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floral design



magazine
December 2016



FLORISTS'
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BOUQUETS

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FROM THE EDITOR

As more and more new software becomes available on the internet we are able to bring you so much more. The latest innovation we have utilized is an updated monthly newsletter with all the bells and whistles.

As a subscriber you will get it automatically but if you know of others who would enjoy the advantages within it, or you haven't received the November edition of it yet, fill in the opt in form that pops up automatically when you go to www.floraldesignmagazine. Each month we will be sending you discount offers, the links to new resources and a few freebies to download and enjoy as well.

It is also the time of year when we say thank you, to you our reader for your support, to our passionate team of contributors and teachers, to Pavol Kassak and for all the positive encouragement and feedback we get with each edition.

The January edition will be a little later, as is usual for this time of the year, as we take a Summer holiday for a week over Christmas so expect it the third Monday in January rather than the second Monday. We will be collecting stories as we enjoy the golden weather that has just arrived in New Zealand.

Have a safe, peaceful and fun filled Christmas.. and happy arranging

TRICIA LEGG EDITOR



The cover is your lesson this month by Lisa Belisle. Lisa not only gives you lessons here but also at her flower school in Chicago USA. More on page 11



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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
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LATEST TRENDS FOR WEDDINGS, BOUQUETS, FLORAL INTERIOR DECOR
with AWARD WINNING FLORISTS

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GREAT BOUQUETS



HAPPY CUSTOMERS

PHOTOGRAPHY PAVLO KASBAK

Instead of just arranged bouquets are being chosen by very individual, sophisticated and discerning brides. The bride is now more in control of the choices for her wedding bouquet.

I believe that after 10 years of working for some brides you could be asked to make a bouquet for a bride who is a very particular person and she will make a choice that she will be proud to wear.

The great brides of the vintage style are those who are looking for something that is unique and has a story. They are looking for something that is different and has a story. They are looking for something that is different and has a story.

11

LISA BELISLE



Supplies needed:
- Various white sticks or twigs
- Dried flowers
- Pinecones
- White ribbon
- White paper
- White glue
- White spray paint
- White flowers to match the theme

For the arrangements that bring you in the winter and give you a little bit of magic, you can use white flowers and pinecones. You can use white flowers and pinecones to create a winter-themed arrangement. You can use white flowers and pinecones to create a winter-themed arrangement.

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latest resources



MASTERCLASS IN COLOUR

FLOWER SHOP DISPLAY SOLUTIONS

Latest resources for florists, including new products and techniques. Masterclass in colour and flower shop display solutions.

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FLORAL ART



One of the most famous floral artists in the world is the artist who created the floral art in the church of the Virgin Mary in the 18th century. They were the first to use flowers in a way that was not just for decoration but for art.

57

WEAR THEM



TALK DETUCCO

A large bouquet of flowers is a great way to celebrate a special occasion. It is a beautiful way to show your love and appreciation for someone special.

63

FRENCH TABLE SETTINGS

GREAT BOUQUETS



PHOTOGRAPHY
PAVOL KAŠŠÁK

Although posy shaped bouquets are being replaced by very natural botanical arrangements these days, in the popularity stakes they continue to hold their own as the preferred shape for more conservative brides.

floral design 3

HAPPY





It follows that after 15 years of making the same thing you could be looking for some interesting armature constructions or flower selections to keep your own creative streak alive and well.

The junior florists at the Victoria Regina competitions this year were exceptional in their skill level, compositions and fresh approach to the posy bouquet so their new ideas may be your fresh inspiration.

Many used a large floral foam posy holder but in a way that will surprise you as the bottom section was decorated to become incredibly beautiful.



Raw, loosely spun wool, skeletonized leaves, pearl beads, glued or wrapped over posy holder bottom half. Short stems inserted in top and handle wrapped with straw and cotton lace ties.



USTOMERS

GREAT BOUQUETS



Fit cardboard around holder and wrap with wool right down to end of handle. Feathers glued on wool. Pearl glued on handle end. Short flower stems into floral foam.

floral design 5



HAPPY



Choose a variety of round forms tightly packed over a Hydrangea base.



