

FLORAL DESIGN CONTENTS

MAY 2017

COVER BY SVETLANA CHERNYAVSKY

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MASK GENIUS
for jaw dropping window displays or floral wall art that will have your clients flocking to look.



41

MAKE A:
bright and beautiful bouquet with Carolyn Minutillo that is a proven winner in her conservative town.



59

SAY NO TO FLORAL FOAM
A big arrangement to try in this exclusive lesson that uses only foliage.

67

TAKE A LARGE ROOM
and make the flowers count with these tricks and tips in part 2 from Lysice Castle

SUBSCRIBE

Either monthly or with the companion video lessons, or for a year. The choice is yours but don't miss out!



27

NEW TECHNIQUES DEFINED
with Svetlana Chernyavsky who takes you through some exciting and very modern wiring and wrapping methods.



51

POLISHED FLORAL CHIC:
with Australian artist Mary Lou Pavlovic as she introduces a new way of making flowers last forever.



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In our little village of Paeroa this week, I witnessed the power of not only social media but also the ongoing development of an art work that attracted national media attention. People travelled for several hours to watch the work of a street artist, Mr. G take place. They came with food, stories, artifacts and of course cameras to tell the world what they were watching evolve.

So how can this be applied to a florist or flower arranger, so they too become the trend, the edgy brand, the person everyone wants to meet. The answer is simple. Follow in the footsteps of Mr. G. Plan a big floral happening, outside, in full view at the centre of your town, that takes 4-5 days to complete and ends with a big communal selfie with everyone in town invited to see the work finished. **(CLICK HERE to see how Mr. G did it)**

Happy arranging

Jana Editor