

# floral design

inspirational and achievable

magazine  
january 2017

your  
essential  
2017 colour  
update

3 lessons  
for lovers



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# FLORAL DESIGN CONTENTS JANUARY 2017

The **2017 Pantone colours** are all over the internet in fashion magazines, paint catalogues and interior design web pages. Therefore you are probably already very familiar with the hottest colours that will be everywhere very soon.

So our question for this edition was, how can we add to all that basic information for you as a floral designer?

The answer was simple. Give you **heaps of real arrangements, add some colour palette ideas with examples of course, source out fresh flowers that carry those colours, and present it to you as an easy reference for the year.** Done!

Of course we could not forget St. Valentine's Day so we have some loving tales for you too as step by step lessons. Enjoy!

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DIY LESSONS

Both in the fashion houses and the world of interior design, deep orange is a key colour for 2017. This shade of orange will stand out from the crowds and a little goes a long way. Pair it with lime green for maximum impact.

Roses, Callas, Strelitzia and some berries are easy to find examples of this colour in Nature , which is fashionably called Flame this season.

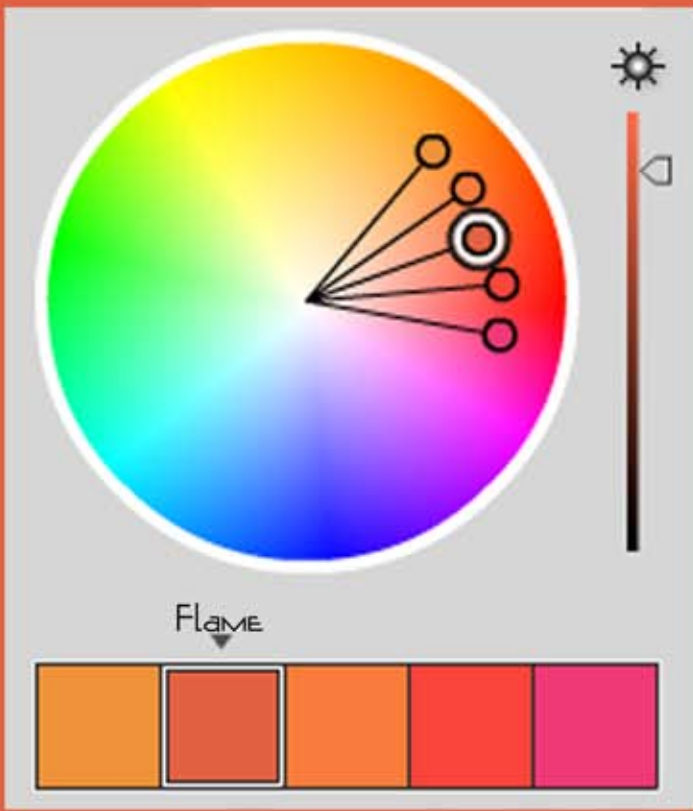
*hot  
and spicy.*

# FLAME

floral design 3

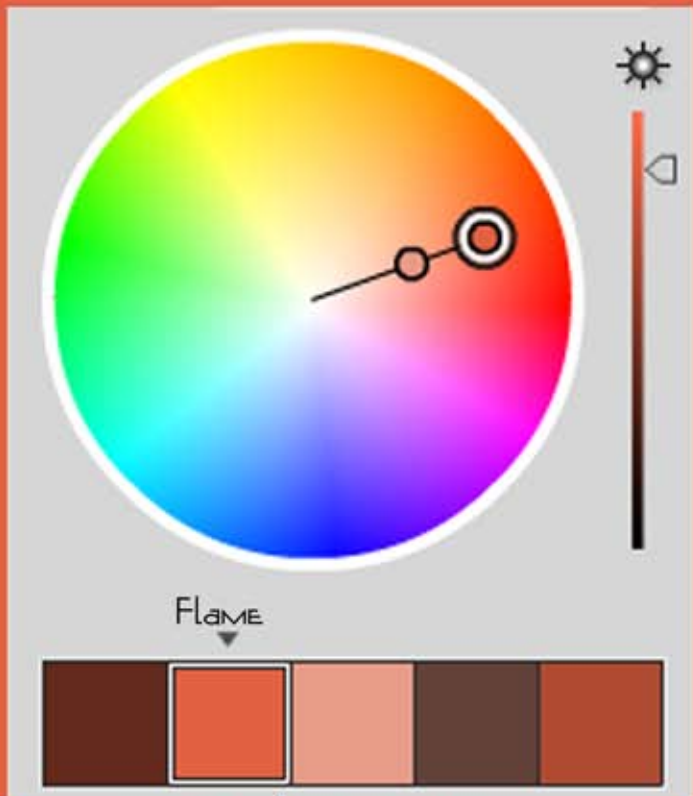






## *analogous*

Once you have a fashion colour what do you put with it? The easiest answer lies with colour theory as these tried and true combinations guarantee success.



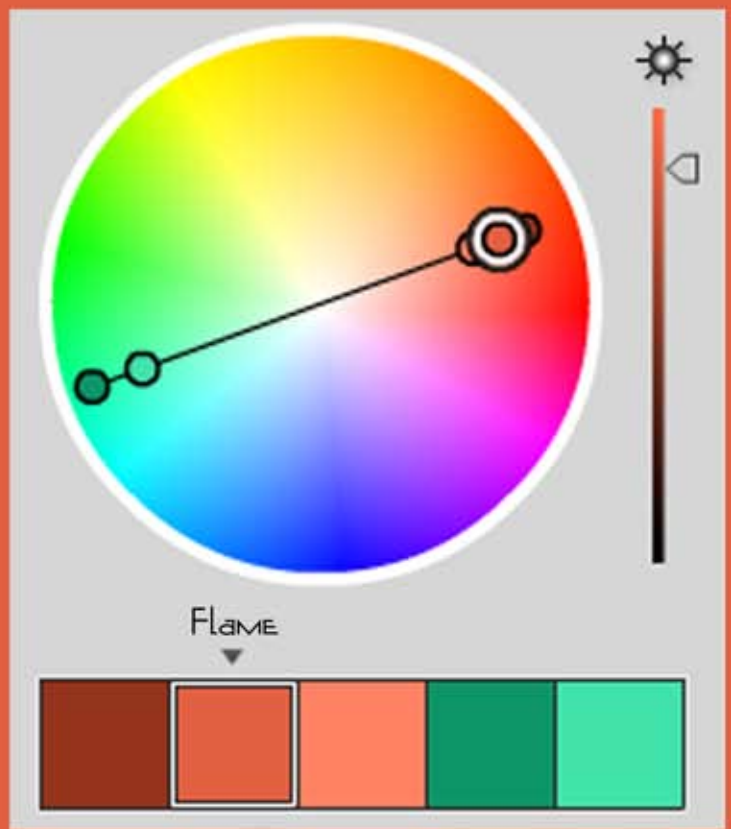
## *monochromatic*

floral design 5



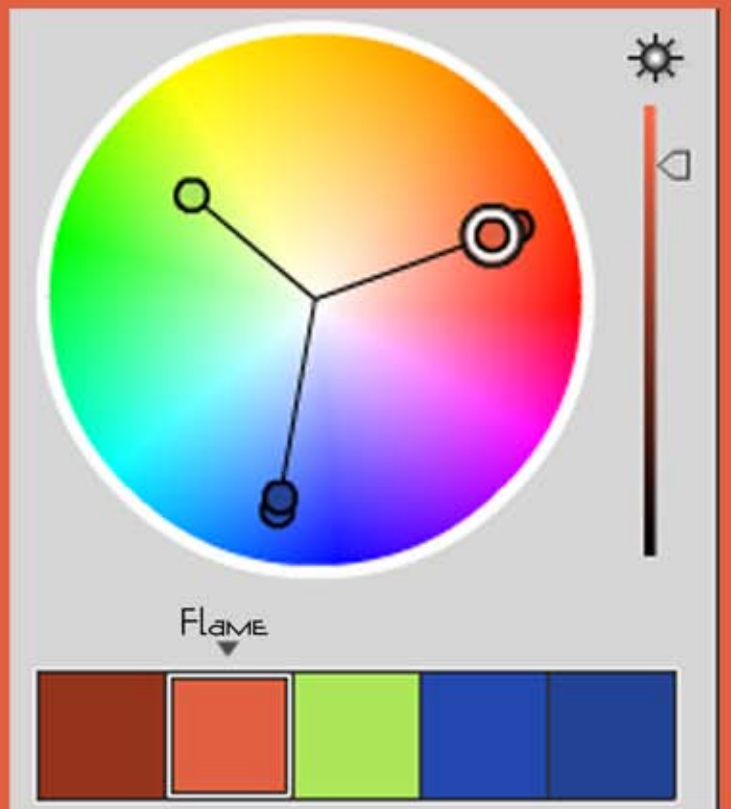


Designer Ondřej Vystrčil



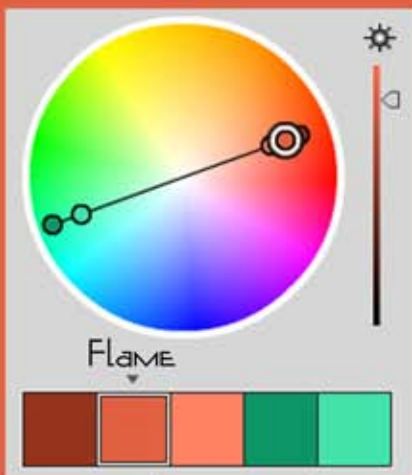
### *complementary*

These colour theory guides are not rules but suggestions to help you widen the colour palette you habitually use and try more adventurous schemes.