CUSTOMERS

GREAT BOUQUETS



Floral foam posy holder with ribbon glued to the base. Handle wrapped in ribbon, buckle added at base. Hydrangea florets in foam have lacy decoration on top. Add wispy grasses.



HAPPY



Chunky knitting wool is glued in loops to the holder. Big, closely grouped loops make it seem much bigger. Cut longer stems on the plant material to match the bottom.



CUSTOMERS

GREAT BOUQUETS



Aluminium wire coil pulled out and secured as a circle. Scrunched curly wire inside it. Stems through middle, then wrapped in tape. Eight vertical wires around stems and wrap with aluminium wire. Put bullion wire over the top and down the handle.



HAPPY



Raw, loosely spun wool wrapped around cardboard horizontally and secured to posy holder. Wrap handle in wool (not shown).



CUSTOMERS

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WORDS AND PHOTOGRAPHY LISA BELISLE

As the snowflakes start falling here in the Midwest and you light the fire place to snuggle up with your favorite blanket you realize you need to make a floral display for the Holiday get together at your home this weekend.

I put together a large horizontal arrangement using sale items I found at multiple big box stores.

The vase the entire arrangement is sitting in and on is a candle holder from Target, the white sticks are from Ikea and come in a bunch of ten or so. The Feather ball and frosted vine with pinecones is from a Chicagoland wholesaler.

See what you can find in your Holiday boxes and clearance items to make a one of a kind buffet, mantel or large harvest centerpiece.



Supplies needed:

Unique vase,
Ikea white sticks or
similar, frosted
permanent botanical
accents,
orb or feather ball,
zip (cable) ties,
wool,
white aquarium gravel,
and fresh flowers to
match the décor





Step one: Fill your clear vase with 2 to 3 inches of white aquarium gravel. Feel free to add more if you have a tall vase.

Step two: Line up two large white sticks, one tip facing East and the other facing West. Cut the stick from the bottom if too long. Keep in mind horizontal proportion to the size of your vase and table. Use the cuttings to place North and South at an angle. Zip tie these together. Make another set.



Step three: With the second set, you created, cut smaller sticks at about 3 to 4 inches and zip tie these together while creating tension and space between each set to create an armature that flowers will be going through to stabilize the entire frame. Cut zip tie ends when complete.



Step four:

Take your frosted branches and bend them to create dynamic lines and movement in your piece. Use zip ties to attach and cover with a matching wool to conceal ends.



Step Five: Add your feathered orb by piercing with metal wire and bending to run parallel with sticks. Wrap with wool to conceal the wire again.

Step Six: Drape your second vine or complimentary texture that drapes nicely. I clipped a large bract off so I have draping on each side.



LISA BELISLE

Step seven: Add fresh flowers and a small amount of foliage to compliment the shape of your armature and the colors of your lines or surroundings. I love textures, so blending the rough with soft in this arrangement worked with the wood and fur. Look closely, the peonies reflect the soft fur and the scabiosa pods and the Dinosaur ferns add to the rough textures of the wood.

This shows how using complimentary colours of your linens and furnishings makes the arrangement look so rich and adds so much value to the actual arrangement.





▲

Placing this arrangement in a room surrounded with contrasting colours alters the entire look and the colours of the flowers take on a different shading. In this particular case it enhances the frostiness.

Styled at Leejofa.com



Masterclass in Colour

The Waihi Floral Art Club in the North Island of New Zealand may be small but it's members are not only talented but very creative.

They have regular workshops with invited designers sharing the latest in trends and techniques, the result of which is a group of women who have dozens of styles and techniques within their repertoires.

Most of the plant material they source are from their own or friend's gardens as the flower markets are over 2 hours drive away. This has actually been an advantage as resources have to be found closer to home and they have had to think laterally.

The same applies to the accessories they use which are often repurposed.

This was the case for this beautiful floral sphere by top club designer, Vicky Youngman. She needed a base for the sphere and so had an old glass container cut down as all she wanted was its round bottom!

Once she reassured the hesitant glass cutter that it didn't matter if it broke in the process, she eventually got the shape she needed, which she covered with small bark squares. A block of floral foam was carved to create the top curve and Vicky then went searching for the plant material she needed.

Everything she chose had a touch of red on it somewhere, either as a tint, tone or shade, but they all also had to be in scale with each other. Turn the page to see just how masterful she was!

