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Flower Arranging: Step-By-Step Instructions For Everyday Designs



Synopsis

Advance your basic skills or offer valuable training to apprentice designers with our latest volume, which is filled with techniques and how-to's to inspire you and help you excel at the art of flower arranging. Industry veteran Teresa P. Lanker, who for more than 20 years has taught floral design and marketing at The Ohio State University Agricultural Technical Institute, shares her expertise as author of this definitive guide. The design methods featured have proven especially successful among floral design students with little or no expertise. Flower recipes and step-by-step instructions walk you through the basics, and variations show you how to expand on your knowledge with more advanced designs. We've also included entire chapters on proper packaging of flowers, working with balloons and creating a perfect commercial display. A comprehensive flower glossary and care and handling appendix help you choose and condition flowers for optimal use. With more than 500 photos, this book leads you through every step in the process with easy-to-follow how-to's. Learn the tips and tricks of the floral trade, and master the fundamentals of floral design, all while working through the lessons at your own pace.

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Customer Reviews

I was disappointed in this book. I found Chapter 1 and 2 useful ("Getting Started" and "Everyday Designs"). However, as someone wanting to learn the basic steps of flower arranging, I found the other 6 chapters irrelevant. These chapters, touching on how to make corsages, sympathy and funeral flowers, wedding bouquets, working with festive balloons, creating merchandise displays,

and packaging for flower shops, seem directed more at professional flower arrangers. Yet by the time one has reached the stage of creating funeral and wedding flowers, let alone distributing them in packaging, one surely does not need a step-by-step instruction book. I found the arrangements presented in the book to be old-fashioned and boring.

Excellent reference! Covers everything you need to know to create many styles, as well as principles of design. Lots of images, thorough coverage of flower prep and care. This is the best flower arranging book I have come across.

the book really helps the reader to understand the whole process of arranging flowers through its step by step explanation. great reference book for those in the flower business.

This was my second book by FR and it indeed takes you through all the basic designs of a professional retail florist, even balloons. The other book was their Flower School which takes you through all the fundamental design concepts behind every arrangement. Both are essential.

Excellent step-by-step illustrations. A must have for the self taught flower arranger.

This is a very thought out book with clear instructions with modern arrangements

Great for beginners!

It was a gift. Receiver seemed to like it

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