### *triad*





*complementary*



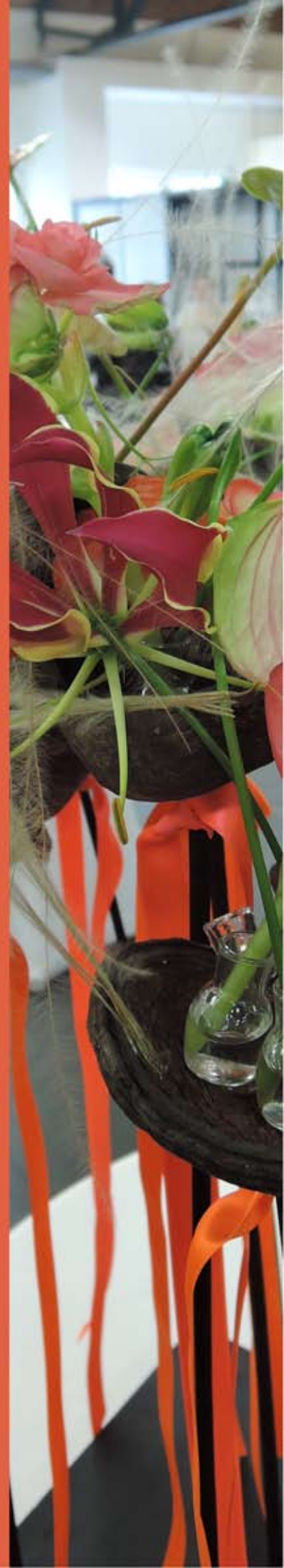
Ondřej Vystrčil, a Czech florist currently living in Switzerland demonstrates how to enhance the flame colours in the Gloriosa, Begonias and Anthuriums by adding ribbons.

You need a wooden base some sticks, those used for pot Orchids are strong enough. You drill holes into the base, then glue the sticks in.



When everything is dry, you glue Buddha nuts onto the sticks. There are really small glass bottles inside the nuts, so you can put the fresh flowers inside each one.

Tie on the ribbons and you are done.





Kale (Brassica oleracea) is a vegetable currently fashionable as a superfood but the 2017 Pantone colour Kale seems more to reflect it's cousin in the Brassica family, the ornamental cabbages. These are grown more for their appearance than their taste or nutritional value. Whatever the reference, this is that beautiful cool green colour that looks so good with white or a mixture of other green shades.

*inspired  
by your veges*

# KALE





Bouquet with Kale, ferns, Eucalyptus, Euphorbia, Rosemary, Queen Anne's Lace.

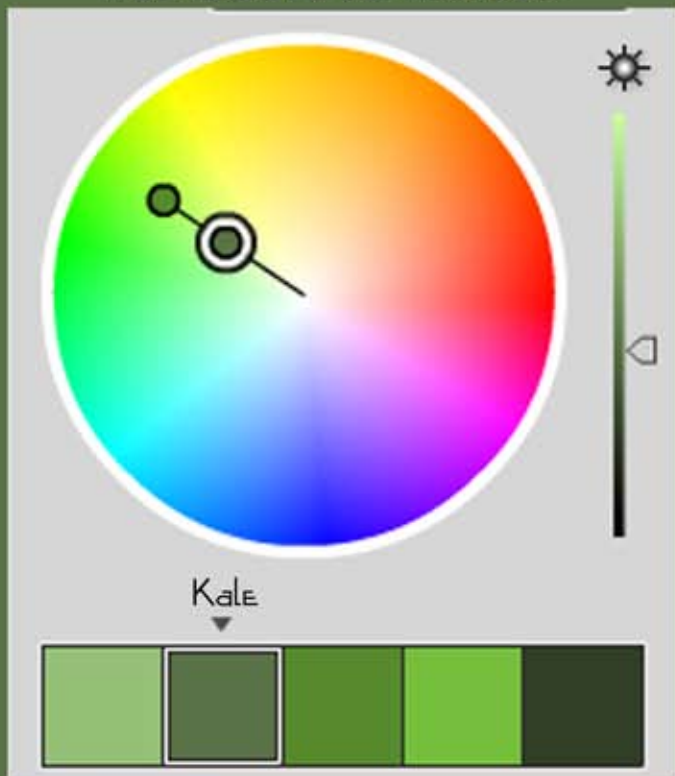
Photo by **Sweetlife Photography**, Florals by **Swoon Floral Design** Portland Oregon

floral design 10

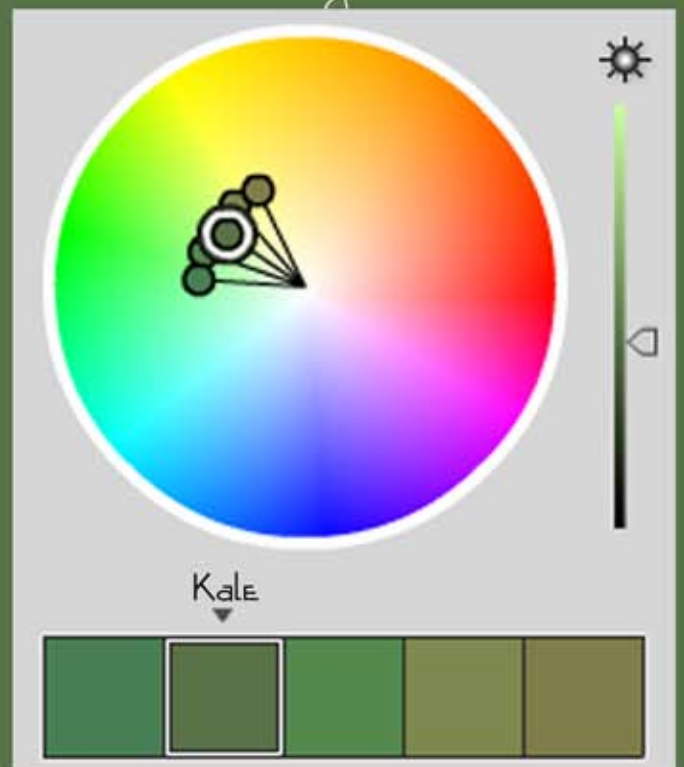
Designer: Doreen Neuman - Germany Photo Pavol Kaššák



*monochromatic*



*analogous*



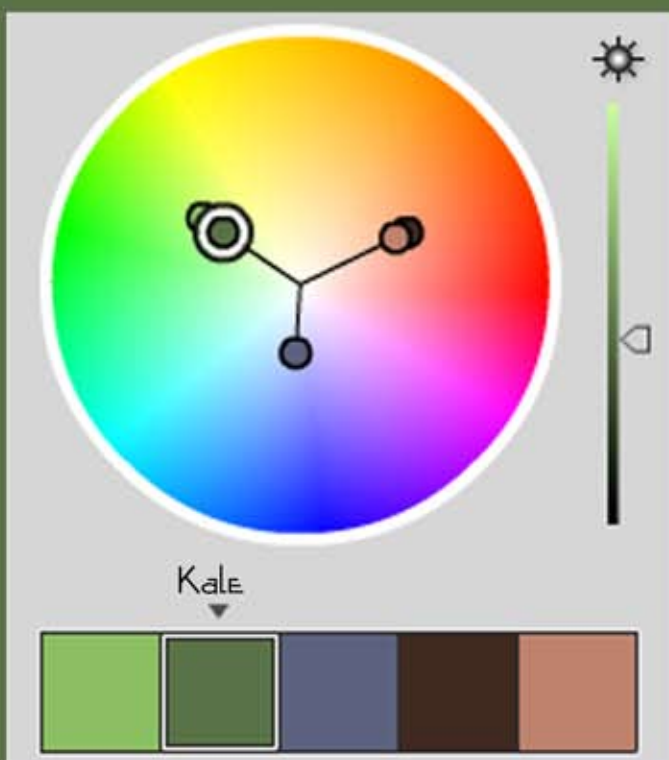


Kale is a great colour to use with other greens and lichen covered sticks as in this European style.

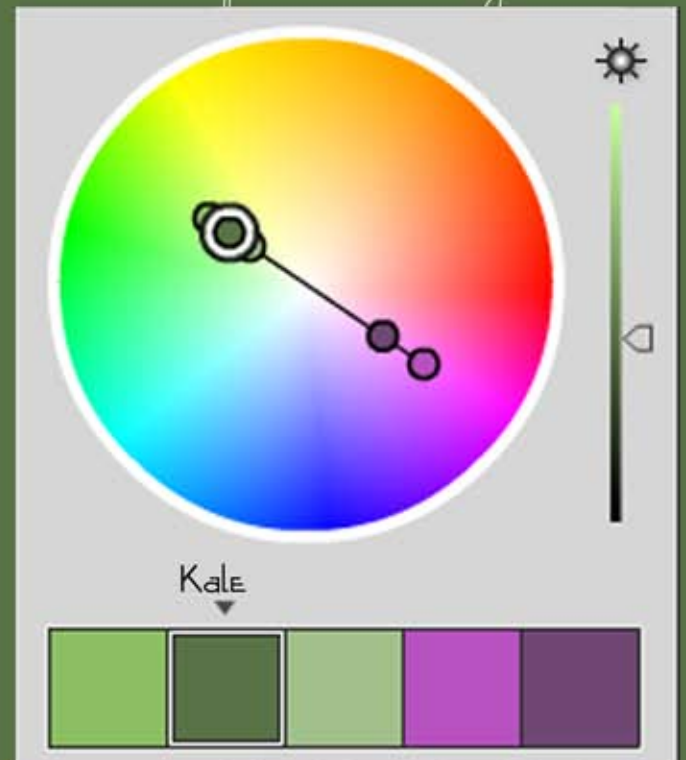
Just a touch of it spiralled into the wool accents is a nod to the fashion, and when coupled with the Island Paradise blue, (another 2017 colour) it lifts the whole piece.

Of course monochromatic, triad and complementary are other great colour combinations.

triad



complementary



The 2017 fashion colour Hazelnut is as close to dried nuts, leaves and grasses as you can get, easy right? Bundle up the grasses, glue on the dried material and add a few fresh crisp flowers to add life. Doreen has also used the wonderful trick of adding false stems wrapped around wire stays to create a handle on this bouquet.

*dry  
and natural*

# HAZELNUT

floral design 13



Designer: Doreen Neuman Photos Pavol Kaššák



# HAZELNUT

[www.live-design.ru](http://www.live-design.ru)

PANTONE 14-1315







*compound*

This arrangement was created for the video ..New Zealand Road Trip... only using materials found within the environment, in this case a beach. Lo and behold, when checking the elements against the colour theory chart, the colour palette was there as a compound combination. Nature has all the answers if we open our eyes!