Masterclass in Colour

The Ivy has red stems and the red cluster of flowers have green centres. This is all very subtle but it brings the two colours together naturally which Vicky then emulated with her other colour choices.

The slight red blush in the middle of the Rose and the seed heads, the red tips on the white buds, all add unity to the piece

Vicky then accentuated the colour differences with the lime green button Chrysanthemums positioned right beside the reddest elements.

Every plant choice was deliberate, even to the spiky flower grouping being very similar in colour to the outside of the Roses. Genius!





Master class in Colour

In the same competition Dorothy Baker created this fabulous pave-styled arrangement.

Once again she created pattern with the plant material but Dorothy also added a third colour, the blue, which acted as the focal point adding attention to the the nesting bird.

But have you spotted the second bird?

Once you have spotted it, you will see that it is a wonderful example of how using contrast in colour to highlight plant material or accessories. The bird has almost completely disappeared in the exact colour match to the Leucadendron buds that surround it.

The placement was done on purpose in this case to add the element of surprise but if the blue bird had been put there instead, it would have stood out immediately.

Dorothy has used this effect in the rest of her piece as well as contrast of form and the effect was fascinating.





Latest resources





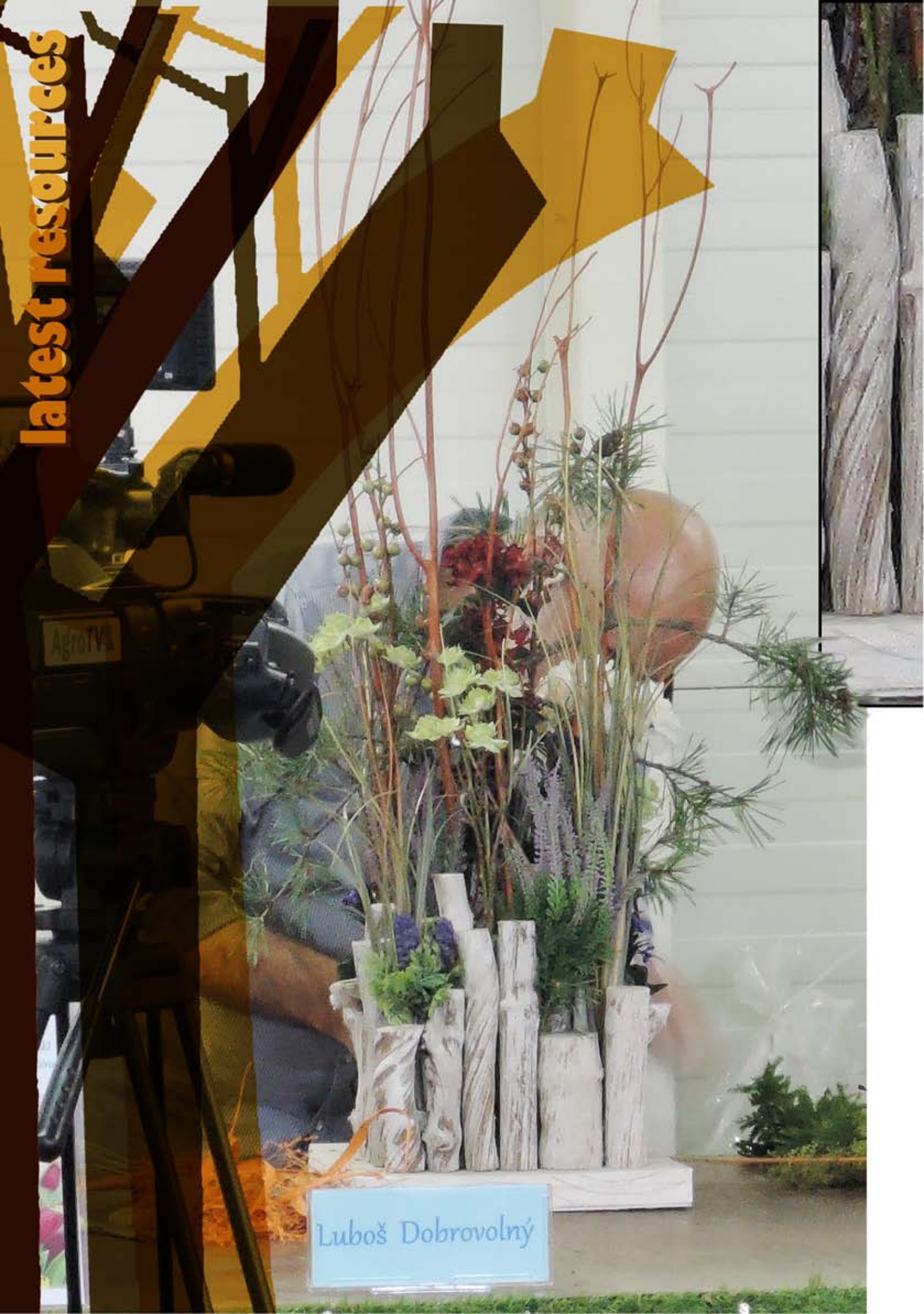
Luboš
Dobrovolný
is a Czech
florist who was
demonstrating for
the Currel Company,
which is a large flower
market complex in Slovakia.

