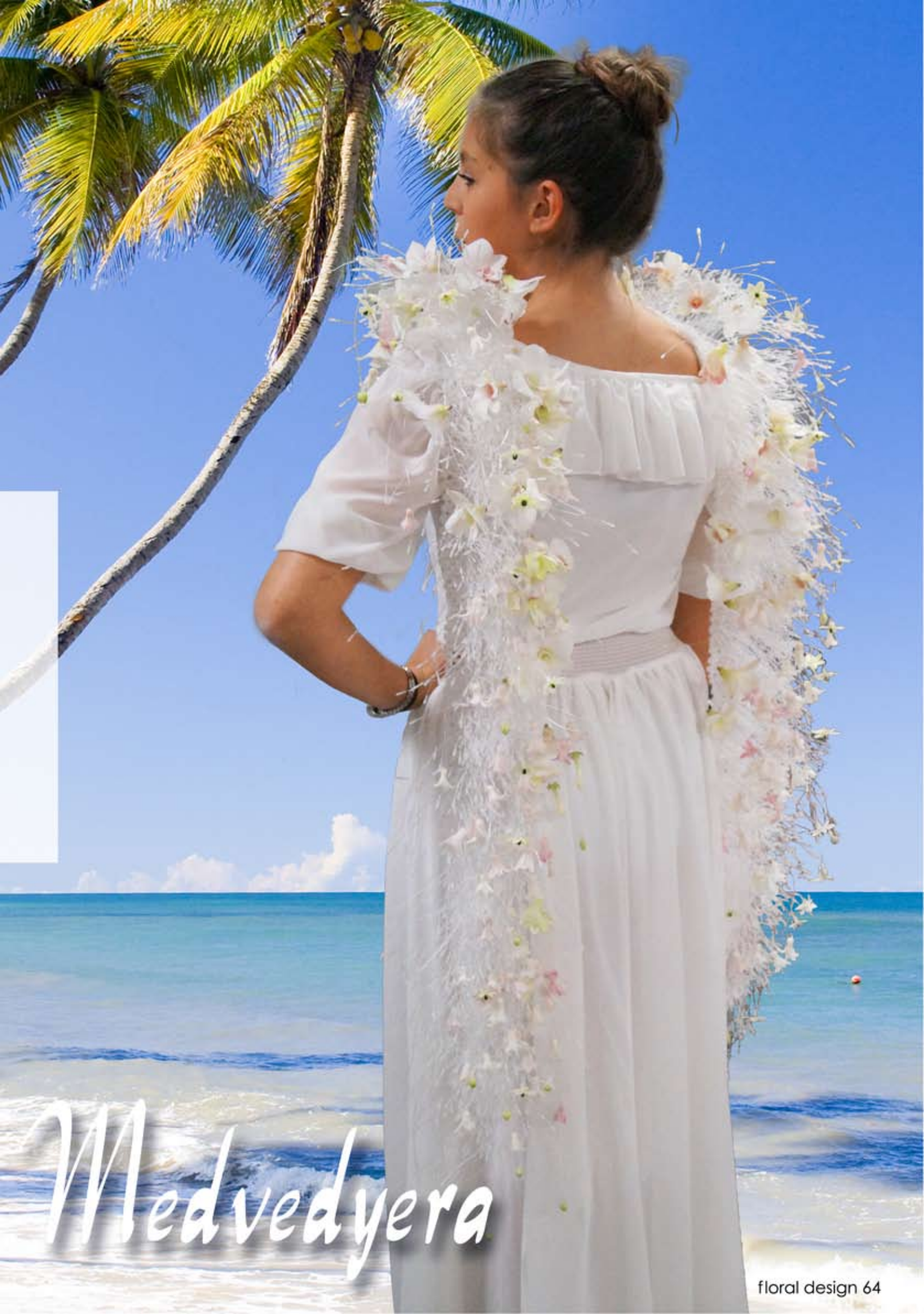
A tropical beach scene with several palm trees leaning over a sandy shore. The ocean is visible in the background with gentle waves. The sky is clear and blue. The text is overlaid on a semi-transparent white band across the middle of the image.