*triad*



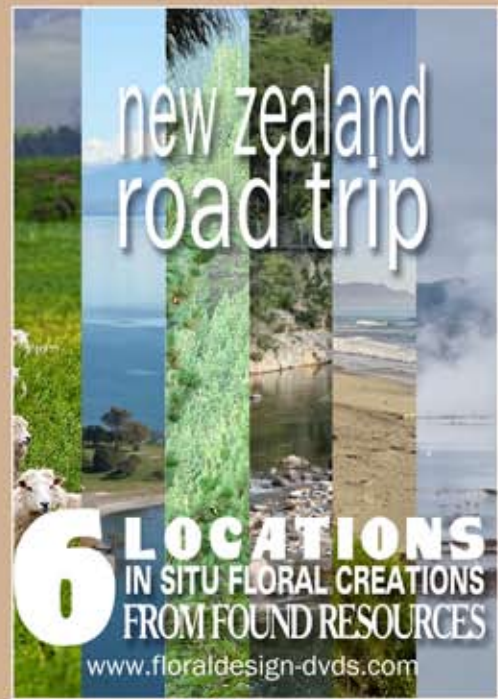


Designer: Tricia Legg



### *complementary*

The complementary colour palette even takes in the colour of the sea! What a shame there was no plant material in the vicinity in those glorious summery blues, but back in the studio introduce it with flowers, wraps or ribbon.



CLICK HERE for more information on the **New Zealand Flower Arranging Road Trip** video of lessons or go to [www.floraldesign-dvds.com/nz.html](http://www.floraldesign-dvds.com/nz.html)

When a fashion colour is announced such as this 'Island Paradise' it doesn't mean it has to be plastered everywhere in 2017. What it does mean is that to keep your floral design fashionable to go with the latest interiors and furnishings, add a touch of that colour to integrate your piece this year. So keep your eye out for accessories, vases, or floral spray paint in 'Island Paradise' when next your rep calls.



Designer: [loveisintheairevents.com](http://loveisintheairevents.com)  
Photo: Megan Vaughan



# ISLAND PARADISE





A complementary or compound colour scheme is probably going to give you the warmest effect with 'Island Paradise' as compare it with the analogous scheme which could be very cold and recessive.

Kirstýna has avoided this problem by taking the palest version of the colour (in the fern) as well as spraying the thistle with the full hue of 'Island Paradise'. This lifts the whole piece, as white tints always stand out.

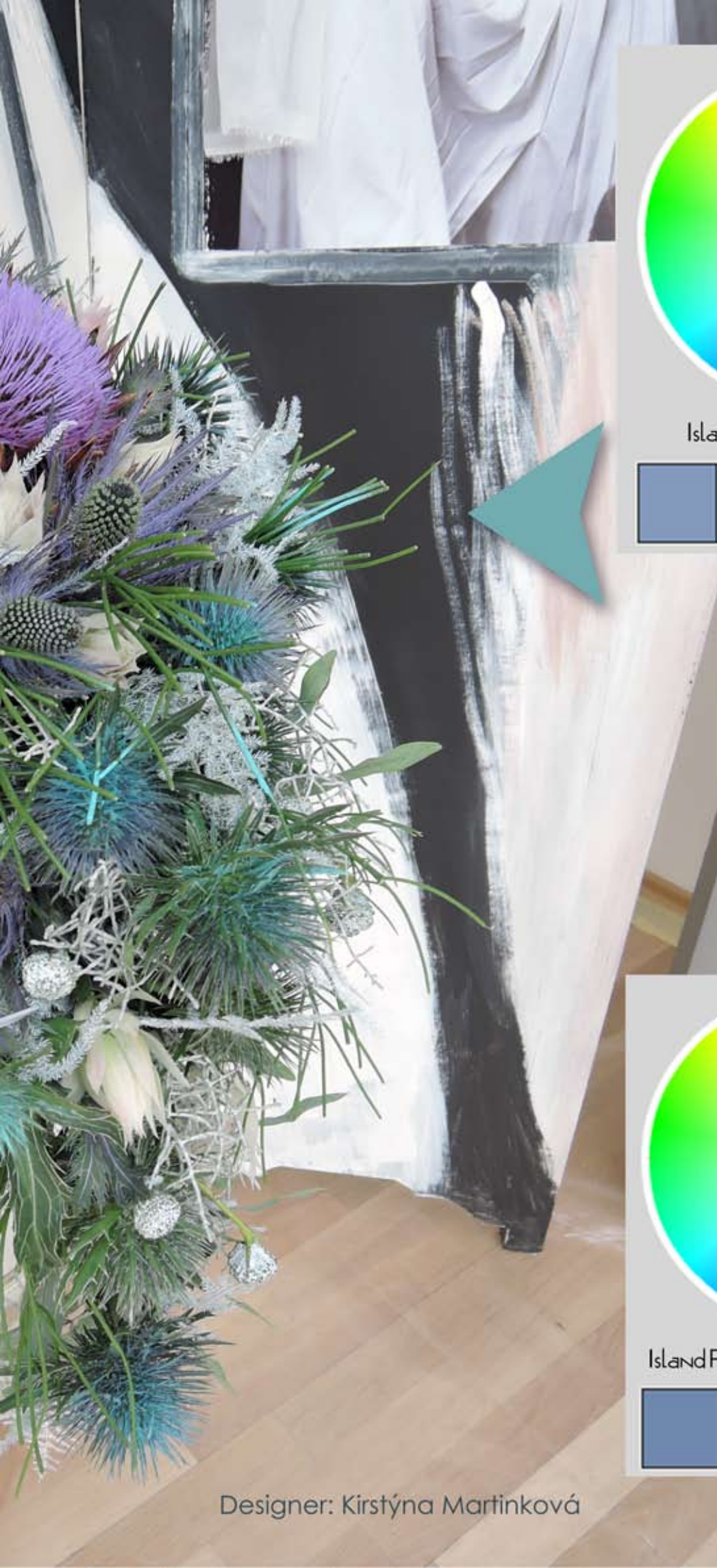


Island Paradise

complementary



FLORIDA  
 ANDSIA  
 OPGAPHICA  
 MNGIUM  
 THISSLE  
 ALPINUM



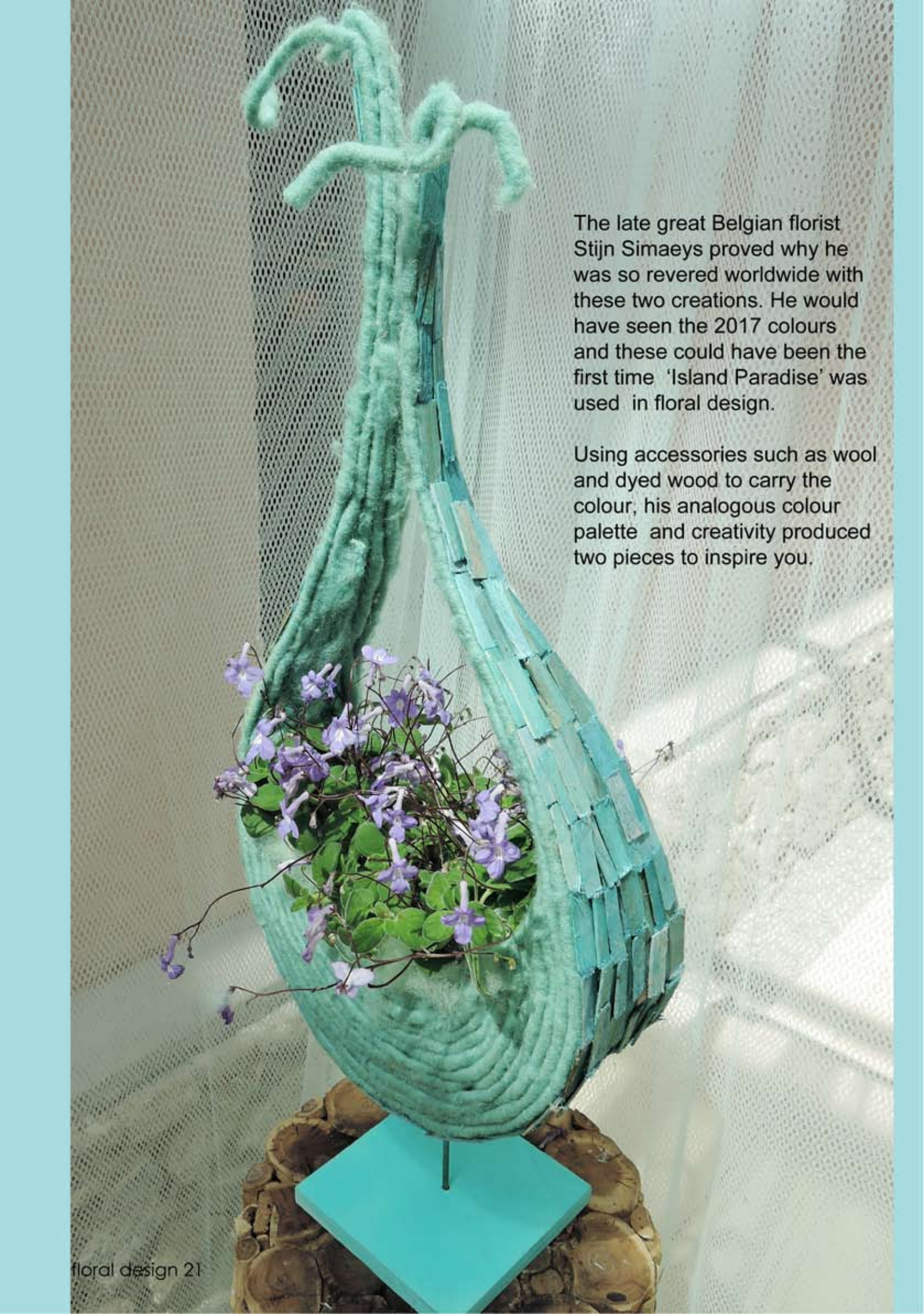
IslandParadise

*analogous*

IslandParadise

*compound*

Designer: Kirstýna Martinková

A large, teal-colored, woven basket-like structure with a handle, filled with purple flowers, displayed on a wooden log base. The structure is made of a material that looks like wool or dyed wood, and it has a handle that is also made of the same material. The basket is filled with purple flowers and green leaves. The entire piece is mounted on a wooden log base. The background is a white, perforated metal mesh.