Luboš was able to use the latest
resources now available in Europe,
not only in plant material, but also
containers, silks and accessories.
At the same time he showed the trendiest
styles coming out of Europe worthy of your
attention.

Fortunately for those of us who do not have
such resources available, many of the
pieces can be made as bespoke
arrangements such as this one on the left
with its wooden base. Your correspondent
Pavol Kaššák, went a little closer to
capture the details as Luboš worked.



Luboš Dobrovolný





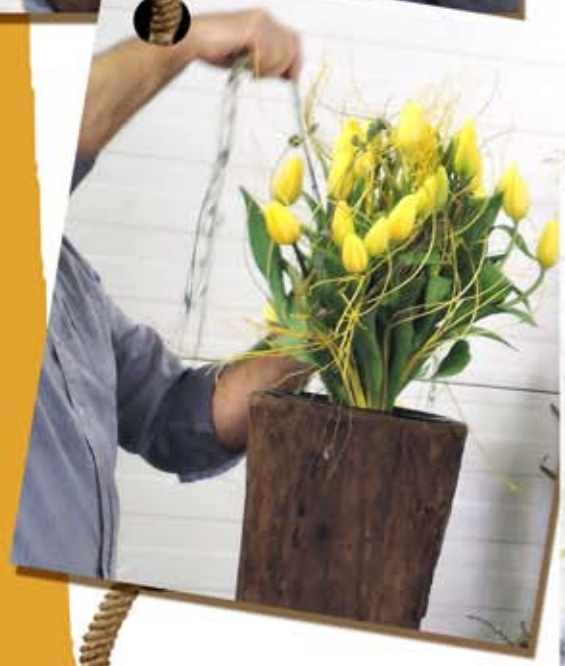
White washed sticks glued or screwed on to a plank of wood.

An assortment of strongly linear foliage at the start.

Dyed cane or dried linear material adding the colour and unity.



latest resources





Hollowed out log-like vase for the natural theme.

Yellow dyed, flexible sticks for looping and swirls.

Black plastic insert in the top to hold spiralled stems in the centre.

Latest Resources

Huge Pine needles attached to branches, so many ideas!

Sticks, cones and seed heads all sprayed the same silver.

Large, glossy black vase with wide enclosed rim to accentuate and contrast





latest resources

Copper accessories from the 1970s are back in fashion!

Autumn is the time to find the copper coloured blush on seed pods

Make your own bowl shaped, cone covered container.







Designer: **Marie Alice Hivet**



PHOTOGRAPHY **GILLES VIAL-CAILLE**

FLORA

The floral art competition was called Fleur Pulsion and the place was the tiny and very beautiful village of L'Escarène on the Mediterranean coast of France.



AL ART

One of L'Escarène's claims to fame is the church organ built by the Grinda brothers in the 18th century. They were the official organ-builders to the King of Sardinia and several recitals are held each Summer with prestigious organists. It was also a fitting theme for the floral designers.



Designer: Anita Angela

FLORAL ART

With less obvious reference to the organ pipes these two entries show how easily floral art pieces can become part of your style repertoire for sideboard arrangements.

Classically French with clean lines and no fuss, they show the national panache for effortless, successful, interior floral decor.