Yulia Medvedyera enjoys modern, creative floral design which has its roots from her background as an art teacher. She particularly loves good craftsmanship, the fusion of shapes, innovation and the beauty of nature.

The current reigning champion florist in her country Yulia successfully manages her own flower shop "Artishok" in Tallinn, Estonia.

Her competition piece was delicate and feminine, shaped as an extremely flattering floral wedding drape which flooded the bride's neck with texture and soft glamour before flowing down over the shoulders to the back.

Julia



Medvedyera

START

HAVE A GO!

Begin by making the base. How? Type 'price tag plastic ties' into google search and you will find them available in bundles of 500 or more.





If you do not know how to make netting, learn from the streaming video [CLICK HERE](#) or go to vimeo.com/ondemand/netting for full instructions

Make a netting base with silver decorative wire, threading one tiny cylinder (on the end of each tag) into each section as you go. Intricate, time consuming but spectacular!

The result will be a long (1.5m) narrow garland. The sharper ends of the plastic tags will remain free and this is what creates 'the look' of fluffy opulence that moves in the breeze.

CARRY ON..

Prepare the plant material. Look for pastel coloured buds and small flowers such as Hyacinths, mini Orchids and Orgithogalums.

Push the base of each bud onto the floating ends of some of the plastic tags. Some of these flowers will have a hole to do this. Secure each one with cold florists' glue.



Place more of the plant material around the middle of the garland which will be the front, to accentuate the bride's face. Position less on the ends of the garland.



Pin the garland at the shoulders to attach it to the gown. The result is an amazing piece of floral art that gives the bride freedom of movement for her hands.

YOU HAVE
NOW SEEN
HOW THE
EXPERTS
USE
NETTING

NOW YOU TOO
CAN LEARN
THE SELF
MADE NETTING
TECHNIQUE
ON VIDEO!

REVIEW AT

www.floraldesign-dvds.com/netting.html or **CLICK HERE**

SELF MADE NETTING FOR FLORAL DESIGN

WITH 6 SIMPLE,
QUICK LESSONS
& EXAMPLES TO
GET YOU
STARTED.

6 full tutorials
6 modern styles
6 different base
materials





Konstantina Diakoumopoulou is a well-known florists from Athens and a Greek national florist champion.

She has been working as a freelance floral designer ever since 2004. As well as several other demonstrations, seminars and workshops last year she was awarded first prize at Arteflorando, in Italy and participated with the Greek team in Fleuramour at Alden Biesen, in Belgium.

Her wedding entry at the Europa Cup featured scrunched wire work forming a shoulder shawl and a jaunty floral fascinator.

Konstantina Diakoumopoulou





START

More wire work is required for this fabulous shawl. Thread pearl beads on to a lot of reel wire and scrunch it up into a shape big enough to circle the shoulders, form a collar, and meet on the right.

Konstantina fashioned a fastener with mounted pearls and wire but a brooch would work as well. Starting with Bear Grass she threaded it through the wire and began to build up layers of foliage.

HAVE A



The white Orchids, Ornithogalums and Chrysanthemums were glued on last to create a large border from the fastening around to the bottom back right of the shawl. The rest was left plain so the wire work could be admired.




A Florist with the Helen Marlen Group, Inna Petrenko is the current floristry champion in the Ukraine.

The floral wedding crown she created for the Europa Cup was typical of her innovative style incorporating old traditions with modern expectations.

Inna Petrenko



HAVE A GO!



With decorative wire, attach the calyxes of Hyacinths, Ornithogalums and Gloriosa individually, then wrap several together.



START

Use silver aluminium wire and finer decorative wire to make two concave shapes to fit over half the face and connect at the nape of the neck.



Attach each wire bundle to the headpiece all around the back.

Glue on the rest of the flowers to the top of the headpiece.



Scrunch up the wires hanging down from the back to form a wire nest of flowers. You may have to use a few hairpins to take the weight so it doesn't flop down again.







