

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



Advance your basic skills or offer valuable training to apprentice designers with our latest volume, which is filled with techniques and how-tos 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-tos. 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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