Designer: **Chantal Lupi**



Designer: **Carla Cravaschino**

FLORAL ART

Much larger pieces themed to the organ were also displayed giving you plenty of food for thought for more imposing structures and compositions.



Designers: Pino Formica | Tizana Vicentini



Designer: Maguy Usai



Designers: **Simone Baret** | **Elisabeth Feisthaur**

FLORAL ART

Each year the region also has the Rally of L'Escarène, a car rally set around the tight corners and glorious views. These are the designers' interpretations of the event.

Now it's your turn. How would you depict your local attractions in flowers for a tourism information office? Turn the page for 2 more ideas.





Designer: Margherita Conrad Galbo



FLORAL ART

And finally as you conclude your glimpse at the attractions of Escarène, we discover they have a running trail. Although the pixelated map in the background is rather distracting, the arrangement below using elements gathered from the trail is a wonderful idea for any tourist information office.



Designer: **Carla Cravaschina**



What a great, versatile stand! Maryvonne has added a runner but you could jigsaw out anything appropriate for the occasion for the top

Designer: **Maryvonne Sottit**

YOUR COMPANION VIDEO

new zealand road trip

6 LOCAL IN SITU FROM FOU

www.floraldesign-dvds.com/nz.html



ATIONS CREATIONS ND RESOURCES

**FARM
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RIVER
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HOT Tips of the Month



PHOTOGRAPHY PAVOL KAŠŠÁK

To celebrate the 25th birthday of the Curel Company in Bratislava, the capital of Slovakia, they opened 5 new show rooms in their shop, each in a different colour and style. These were the foundations for floral decorations that were available for sale or used materials which were sold in the main shop area.

The result is an opportunity for you to gather fresh ideas for your own displays whether in a flower shop, floristry school or exhibition situation. The transformation can be as easy as a pot of paint, lengths of fabric and the allocation of time!

DISPLAY



SOLUTIONS



PINK ON WHITE

The show rooms areas were quite small but displaying the pieces as they would look in a interior subliminally suggests how they would transform the viewer's home. Seems obvious doesn't it?

Often the norm is cramming in as much as you can on each shelf, each element unified often by colour. Curel's more modern approach suggests just the opposite, when less is definitely more.

So check out their ideas and decide for yourself. Is it time to declutter, have less on display, but in a more realistic interior design style? Will it create more interest, and/or more sales? You won't know if you don't have a go!

HOT Tips of the Month



With white drapes, wall paint, tables and ceiling nets, a high level of sophistication is set.

The florists used a limited colour palette for the arrangements to unify the room and added white candle holders and glass to add to the classy look.

Keep the white backgrounds but change the entire arrangement scheme as often as you can to keep your customers interested as new flowers come in season.



DISPLAY SOLUTIONS



PINK ON WHITE

Draping the ceiling and walls with white encloses the space and is a comforting and magical place. Pedestal light shades have been used in this case, to subtly direct spots on to the top of each design.

Giant glass vases filled with water, coloured floral foam or white textured elements such as shells keeps all the arrangements light.

From that point on create the arrangements in your favourite styles.

Use silk flowers if they sell well in your area. They are also useful to show off styles that can then be replicated for a specific client using fresh, seasonal flowers and foliage, rather like the Chinese food shops that have plastic replicas of their dishes in the window!

HOT Tips of the Month



NATURE ON BROWN

Light brown painted walls, dark stained polished wood blocks and concealed down lights give this showroom the air of a gentlemen's club, a small and intimate den, or a boutique hotel lobby. The wood blocks provide subtle shelving as niches and when attached to the wall, conceal the down lights.



Sticks, bark, vines, branches and dried plant material in the arrangements add the contrasts in texture for many of these everlasting pieces.

DISPLAY SOLUTIONS



HOT Tips of the Month



So your clients have seen the soft and feminine room, walked through the dark and masculine and now emerge into the contemporary and avant garde. The base colour is cream on the walls, marble and/or concrete for the surfaces. Now add the furniture in bright, iridescent blue!

Work a deal with your local furniture supplier so you can change the chairs and daybeds regularly as you pick what you love from their collection. Sell one of their pieces, you both make a profit.