*Award winning
Romanian Florist
Nico Bocancea is
well known in
Europe for his
excellent and
intricate
competition
designs.*

In the Europa Cup he started with a commercial Summer hat for his wedding piece. The intricate way the ribbons held it in place around the neck became a great feature as well as allowing the bride to relax as it wasn't going to fall off.

Form and function working together as one is always great design!

Nico Bocancea



Nico started with very long garlands of white sticks. Plastic straws cut into lengths, rolled up paper and even craft sticks will work. Twist each one onto thin decorative wire.

Wind the garlands around the hat band and glue them in place.

Use cold florist's adhesive to glue the Ranunculas, Rose buds, succulents and berries into place. Use a lot to get this opulent look.

Finish with another garland over the top which also cascades down the back.





Hungary's and Europe's champion florist, Tamas Endre Mezoffy spent his childhood in the uplands of Balaton, living really close to nature. At that time he realized he had a feeling of deep respect for flowers and a kind of mysterious and magical contact with them. When he started high school in Budapest, he soon got involved with floristry which he found very exciting. He was only fifteen years old when he attended his first competition. After graduation he proceeded to study as a Florist and Decorator.

In 2002 he was in Finland as part of the Leonardo learning (exchange) programme. There, he worked in many flower shops and came home with lots of experience, which fuels him nowadays as well.





Tamas Endre Mezoffy

HAVE A GO!

START

It's time to get out the sewing machine or glue for this shawl as it starts with a stuffed white fabric base. An inner of upholstery foam, heavy fabric, batting or similar would add to it's structural integrity.

Add a gold catch at the front.

Cut out hundreds of Birch squares. Paint some of them with gold paint or...gold leaf! Glue them on the front and back leaving only the shoulders bare.





Use cold Florist's glue to attach petals in 2 layers around the outside of the shoulder space directly on to the fabric. This creates a definite division on each shoulder.

Add a line of mini Orchids up over the neck line, mirroring each side. Green Strawberry halves are glued on next more randomly to create a different texture.



Fill in the middle with other small scale glued flowers, making sure each shoulder has a similar collection of flowers placed in the same place. Finish with gold Birch squares mounted on pins in the strawberry halves.







Klára Franc Vavříková, the current champion Czech florist, lives in the town of Sázava, in the Czech Republic.

In her hometown she co-organises the town's Representative flower ball of Sázava, regularly prepares the Flower day in the Sázava monastery, and through the yearly organisation of 'Flower Day' at the Jezeří castle she promotes the restoration of this historic site – surrounded by a devastated landscape related to surface coal mining in the north of the Czech Republic. Klára tries to involve young florists and horticulture students in virtually every floristry activity she organizes, helping them to improve their knowledge and skills in floristics.

In 2015 she opened her first flower shop in Benešov in central Bohemia.



Klára Franc Vavříková

START

Klára loves working with beads and if you wish to follow her example you are going to need a lot of them! Heavy wire comes in a coil. Thread beads on to it to form the outer shape of the bag.



Thread more beads into long strings and add clips on each end. These will form the handle of the floral bag.

Use the clips to attach the strings to the coiled section

HAVE A GO!



The coils still need to be secured to each other. Klára crisscrossed looped strings of decorative wire with beads from side to side to form a grid and it also tightened the whole construction.

With everything secure Klára was finally able to start adding the plant material. First to go through the centre and over the top was vine. She threaded it through the grid so it was right through the centre of the coil.

Although Klára did not have a water source the mini Orchids she chose last days out of water. Each bract was threaded carefully through the grid so the flowers were held in place by it and secured with cold florist's glue.



Next Klára added a bract of large Cymbidium Orchids, again threading them carefully through the grid so they went right into the centre of the bag. On the other side she did the same thing with a different Orchid.

A single larger and contrasting Vanda Orchid was glued in place next, slightly off centre but as far in as she could manoeuvre it.

To finish, Klára added some fine Vanda Orchid roots around the outside and cascading downwards. She also added more roots and Orchids informally to the model's hair although this was not part of the competition.