The late great Belgian florist Stijn Simaey's proved why he was so revered worldwide with these two creations. He would have seen the 2017 colours and these could have been the first time 'Island Paradise' was used in floral design.

Using accessories such as wool and dyed wood to carry the colour, his analogous colour palette and creativity produced two pieces to inspire you.





Primrose Yellow, one of the colours for 2017 that is easy to find! Dahlias, Daffodils, Daisies Chrysanthemums, Ranunculas, and Primroses are all waiting for you to add them to your next arrangement.

# PRIMROSE YELLOW

Photography : Pavol Kaššák





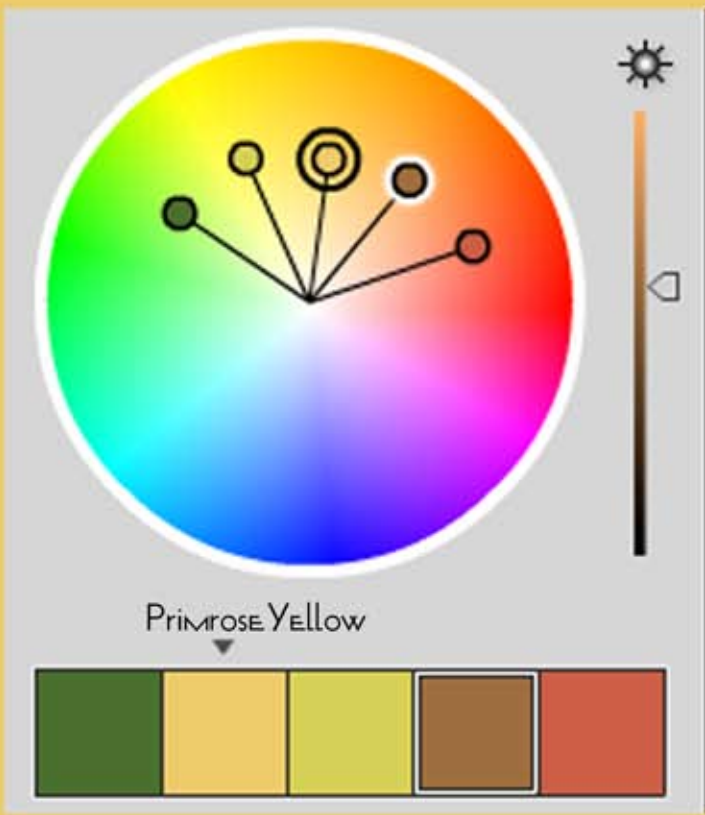
# PRIMROSE YELLOW

[www.live-design.ru](http://www.live-design.ru)

PANTONE 13-0755

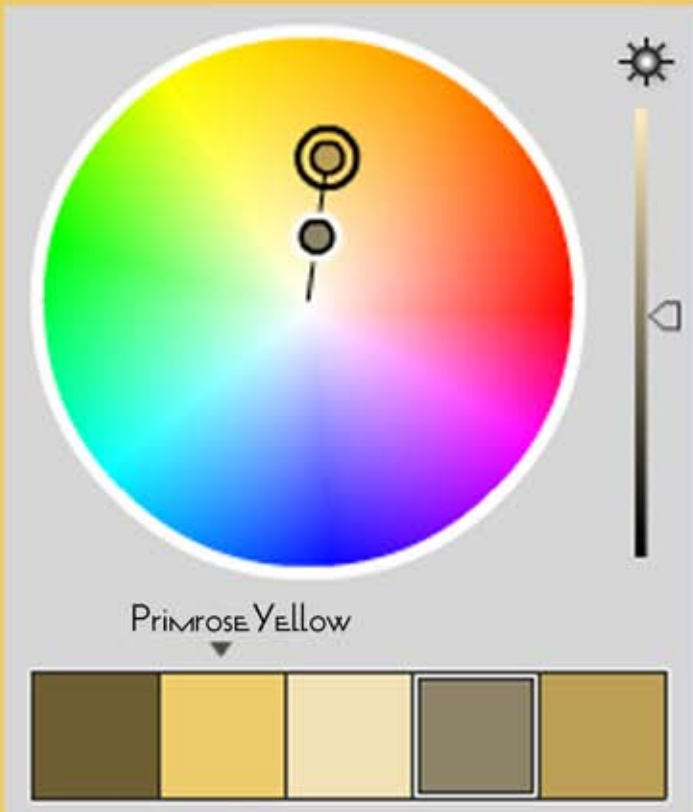
Zoya Ti  
design





## *analogous*

This analogous colour combination really makes the yellow pop, so it is an ideal plan if you only have a few flowers in that colour. Even a small amount will naturally dominate the whole design.



## *monochromatic*



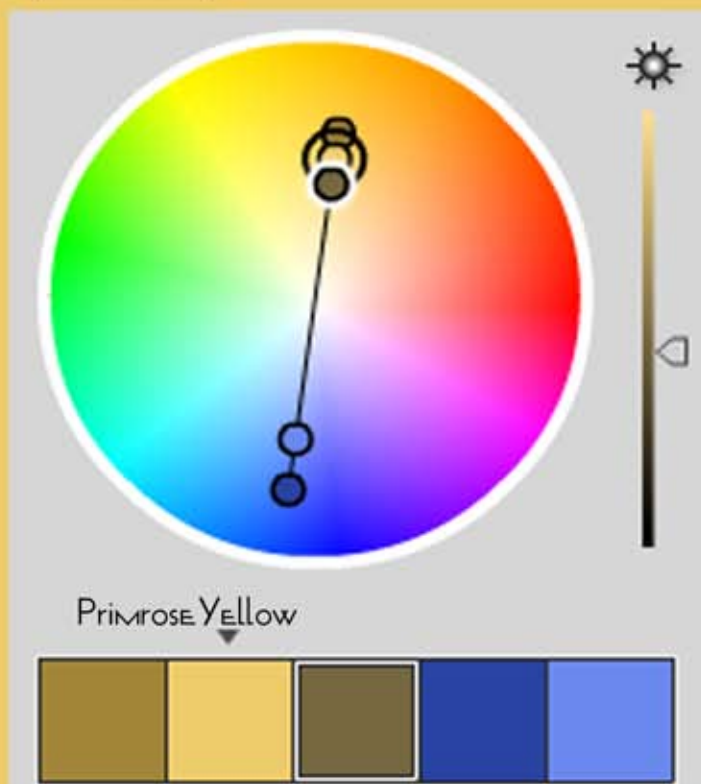


Photo: Pavol Kaššák



### *triad*

If you are brave enough try the triad colour scheme. These are always challenging as they are the 3 extreme points of difference on a colour wheel. This means they are the 3 extreme contrasts. Tone the contrast down with pastels (white added) of the same hues and enjoy experimenting.



### *complementary*

Hot Pink, or 'Pink Yarrow' in the 2017 fashion colour will brighten things up this year. Find it in Yarrow, (obviously) Roses, Dahlias and Statise but also look deep into the centres of Orchids, Summer bulbs or Gerberas and you will be surprised this colour is often in Nature's palette.