BLUE ON CREAM

The designs need to be just as startling and refreshing. Concrete or ceramic heavily textured containers, solid forms in the plant material, bring out your wild side!



DISPLAY SOLUTIONS



HOT Tips of the Month



Glass bowl on driftwood, plastic beads and potted plants, they all are so disparate. But it works and would be perfect for that someone who wants something unique.

BLUE ON CREAM

So this room is the place to push the boundaries, introduce your viewers to the new, the different and the outrageous. You may find they love them and then you have a new style to add to your repertoire.



Silk flowers, are the choice when you want unnatural bright man made colours and don't want to be concerned with a water source. Buy high quality artificial and they may fool your customers into thinking they are real.

DISPLAY SOLUTIONS



HOT Tips of the Month



This show room idea may send you or your customers a little crazy as it did Pavol when he tried to photograph it for you (above)! It is of course because of the reflections when you cover the floor and walls with mirror tiles and then turn on all the long drop lights.

MIRRORS ON CREAM

The low cream tables break the confusion up a little in the photos but in real life our eyes have the ability to see the forms more clearly as we see in 3D. The effect is a wall full of Phalaenopsis Orchids, encased in a glamorous, glitzy space with more reflections from the feather filled vases placed on the floor around the walls.



Using shiny surfaces such as silver and glass vases adds even more reflections. Placing 4 arrangements in a square is a clever way of implying you need to buy four to achieve the same look for each table at an event.

DISPLAY SOLUTIONS



WEAR THEM

Brides are becoming braver, florists are developing the skills, and so expect to see more and more flowers being worn as a part of the entire statement at weddings, proms, and fashion events. Now all we need to see are these floral masterpieces on the young and beautiful as they walk down the red carpet in celebrations around the world.





THE METHOD

Many of these floral shawls are pinned to a gown but the backing could also be part of the gown's assembly with a detachable strip held in place with velcro. The plant material is glued on with florists' adhesive in this piece, over the first layer of Ostrich feathers.

A large brooch becomes the accent at the back and could also be the attachment point. At the front clips (used on braces) hold both sides to the belt.

WEAR THEM



THE METHOD

It all begins with hand made netting we are seeing so often but this time the foundation has beads at each intersection to create the shawl shape. The finished netting then provides the hold points for a silver foliage overlay down the back.



The green hanging flowers (Solomon's Seal) were glued on top of this layer and then the smaller Chrysanthemum flowers on top of that again.

Because of the tie at the front, this would easily slip over the shoulders and sit comfortably as the weight is evenly distributed front and back.

WEAR THEM



Whoa, is this mannequin having a bad day or what! Isn't it interesting how by putting the arms and legs in this stance it has completely defeminised the floral scarf and gives out the vibe of defiance. Perhaps she didn't like losing her head?!



THE METHOD

The foundation is a strip of plastic square netting cut to shape. The cut ends may be a problem around the neck if they are touching the skin, but bending them over and securing them would solve the potential problem.

The red mass of tiny flowers were layered over it with feathers and Honesty seed pods on top. Bullion wire criss crossing the scarf kept everything contained.





DESIGNER ALINE FANTINO | PHOTOGRAPHY GILLES VIAL-CAILLE



FRENCH SETTINGS

TABLE

The Olive oil in the bottle is a local product of L'Escarène in France and Aline's setting is a great example of how to promote a product and still remain stylish. The beautiful cascading arrangement takes your eye straight to the cups as an invitation to taste the oil.



Pumpkin arrangements are not just for Halloween as in many countries they are just as appropriate for Harvest festivals and Autumnal themes.

The bottom Pumpkin was cut to have a flat base and placed on a slab of timber . Drill holes in the top of it and place dowels in those so they will support floral foam and the second Pumpkin placed on top.

With all that secure, skewer more floral foam at the very top and add the flowers and foliage.

DESIGNER: LALA SPERTINA





Combine gourds and Olives and you have not only a statement about Autumn and this region of France, but also interesting and less used flora to delight the viewer.

Use toothpicks to connect the gourds to each other to build a collection to place in the basket opening,

Secure floral foam on top of the basket and create the radial style with the Olive branches and Nandina. Nerines, Chrysanthemums, bread and Olive oil complete the look.



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