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The Flower Workshop: Lessons In Arranging Blooms, Branches, Fruits, And Foraged Materials



Synopsis

Written by a celebrated floral designer and lavishly illustrated with full-color photography, this book provides step-by-step instructions for 50 stunning floral projects from simple to spectacular and equips readers with the skills to customize arrangements at home. Whether hosting a party, helping out with a friend's wedding, or wishing to incorporate the beauty of flowers into everyday life, The Flower Workshop allows you to create dazzling arrangements that go beyond merely pretty and into realms of the dramatic, the unexpected, and sometimes even the magical. Written by a celebrated floral designer and lavishly illustrated with full-color photography, this book not only provides step-by-step instructions for more than forty-five stunning floral projects from simple to spectacular, but also equips you with the skills to customize arrangements at home. Known for her hands-on flower workshops at FlowerSchool New York, Ariella Chezar walks you through the nuts and bolts of creating a variety of small flourishes, tonal arrangements, branch arrangements, handheld bouquets, wreathes, garlands, grand gestures, and more—all accompanied by detailed photography. Chezar offers advice and philosophy on everything from texture and color to foliage and containers, providing an overall approach to living and working with flowers, with an eye toward fresh, local, wild, seasonally influenced floral design. For every occasion, from relaxed and simple to lavish and monumental, The Flower Workshop celebrates the special moments in your life with glorious, fragrant floral arrangements and enhances your surroundings with abundant beauty.

Book Information

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Customer Reviews

“Bring a bit of beauty into your home with stunning floral arrangements. These desirable yet both simple and complex projects are paired with stunning photography. Chezar’s loose, natural arrangement are fabulous and sure to be popular. A must for flower lovers.”

•Library Journal (Starred Review) “Offers practical guidelines alongside eye-pleasing color photographs....[An] essential flower-arranging guide.”

•Publishers Weekly “Ariella Chezar is a true floral icon. In *The Flower Workshop*, we are inspired by her love of nature and her respect for the inherent beauty of botanicals in every season. Ariella generously teaches the craft of floristry and its essential techniques, and she shows students of this book that floral arranging is a means of personal and artistic expression.”

•Debra Prinzing, author of *Slow Flowers* and *The 50 Mile Bouquet* “These days it’s very fashionable for floral designers to grow their own blooms, forage for material, and create arrangements in a loose, organic style. But Ariella has been a master of this style for decades. An innovator rather than a follower, Ariella always creates floral designs that surprise and delight.”

•Kate Berry, creative director of Martha Stewart Weddings and editor-at-large of Martha Stewart Living “Ariella has developed a new vocabulary of floral design, one based almost entirely on the natural gesture of a plant and the way it grows in the garden. She’s inspired me (and a whole school of floral design) to avoid rigid perfection, and to rely more on cultivating an artist’s intimate eye on the world of flowers.”

•Stephen Orr, author of *The New American Herbal* “I am constantly inspired by the beauty of Ariella’s organic, creative, and thoughtful designs. Her arrangements have a sense of elegance and a natural aesthetic. Ariella’s touch is subtle, yet always innovative, and the artistry of her work is stunning without fail.”

•Darcy Miller, editorial director of Martha Stewart Weddings

ARIELLA CHEZAR is the author of *Flowers for the Table* and a master floral designer whose work has graced the covers and pages of Martha Stewart Living, O Magazine, Smitten, Sunset, Garden Design, Better Homes and Gardens, Domino, Real Simple, Sweet Paul, and many more. She is a teacher at FlowerSchool New York and has designed flower arrangements for the White House. Read more about her work at www.ariellaflowers.com.

JULIE MICHAELS is a former editor for the Boston Globe and has written for the Wall Street Journal, the New York Times, and numerous magazines.

Flowers can have a dramatic influence on the particular mood that a space conveys. Simply placing a mason jar filled with a random mix of foraged flowers, can make a space feel more joyful. I have

picked up a few tips and tricks here and there, and learned from working with an interior designer, however, I have not been able to master the ephemeral and soft arrangements that are very much in style now. This particular style that is full of movement is what attracted me to the book *The Flower Workshop: Lessons in Arranging Blooms, Branches, Fruits, and Foraged Materials* by Ariella Chezar. Chezar is a celebrated flower designer whose work has been featured in many publications. This book is a flower lover's dream. Chezar shares her passion for flowers and has put together an inspiring volume. She frequently refers to her style as painterly, and the description fits perfectly. The book includes tips and tricks such as using the concepts of chiaroscuro and ombre to create depth and movement. There are sections that cover essential techniques, tools, and a very helpful seasonal flower guide. In addition, there are recipes that list the precise flowers needed to replicate a particular arrangement along with detailed written instructions and stunning photographs. The recipes cover a wide range of floral arrangement styles and they will inspire you to create beautiful arrangements at home. I received a copy of the book for review purposes.

I picked up this book interested in learning about starting my own floral business. While it has some helpful information on the subject, the real benefit was the cost saving tips and alternative sources for flowers and foliage. The easy to follow recipes helped me better understand construction and are full of helpful advice on care, cutting, and arranging. The photos are beautiful and the narrative is very inspirational. I recommend this to anyone with a passion for flowers and is looking to start arranging as a hobby or as a business.

Gorgeous pictures and ideas!!! :-) I got to attend one of her lectures and she is very talented and amazing with flowers!!! It was memorable to get to meet her and have my copy of her book personalized and autographed!!!

great flower arrangement book, I purchased 4 different books and returned 2, but my wife kept this one because of the great pictures they have in the book. its very informative and show you a lot and has a lot of different arrangements to work off of. two thumbs up !!!

High quality cover and binding, beautiful photographs. Overall, great to look at inside and out. Too bad it arrived with chipped corners. I don't know why can't make it a policy to wrap books into plastic, or something so they are better protected when bouncing around in the box.

A great book for anyone looking to get into flower arranging. It serves not only as a guide but also as a floral-dictionary of sorts. The pictures are gorgeous and I learned so much just by casually reading it! I can't wait to put my new knowledge to use!

Absolutely beautiful book with practical ideas and inspiration. Great for budding new floral designers or hobbyists. Would also make a lovely coffee table book as the photos in it are gorgeous. Highly recommend!

Wow. I received this book way earlier than I expected and I ate it up. It's gorgeous, from the padded, embossed cover to the thick page and yummy photos. I actually read what she wrote instead of skimming through many book like this. The formulas are applicable wherever you live. However, the reason, I gave it a 4 is because the author is strives for sustainability and many of the flowers and greenery hilighted -and beautiful they are- just don't grow well in my environment or if they do, not in a sustainable manner. So there are still some holes I will need to fill in.

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