*inspired  
by Nature*

# PINK YARROW





Design: Ondřej Vystrčil | Photo Pavol Kaššák

Design: FairestFlowerFarnblogspot.com

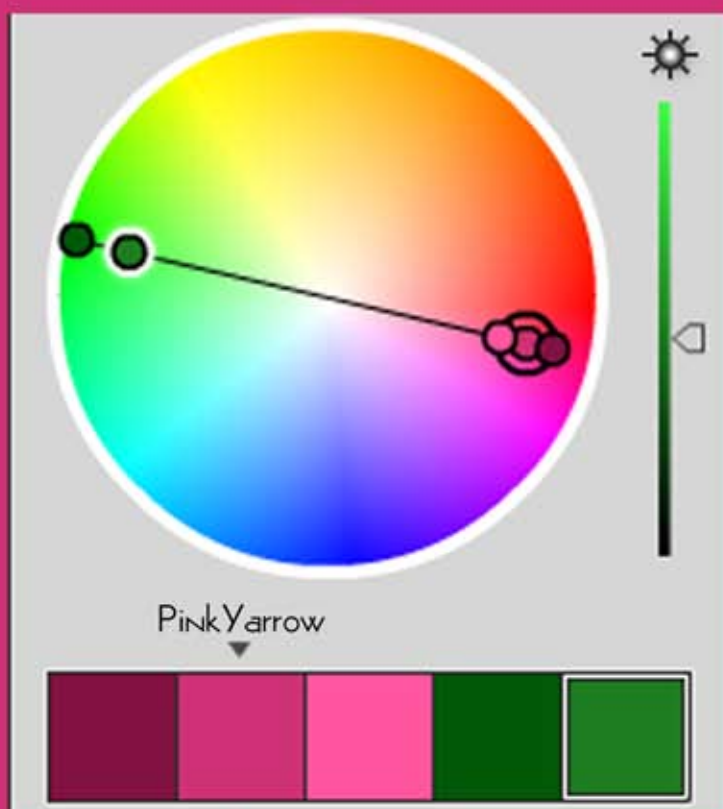


Design: AnnPorterwordpress.com



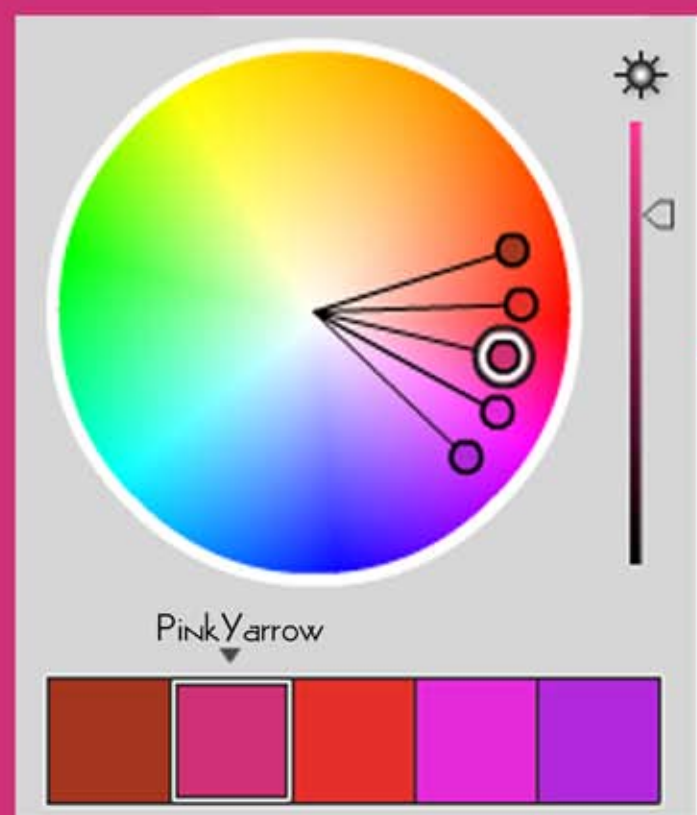
Design: A Floral Affair, Portland





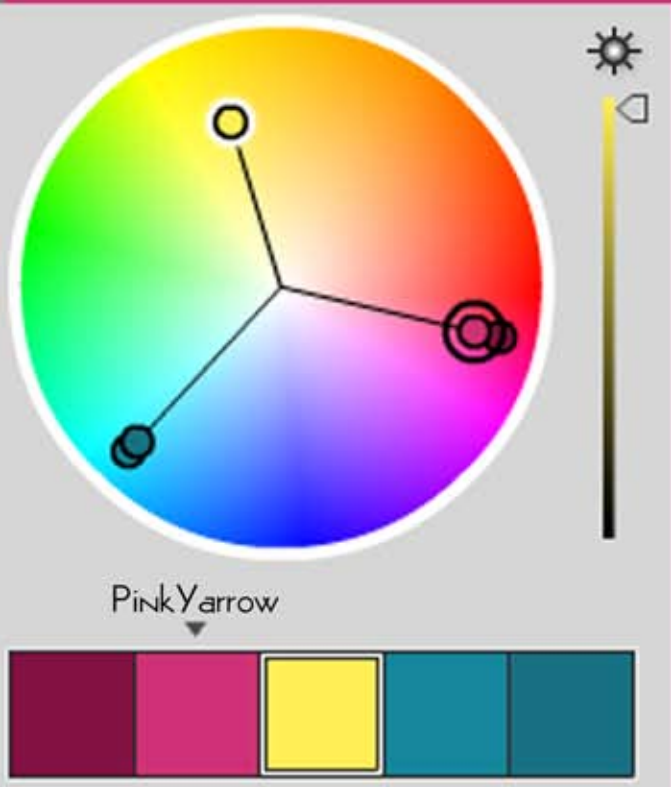
## complementary

A red potted plant automatically carries a complementary colour scheme such as this Cyclamen but you can jazz it up with ribbon, and baubles for Christmas. White and silver go with anything but a touch of the hotter pink through the ribbon as well creates a huge difference to making this potted plant festive.



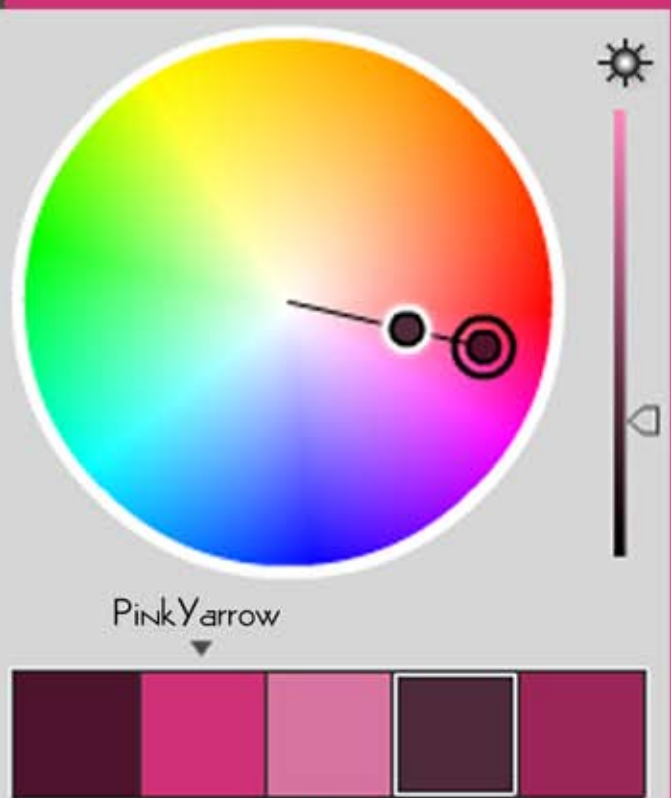
## analogous





## Triad

These triad combinations are the clown colours! Put them together and your piece will immediately seem to be about a party, carnival and fun! If you want a more sophisticated effect, lighten them into their pastel shades for less harsh contrasts.



## monochromatic



A blue named Niagara is the next on the Pantone 2017 colour list. Fortunately it is an easy colour to acquire in the form of Hydrangeas, now available direct from [ibuyflowers.com](http://ibuyflowers.com). An alternative is to use candles, linen or crockery to introduce the colour for a fashionable event.

*inspired  
by  
cold, falling  
water.*



available at [ibuyflowers.com](http://ibuyflowers.com)

# NIAGARA



NIAGARA

[www.live-design.ru](http://www.live-design.ru)

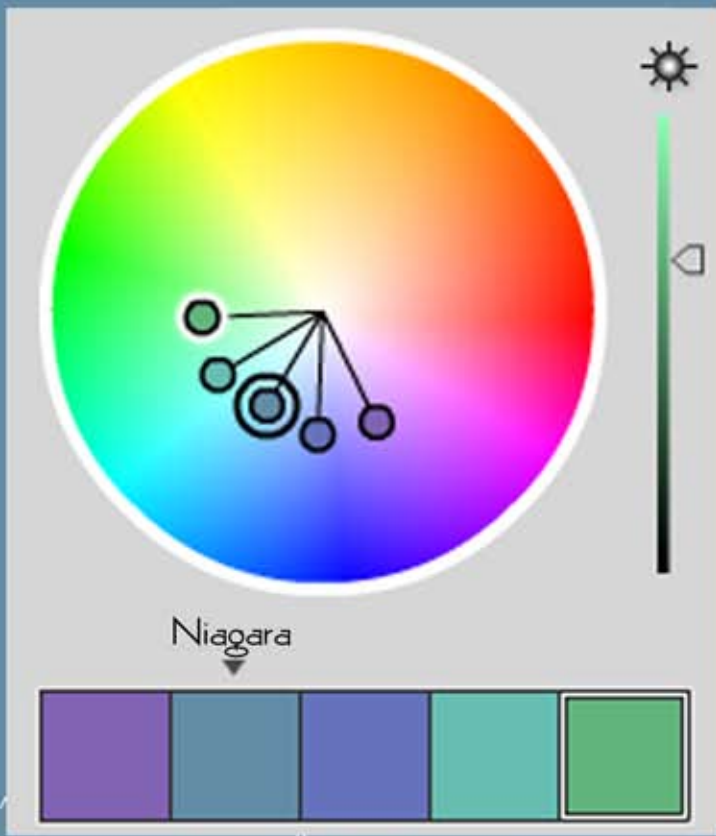
PANTONE 17-4123

ZoyaTi  
design



Design: [chicvintagebrides.com](http://chicvintagebrides.com)





*analogous*

A clever trick when you can't find a flower in the right colour is to use blue grey foliage with neutral coloured flowers and a ribbon that is an exact match!

If you are using one of these colour schemes remember you don't have to use all the colours suggested, they are just giving you a range.



*monochromatic*



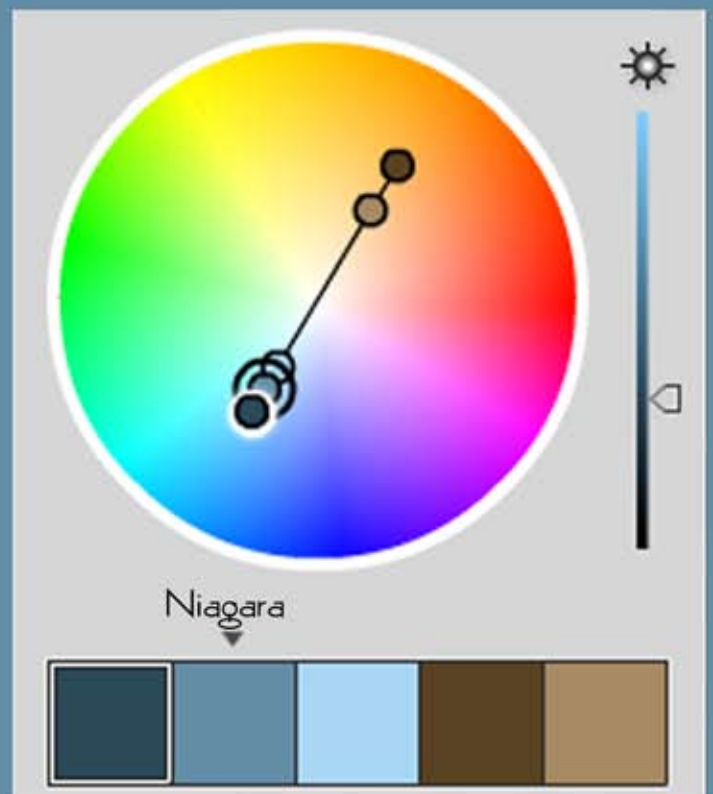


Designer: [www.vervainflowers.co.uk](http://www.vervainflowers.co.uk)  
 Photo: [www.sarahhannam.com](http://www.sarahhannam.com)



### *triad*

The yellow contrast in the triad combination above is another example of just a little yellow going a long way. Depending on the ratios or proportions you use of these colours, you will have either yellow spots throughout your darker design, or recessive blues as receding focal points in a brighter piece.



### *complementary*

This is the colour you don't wear as a blouse or trousers if you are Caucasian if you get my drift! Many a times I have thought I was witnessing a streaker but upon getting closer nothing was revealed!

