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The Art Of Floral Arranging

T H E A R T O F
Floral Arranging

Learning from the Master Florists at FlowerSchool NEW YORK



E I L E E N W . J O H N S O N



Synopsis

Learn how to create breathtaking bouquets from the master florists of Flower School New York. Trendsetting celebrity designers, whose high-profile clients include Calvin Klein, Giorgio Armani, Anna Wintour, Gucci, and Tom Ford, join forces with entrepreneur Eileen Johnson at this famed floral arranging school. They now offer instruction and insight into the art and aesthetic of flower arranging taught by a faculty of world-renowned florists. Discover tips and techniques such as:

- Handling and combining flowers
- Creating hand-tied bouquets
- Seasonal arrangements
- Flowers for entertaining
- Mixing flowers and fashion

Learn the secrets from these Master Florists:

- Michael George** built his reputation on clean, architectural arrangements, which came to be known as Floral Minimalism or Architectonic in the art critic world. His clients include Vera Wang, Calvin Klein, Giorgio Armani, Gucci, Louis Vuitton, Prada, and Martha Stewart Living.
- Chris Giftos** is reverently described as the pioneer of event design. As master florist of The Metropolitan Museum of Art for 33 years, Giftos arranged thousands of flowers for the lobby and events, working with legendary figures Diana Vreeland, Pat Buckley, Tom Ford, and Anna Wintour.
- Remco Van Vliet** is the current design director for flower design at the Metropolitan Museum of Art.
- Charles Masson** is the owner and sole florist for La Grenouille, one of the most beautiful and renowned French restaurants in Manhattan also known for its spectacular flowers.
- Cas Trap** is currently the executive director of the elite floral wholesale importing company, Dutch Flower Line. Mr. Trap is also partner with his brother, Remco Van Vliet, in Van Vliet Trap.
- Felipe Sastre** arranges an exotic bridal bouquet in this photo by Brie Williams in the book *The Art of Floral Arranging*.

Additional instructors include Junko Miura, Elizabeth Ryan, Meredith Waga, and Felipe Sastre! Visit www.flowerschoolny.com for more information. Discover the tips and techniques for handling and combining flowers and creating hand-tied bouquets, seasonal arrangements, flowers for entertaining, mixing flowers and fashion, and much more.

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Flowers

Customer Reviews

This is a book, just as described in the other reviews, of step by step images and text for 7 arrangements. Only one of those involves fewer than a dozen (most are more than 2 dozen) stems. if you're looking for small arrangement help, there's probably a better choice (I am still looking for it).The book is pretty, though.

Eileen Johnson's "The Art of Floral Arranging" is a beautiful book, but definitely not a "how to" guide. I purchased it expecting to see basic floral design techniques that I could use to make gifts and arrangements for my house. But while the photos are gorgeous, the book does not feature the kind of step by step instruction that I'd hoped for. If you want pretty pictures, "The Art of Floral Arranging" is a good choice. But if you're looking for the "how-to's" of flower design, try your local craft store or community college instead!

Ok...so this book has a few great pics, but overall very disappointed. How often will you be creating designs SO large that they require ladders and scaffolding to complete? My guess, not too much. This book is more of a 'mini-biography' for some of the big names in floral design from NY.If you're looking for an instructional book or even some new design ideas, then this is NOT the right book.Overall - don't waste your money.

This book is absolutely beautiful.It's a great book because it would appeal to the beginner and the advanced.I had never arranged flowers before I had read this book and I found that I could do so after the first reading.My sister, who is experienced with flowers, found several new designs.Flower

arranging is so much fun!

I am a master floral designer but not from a big city at all. Eileen's book on "Floral Arranging" is very well rounded and taught me techniques and idiosyncrasies I would never learn unless I was a designer in a major metropolis. I love the fact Eileen brings the students right into her big city and "the" refrigeration truck from which all great floral designs stem from - no pun intended. Not much light in there and hard to "capture" on film or photo. She did! Big cities like Eileen is from have a much wider floral selection than small cities, that alone I envy. Thanks to Eileen I have learned how to overnight unusual floral pieces to my small city. A real floral professional such as Eileen is going to care more about the initial selections of what goes into the floral arrangement than be focused just on the end glamorous results. Her book is thorough on every part of floral arranging and from the invaluable perspective of big city floral design whose customer is far more sophisticated, demanding and expecting than that of a small town. This is why I am an author of a floral books and films on and still turn to Eileen's work to teach me more! Learning is a continuous process, we are never done. If you are into weddings, as I am planning one for my daughter check out "Kanzashi Wedding Bouquets" by Mercedes Valladares who is also top notch. Thanks Eileen!

While this was an interesting book, it is not for the novice floral arranger. I expected this to be a step by step recipe for simple arrangements. It is more of a "how to take it to the next level" for seasoned designers.

I have no previous experience with flower arrangement and I found easy to follow instructions and good ideas to put into practice. I got it on my kindle, and the pictures don't come out as they are supposed on the print version, but anyhow is a good option.

Honestly reading this book and seeing the designs I do better arrangements and I've never taken a class not impressed by the books pictures or arrangements very generic.

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