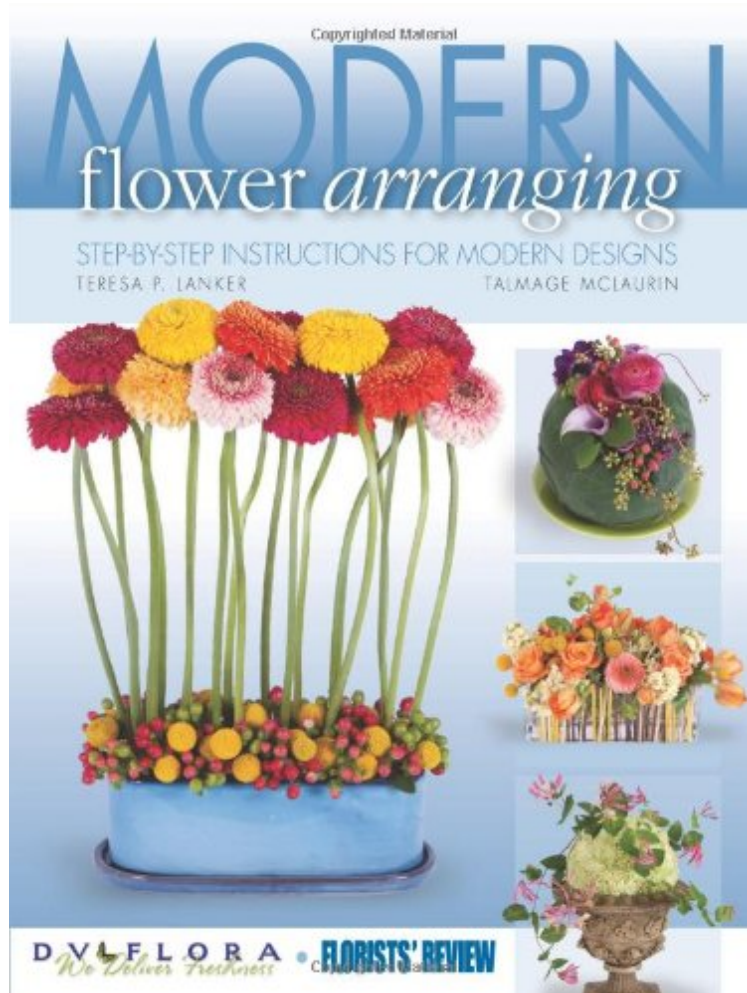


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Modern Flower Arranging: Step-by-step Instructions for Modern Design

Talmage Mclaurin

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Talmage Mclaurin : Modern Flower Arranging: Step-by-step Instructions for Modern Design before purchasing it in order to gage whether or not it would be worth my time, and all praised Modern Flower Arranging: Step-by-step Instructions for Modern Design:

0 of 0 people found the following review helpful. Very good...By K. LarsonGreat instructional and inspirational book. Explicit directions. Am thoroughly enjoying it.1 of 1 people found the following review helpful. Some of the most unique, gorgeous arrangements I've ever seen!By AnonymouslyThis book is awesome! I am a beginner, and usually just enjoy making flower arrangements for myself, and to give away. I just couldn't lay this book down until I read it from cover to cover! There are so many unique arrangement ideas here, with clear step-by-step photographs that are very helpful! A lot of these you won't even see in florists shops. I actually like the arrangements in here a lot better

than the ones in the flower chef book that I just ordered. I definitely recommend it highly to any aspiring florist, from professionals to beginners alike!0 of 0 people found the following review helpful. apart from the basic patterns like symmetrical triangle and dome shapesBy CustomerI am not totally new to floral arrangement, yet far from an expert. Which means, apart from the basic patterns like symmetrical triangle and dome shapes, I would like to learn more styles. Besides, I am the type of person who needs concrete instructions. Like the title of the book, the sample arrangements in this book are modern rather than the traditional ones that I have already known. And what I like about this book is that it gives concrete instructions, like "create a cluster of roses with an equivalent height and width" rather than just "put a cluster of roses next to ...". Another example: "a group of parrot tulips that follow the directional flow of the lilies" rather than "put a group of tulips next to the lilies". Supplemented by the photos, the instructions are clear enough for me. And I like to arrangements.

Floral design is constantly evolving. Trends in color, fashion and decorating, as well as shifts in lifestyles, hobbies and interests, influence the looks and styles that are popular with designers and with consumers. Though some arrangements never go out of style, shifts in trends influence the way these standards are composed, accessorized or stylized. While familiar arrangements are routinely reimagined, new design ideas evolve to establish the trends of the modern era. This book is intended for floral designers who seek to advance beyond traditional everyday arranging. It offers step-by-step instructions for designs that run the gamut from updated classics to current and emerging trends. Twenty fresh design concepts are offered, each with three design variations. The design process for each arrangement is described in four detailed steps along with the fresh flower recipe. While specific flower types are identified, endless variations can be achieved by adjusting the flower types and colors. Some styles are suitable for special events, others for everyday orders with a twist or for customers who want something different.