But as a floral design colour it is soft, feminine and divine to use, so have a go!



Design: Magnoliarouge

All at [ibuyflowers.com](http://ibuyflowers.com):



Antiqua bicolour lavender  
Celestial 1 light pink



# PALE DOGWOOD

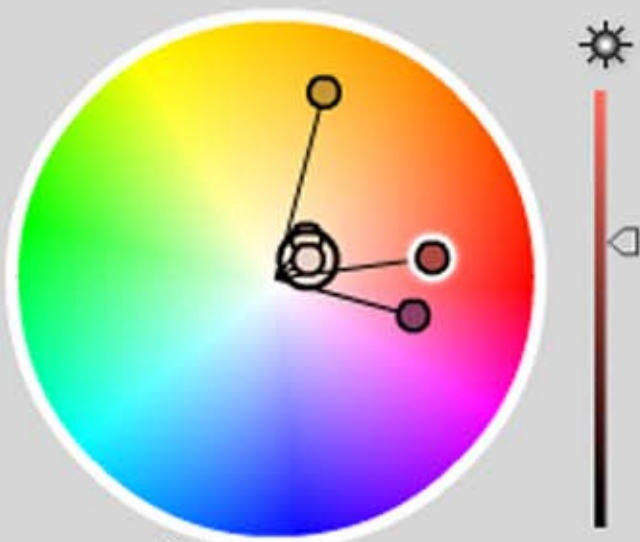


.com

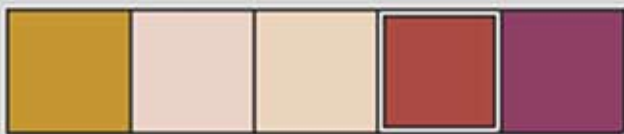


Quicksand





Pale Dogwood



*analogous*

With any of these colour schemes you can pull the colour anywhere along the pathway shown so it can become more intense or much lighter. The slider on the right of each graph shows the possibilities for just one of the colour suggestions. In each case it is the colour with a frame around it.



Pale Dogwood



*complementary*



Designer: Lisa Belisle



Pale Dogwood

*custom*

Lisa Belisle took the colours of that stunning Carnation which was right up to date with it's Pale Dogwood coloured frills and concocted her own instinctive colour scheme for this wonderful bouquet featured on the cover. She shows you how to make it in detail on page 51.

Pale Dogwood

*triad*



Surprisingly easy to find as a fresh flower (thanks to [ibuyflowers.com](http://ibuyflowers.com)) this blue can really add great accents if you have a pastel colour scheme for the rest of your arrangement.

It is one of the jewel like colours that also looks magnificent with chrome, silver, mirrors and all things shiny.

*Startlingly blue.*

# LAPIS BLUE

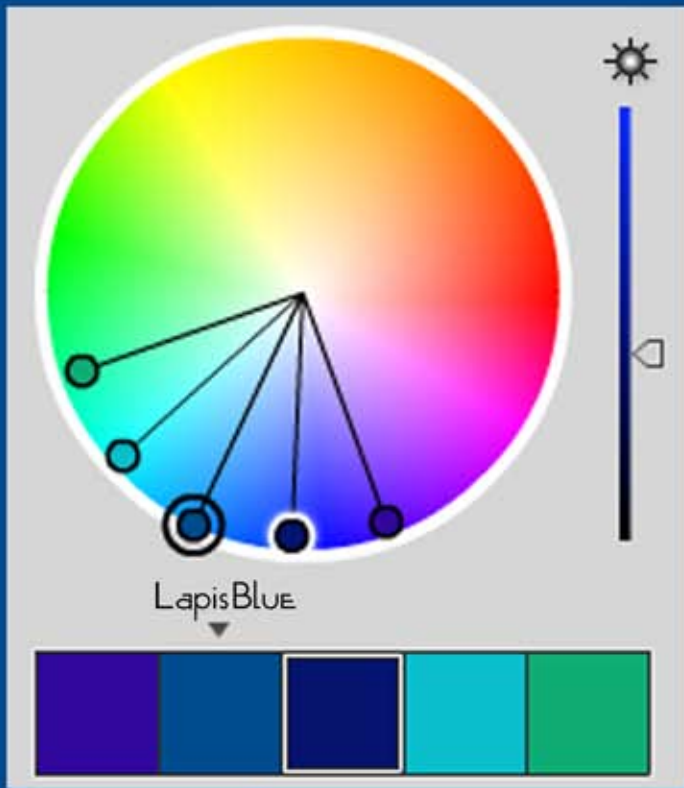


Elatum Blue River

Both these are available at [ibuyflowers.com](http://ibuyflowers.com)  
Shocking Blue

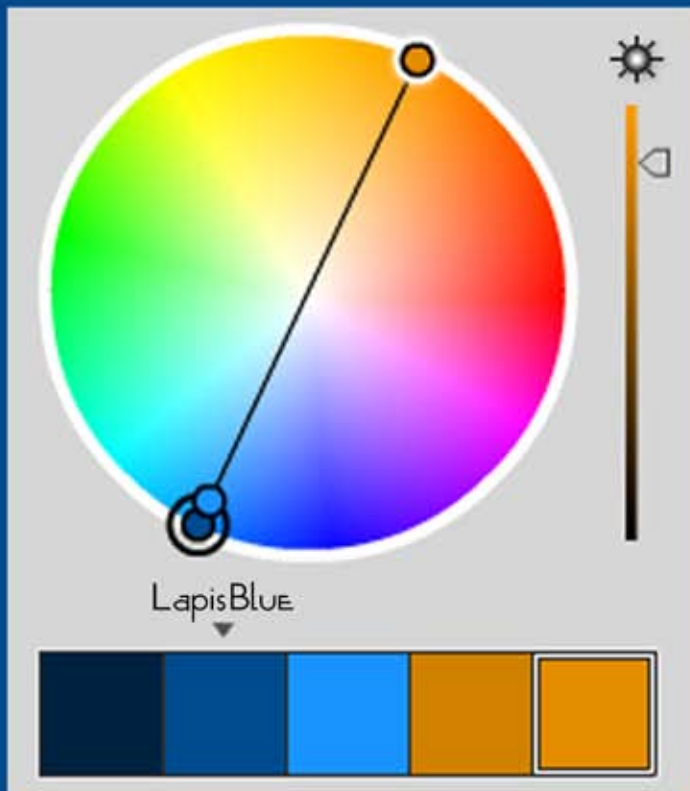






*analogous*

And this is a stunning way to use a fashion colour when the flowers aren't there for you in Lapis Blue! Hunt instead for butterflies which these days come in the complete range of colours. Use succulents as the base and you have a very long lasting piece perfect for a lobby or exhibition. Alternatively, add some heat with the complementary range below.



*complementary*

Designer: Silvia Unterberger. Photo: Pavol Kaššák



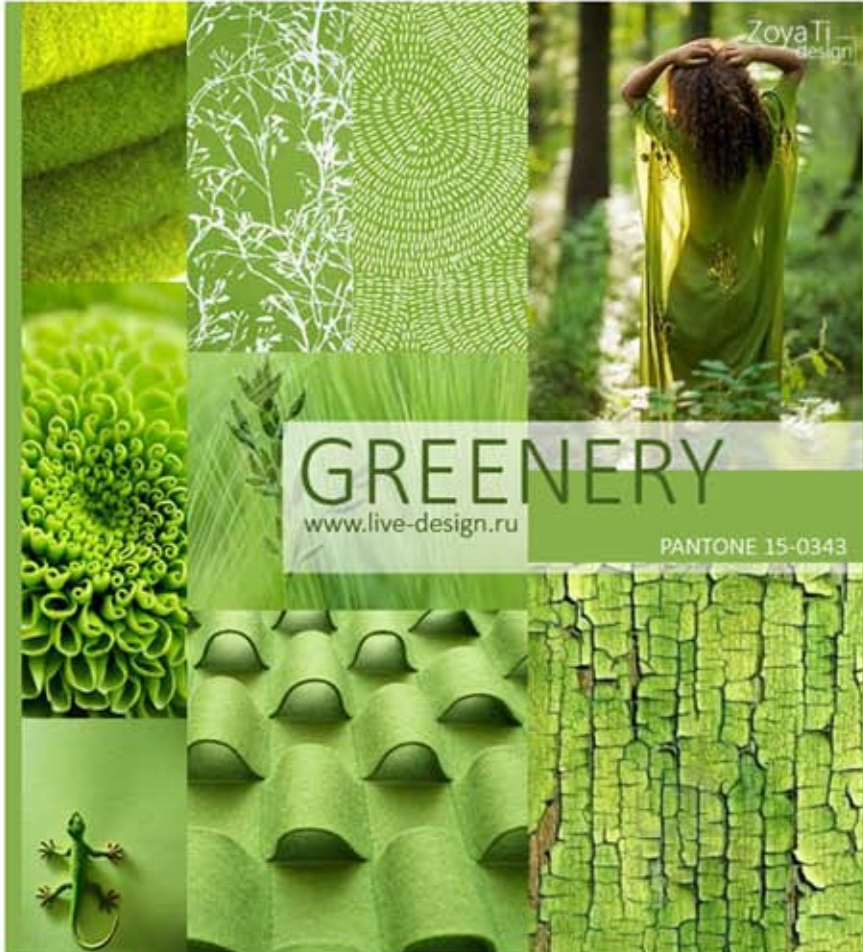


This Pantone colour, 'Greenery' is also the colour of the year overall, so expect it to be seen everywhere! When you are only using green in design the key is to use lots of different textural contrasts to make it more interesting.