BOCA RATON
FLORIDA
USA

JACLYN GOUGH

Field of Flowers

www.fieldofflowers.com

WORDS & PHOTOGRAPHY JACLYN GOUGH

JACLYN GOUGH

6

GROUPING

Hard Goods

1 black container
1 artificial bird
1 can Flora Lock
1 can Leaf Shine
1/8 Spanish Moss
4 miniature terracotta pots
hot glue
floral adhesive
floral foam

Plant Material

1 bunch of 10 stems Curly Willow
1 stem green Button Chrysanthemum
1 stem yellow Kangaroo Paw
1/8 Spanish Moss
1 stem Ming Fern
2 stems Salal leaves
2 stems purple Veronica
2 stems Queen Anne's Lace
3 stems hybrid blue Delphinium
3 stems Iris
3 stems Craspedia
10 stems Plumosa
3 stems green standard Carnation
1/4 Stem white Monte Casino
7 blades of Bear Grass



Step 1: Float soak floral foam and place into a black container

CONTACT DETAILS

www.lushcelebrations.com

theskinnyvase@gmail.com

floral design 94

THE GROUPING BEGINS...



Step 2: Leaving Curly Willow at the natural height, use a parallel stem placement and insert into flower foam.



Step 3: Grab a bunch of Plumosa, spray with Floral Lock and create a tight layered piece over the top of the Curly Willow. Insert more Plumosa through the structure to create a tree like appearance.



Step 4: Establish your line within the arrangement by inserting Delphinium on the left hand side and Ming Fern next to it. Insert Bear Grass on the right to provide movement and the start of a garden-like appearance. Next Insert 3 Iris using the terracing technique (A stair step effect)



Step 5: Create groupings with Craspedia on the left side and Insert Queen Anne's Lace behind it.



KEEP GOING...



Step 6: Create a focal point by clustering 3 Green Standard Carnations in the front centre of the arrangement.



Step 7: Insert a grouping of 2 Stems of purple Veronica on the right side. Group white Monte Casino on the left and right side of the arrangement to fill in some of the negative space. After, layer Salal in front of the green Carnations and Plumosa next to it.



Step 8: Accent:
 Glue a small bunch of Spanish Moss in the Plumosa and using floral adhesive glue a small artificial bird into the "nest".
 Glue 4 terracotta pots together and glue right into the arrangement.



Step 9: Cut the laterals off 1 Stem of yellow Kangaroo Paw and group them together on the right hand side.



Step 10: Finish off the arrangement by accenting the terracotta pots with Spanish Moss and spray the foliage with Leaf Shine.
 Now, you're done!



inspirational yet achievable

floral design

THE ESSENTIAL ONLINE MAGAZINE TO JUMP
START YOUR FLOWER ARRANGING FOR
BUSINESS OR PLEASURE



Download Now



Download Now



Download Now



Download Now



SUBSCRIBE AND
*save a massive \$US 7
on the monthly individual
download price**
**Usually \$US 15 per edition*



PLUS
*Optional extra monthly flower
arranging demonstration
streaming online when, where
you want it
just \$US9.99 extra per month*

THE ONLY MAGAZINE TO:
***bring designs from all
around the world,**
***tell you how to make
each design,**
***not use press releases
for content, but go to
the competition,
exhibitions and small
flower shows to see the
emerging creativity.**

Normally ^{US} \$15 per issue **only ^{US} \$6.75 for subscribers**

ONLY \$US 81 for 12 month subscription - WOW now that is value!
(\$AUS 98, \$NZ 99, £53, €68, \$CAN 96, ZAR 931, at August exchange rates)

ORDER YOUR SUBSCRIPTION~ CLICK HERE

OR Go online at <http://www.floraldesignmagazine.com/secure/magsub.html>

Email Mike at info@floraldesignmagazine.com

Phone +64 7 862 7966 (NZ)

Our passionate team of designers know what you are looking to learn, so you always have new, interesting designs to try, to keep your customers/members coming back.