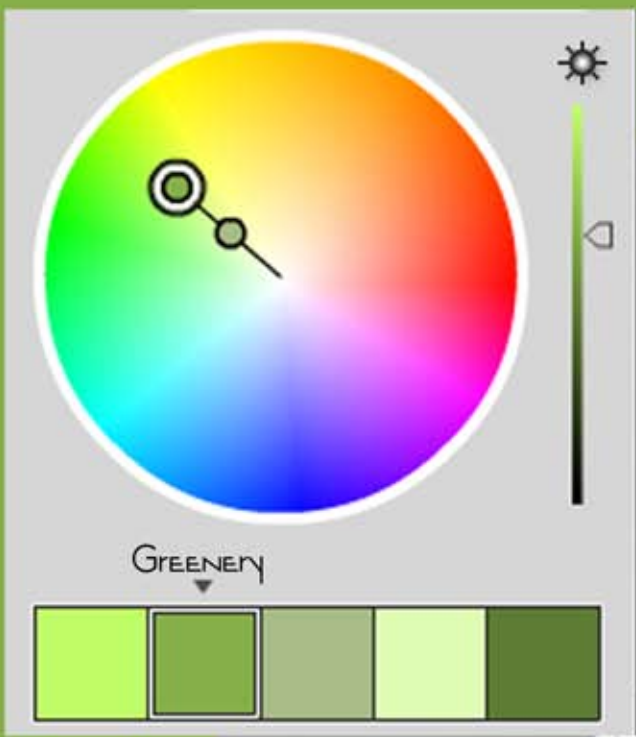
*inspired  
by the need  
for calm*

# GREENERY

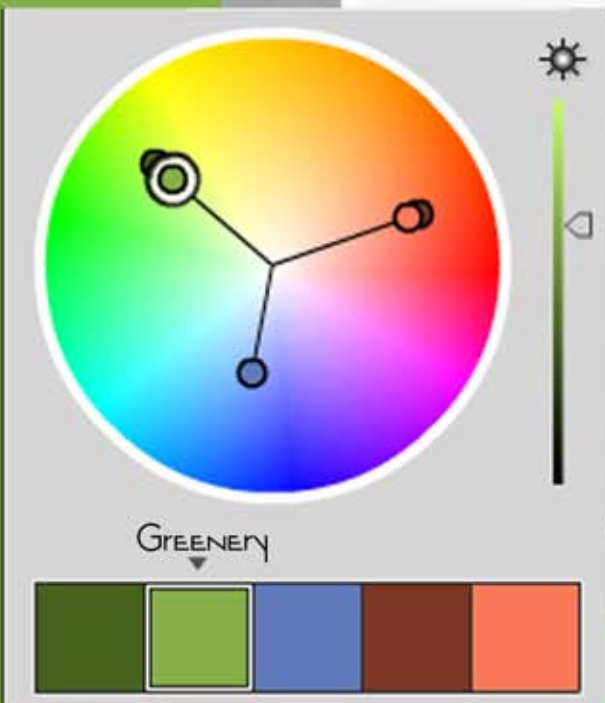




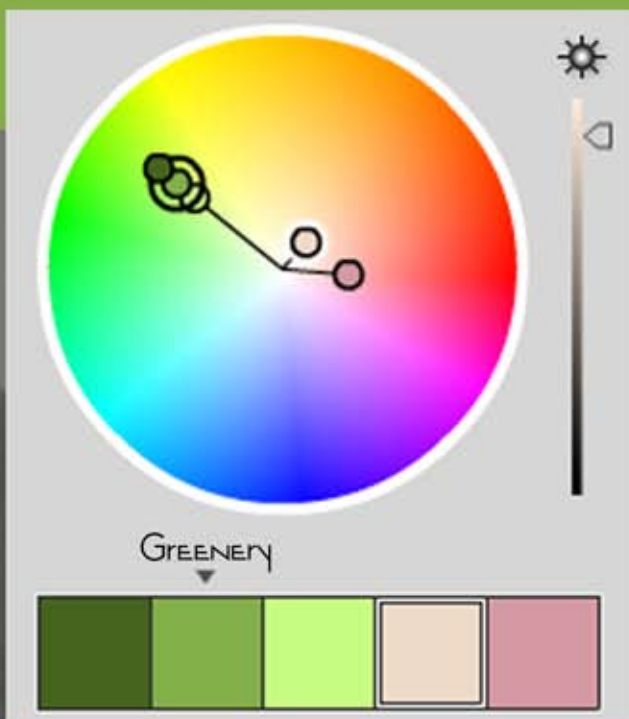
Photos : Pavol Kaššák



*monochromatic*

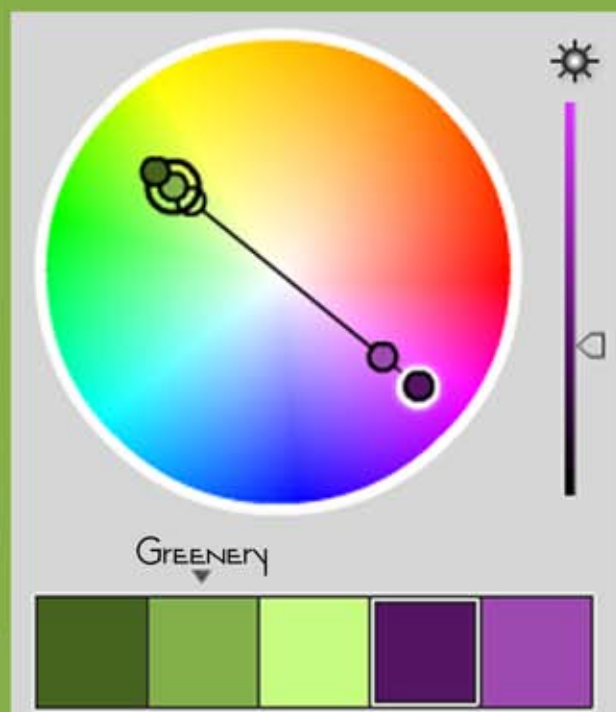


*triad*



*custom*

Often, floral designers who have been doing it for years and years develop a feeling for colour as in this case. On the chart above it shows the last 2 colours they chose are not a conventional scheme but it worked anyway, so if you like your own choices...be confident and use them!



*complementary*

Designer: Luboš Dobrovolný



FLAME



Prinz 1 Bicolor Yellow Bronze

Kale



Dianthus: Green Wicky

Hazelnut



Chrysanthemum: Tinted Red Gold

GREENERY



Hypericum: Magical Victory

All available from [ibuyflowers.com](http://ibuyflowers.com)

PRIMROSE



Chrysanthemum: Yellow Albatross

Pink Yarrow



Dahlia: Carina Lavender



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Designer: Ondřej Vystrčil Photo: Pavol Kaššák



# Loving TALES

February is the month of love, when red Roses abound and romance is in the air. However there are many sorts of love, including for our elders, friends and children. Our talented teachers take you into their personal worlds this month where they express love with flowers and words.



# ICPF LISA BELISLE



WORDS AND PHOTOGRAPHY LISA BELISLE

I wish to dedicate this last How-To to my dear friend, Barbara, who passed a few months ago. During the last year, Barbara has helped edit my magazine pages and I am grateful to her for supporting me and being a friend I could share my floral dramas and achievements with.

She was an amazing friend, deserving the most special of floral bouquets on any day of the year for she had the biggest heart and a zest for life and knowledge that never ceased to be inspiring.

I want her to know my heart hurts not being able to laugh with her and to share future adventures with her. However, my heart is full knowing how amazing she was and I am so grateful to have her as part of my story.

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(USA) 262 744 1553  
[www.floraelements.com](http://www.floraelements.com)  
Chicago Illinois  
USA

Oh, Valentine's Day. If there's one thing this holiday stirs it's something special. After all, it is a day dedicated to love, and what could be more special than that? It's a day where many of us take a moment to think about someone we love, whether it be a significant other, friend, family member, or—this one is my personal favorite—someone we hope to fall in love with. And we think, "How can I express that they are special to me? How can I create a moment that makes them brighten knowing that they are loved?" I think we all already know the answer to this one. Flowers.

This Valentine's Day I encourage us designers to step it up a notch. I don't know about you, but shoving roses in a vase with filler flowers and greens is not my idea of romance.

Let's educate our customers as to what a grand gesture of love is all about so that their loved one experiences that special moment and we pat ourselves on the back for playing a role in making that happen all while making a profit.



My heart shaped armature is pretty basic, but you can get as complicated and grand as your heart desires. The objective is to make it replicate-able for ease of selling.

To make life easier, also have four to five pre-made heart shapes in vases in the back cooler so your designers can pull and add premium flowers to them. Also, have one on display in your shop and provide a superior photo on your website, Instagram, and Facebook page.

This exact arrangement is not for the budget customer, it's for those who seriously want to make an impression. Your time, talent and creativity has value....so charge for it! In Chicago, this particular bouquet is valued at \$US179.



#### Supplies needed:

- Metallic wire (color to coordinate with carnations)
- Wool to match or accent
- Water tubes
- Hyacinth stakes
- Floral tape
- Coloured corsage pins

**Step one:** Clean the stems of 75 Carnations except for the top two sets of foliage. Be careful to avoid breakage at the nodules. Fluff each Carnation head after you finish cleaning the stem. Stack the Carnations together gently to ensure that they don't get tangled.



**Step two:** Cut a long piece of metallic wire about the length of your stretched out arms. Cut one end of the wire at angle to create a sharp tip.



**Step three:** Pierce the Carnation in the middle of the calyx. Carefully slide the Carnation to the end of the wire. Continue stringing until you have used all the Carnations or are 3" from the ends of the wire.



**Step four:** Very gingerly take the two wire ends between your fingers, bringing the ends together at the center to form a circle, allowing the stems to rest on each other.





**Step five:** To make your structure, start in the middle of the circle pick up the two middle stems and apply an over/under system, making a pattern of an X—take one stem from the left and cross over, take the next stem from the right and cross under resting the stems in your left hand. Repeat this from left to right until all the stems are used. Be sure not to crisscross any over as this will cause stress on the stems and breakage. You should have a perfect spiral hand tie when you finish.

**Step six:** Brace the tops of the carnations while you flip them over to have all the tops of the carnations facing down on the table. Loosen your hand grip to allow the stems to straighten out. While you loosely hold the stems in your left hand, start to form a heart shape with your right hand. Begin with the area where you tied the metallic wire together (this is easier for forming the base tip). Gently tug at the wire and move the heads to make a point. Adjust the top of the form into two curves to mimic the two round lobes at the top of a heart. Pull at the center to form the middle of the heart. Gingerly move the wire and heads to get the shape you desire.





**Step seven:** Flip upright and ensure everything is in place and has some depth and movement to its form. Tie it off with a coordinating string. Cut stems evenly and place in a cylinder to add some accents.



**Step eight:** Choose your coordinating wool colours and tie to the wire form. You may wrap any way you choose. I like to do a clockwise wrap around each carnation. Use your second wool colour for round two.



**Step nine:** Prepare all the stems for your accent flowers by removing the foliage and lining up in neat stacks. If any of them have short stems you can use water tubes and extend them with Hyacinth sticks, wrapping them with floral tape to camouflage.



**Step ten:** Add your flowers to one side of the heart to keep the shape and whimsy. As you place the stems, keep the spiral hand tie neat and tidy. Tie off with the same wool you used previously. Cut stems evenly and place in a clear cylinder until you sell or gift it.



**Step eleven:** Exaggerate the curve of your heart by adding a flexible grass with coloured corsage pins. Choose a grass that dries nicely like Lily grass, strips of pink Flax or Flexigrass.

Pierce the grass and then pierce through the middle of the Carnation so the pin has something to hold onto. You may dab cold glue on the pin first to ensure it secures so the customer does not get injured.

**HAVE A GO**

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# JACLYN GOUGH

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10

| WITH LOVE

I was able to create my personal funeral tribute for my Grandmother which I'm so happy to share with you.

My grandmother was my biggest fan, knew of all my floral accomplishments, has the first copy of Floral Design Magazine that I was in, in 2014 and had me create a photo collage of my floral designs to show her friends!

How sweet!

## Hard Goods

- 1 bud vase
- Gold beaded Wire
- White satin ribbon
- Ribbon scissors
- 3 pearl pins
- Cold glue
- Waterproof tape
- Leaf Shine

## Fresh Materials

- 1 Stem white Dendrobium Orchid
- 3 Individual Salal leaves
- 10 blades Lily Grass
- 3 white miniature Callas
- 2 stems Italian Ruscus



**Step 1:** Take 5 blades of Lily grass and make a loop taping it at the mid point. Repeat this one more time. Take the 2 loops you created and put them next to each other then tape in the middle of the stem to form a heart. Place in water. Wrap gold beaded wire around the loops of Lily Grass.



# ADDING PLANT MATERIAL BEGINS...



**Step 2:** Insert 3 Miniature Calla Lilies into the bud vase 1 tall, 1 medium and 1 short.



**Step 3:** Roll an individual Salal Leaf starting at the bottom and roll it from the corner bottom up then glue at the end.

**HAVE A GO**

**Step 5:** Add a Dendrobium Orchid Stem (pluck each bloom off) into the vase along with 2 stems of Italian Ruscus. Spray Leaf Shine on foliage.



**Step 4:** Insert a pearl pin into each one of the Salal leaves. Insert into the bud vase.



**Step 6:** Finish off by tying white satin ribbon around the neck of the vase and glueing a single Orchid bloom in the middle of the ribbon.







# A Wink To Stijn

The sudden death of Belgian florist Stijn Simaey was extremely upsetting for many in the flower industry, no more so than French designers, Gilles Vial-Caille and Madeleine Sarradell.

Gilles and Stijn had planned to create a big circle by the sea because the room where a planned show would have been is on the harbour near the sea. So they had 2 or 3 very big circles, from old trampolines ready to go.

When Stijn died, Gilles and Madeleine thought that it was an idea to create the planned piece to remember him, so Gilles made this piece because he has worked with Stijn and he was their dear friend.

So this is the last of our loving tales but let's have a closer look...



**Gilles started with the trampoline frame. If you want to replicate this idea and don't have access to a trampoline, look for something light such as plastic pipe or a metal rod which can be covered with layers of batting or foam. This will make it easier to manage and carry.**

**It was braced with the 5 cross wires which also held the smaller circle in place.**

**Each section was then wrapped in the fabric very neatly to create the outside colour and texture.**

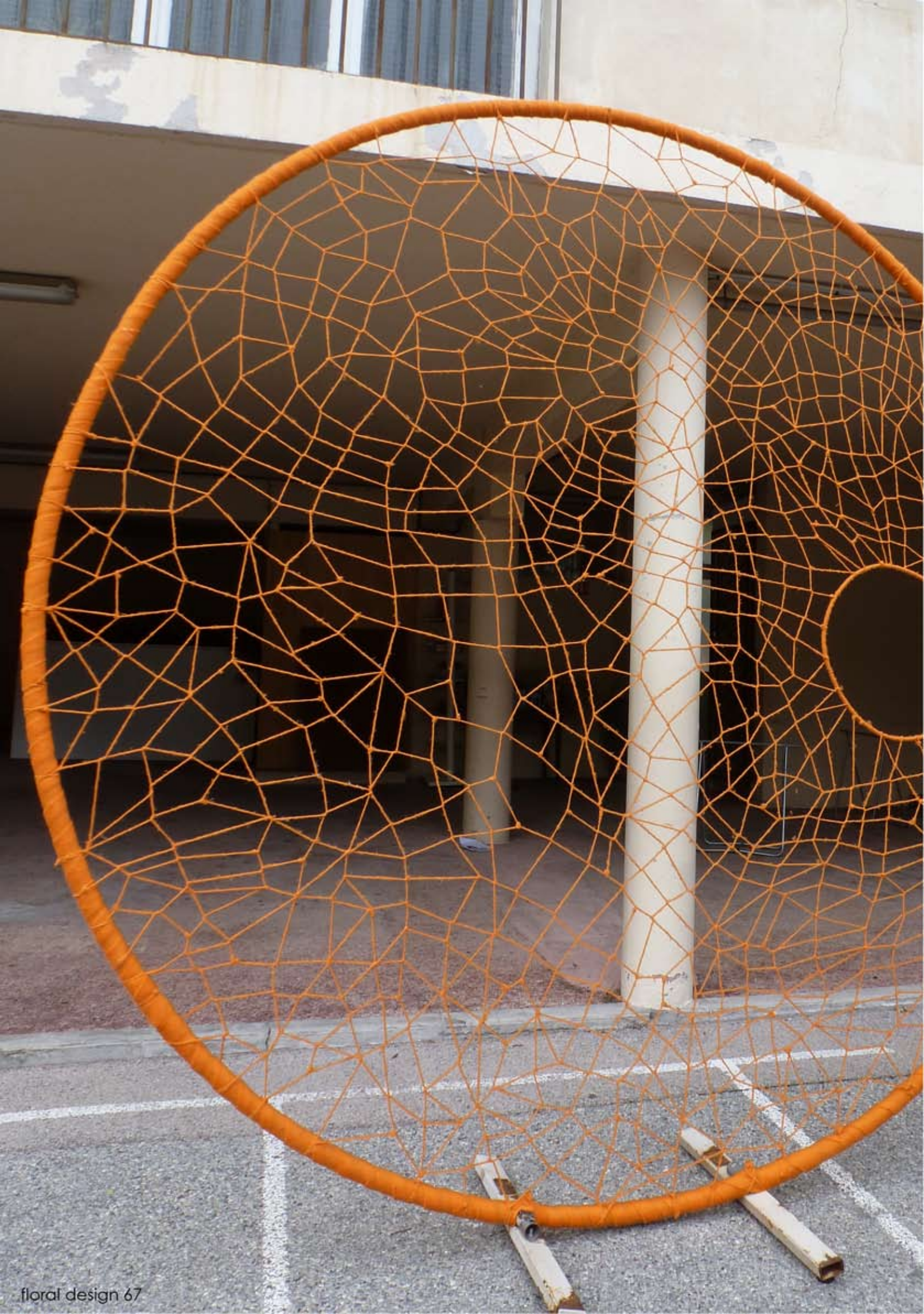


# A Wink To Stijn

Obviously Gilles has a strong back as he then meticulously stretched across to interlace wool from the frame, around any other wool already there, and off in another direction to create the random lattice all over the piece except the smaller circle. This also made the whole construction stronger as well as creating fastening points for the plant material that was still to come.

The starting points for each piece of wool were evenly distributed around the frame but if you follow a strand with your eyes from those starting points you will see they veer off in all sorts of directions before finally arriving and ending somewhere on the outer frame.







And there it is, freestanding and fabulous. Clamped onto two pieces of wood, the wider apart you can place them the more stable it will be.

And then the decoration began when Gilles enlisted the help of Robert Sottit. Each placement was positioned to parallel the arc of the circle.



..and more netting added to connect the piece to the wall beside it. Your turn?

BRIEFING ASSOCIATION FRANCE - UPCOMING FLORIST BELGIQUE PRÉSENTENT **FLEURS PULSION**

**1<sup>er</sup> CONCOURS OPEN  
DE COMPOSITIONS FLORALES  
SUR LE THÈME DU PRINTEMPS**

**PARC PHOENIX**  
**4 & 5 MARS 2017**  
Salles Floréal et Prairial

## PRACTICAL INFORMATION

Extract from the open competition rules of the  
**Parc Phoenix**  
**Nice, FRANCE**  
4 and 5 March 2017

The theme is spring

Category 1: Spring in pastel color  
Category 2: Spring in bright colors  
Category 3: Spring in contrasting colors

The competition will consist in the realization of a composition in a chosen category. The candidate may, if he wishes to participate in several categories provided that these compositions are made within the envisaged duration of the competition, that is to say from 7:30 am to 11:00 am

This contest is open florists, florist students: courses of the day, evening classes, or under apprenticeship contract and to amateurs.  
Registration fee: 15 €

We welcome you on Saturday March 4, 2017 from 7:15 am  
The competition will start at 7:30 am and work will be completed by 11:30 am.

The work must be completed within this time.

The awards ceremony will take place at 4:30 pm. The place will be communicated to you on the spot.

All works will remain exposed until Sunday, March 5, 2017 at 6:00 pm.  
The compositions will be taken by the participants themselves from Sunday 5 March 2017 at 18:00.

After the work ALL the materials, waste etc ... will be carried by your care.  
Your site must be clean.

### **CONTACT:**

Madeleine Sarradell : +33 (0)6 76 690 760 / [madeleine.sarradell@orange.fr](mailto:madeleine.sarradell@orange.fr)



YOUR COMPANION VIDEO

**5** IN SITU BOUND  
*in* *fin*  
SUMMER  
GARDEN





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# floral design

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