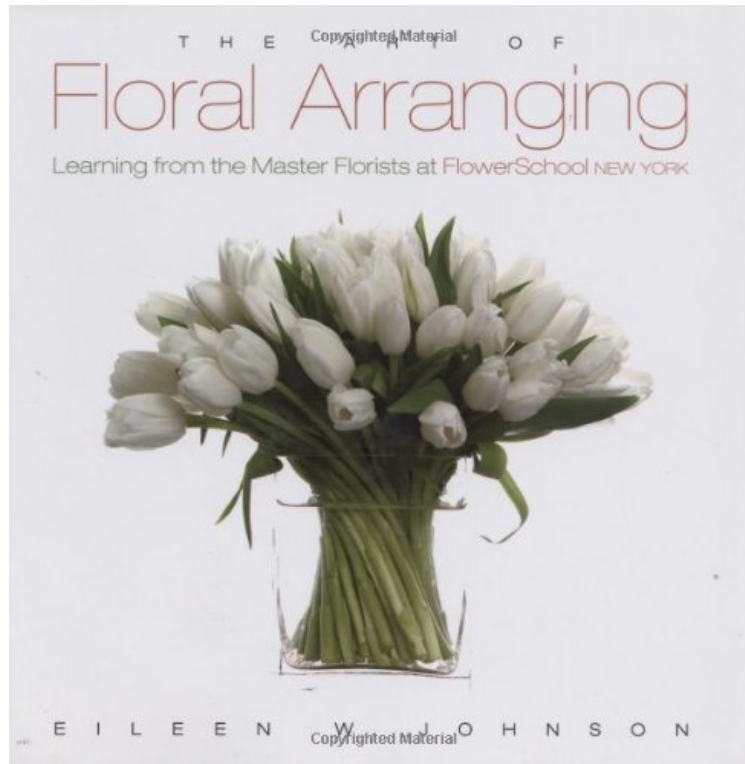


[FREE] Art of Floral Arranging, The: Learning from the Master Florists at Flower School New York

Art of Floral Arranging, The: Learning from the Master Florists at Flower School New York

Eileen Johnson

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Eileen Johnson : Art of Floral Arranging, The: Learning from the Master Florists at Flower School New York before purchasing it in order to gage whether or not it would be worth my time, and all praised Art of Floral Arranging, The: Learning from the Master Florists at Flower School New York:

1 of 1 people found the following review helpful. DisappointingBy jen sBesides the fact that the photos are not in sync with the instructions, I feel like I do not have a good grasp of this book-it was much, much shorter in length and depth than I was expecting. There are just a few arrangements with a very vague description and instructions-even more photos would be helpful. I was looking for more!6 of 6 people found the following review helpful.

DISAPPOINTEDBy LisaOk...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.0 of 0 people found the following review helpful. Okay but not greatBy BetsyEnjoyable as a quick read and picture book, but it's unlikely that you'll use more than one or two of the techniques in this book. The text and picture quality were less than expected. Still, a few useful tips and principles that non-florists could use. I'd recommend checking out from the library rather than buying this one.

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.

"Creating stunning bouquets and centerpieces is a snap with the step-by-step guides in *The Art of Floral Arranging*." (ELLE DECOR 2007-11-21) From the Inside Flap *The art of Floral Arranging: Learning from the Master Florists at FlowerSchool New York*. Eileen W. Johnson Learn from the masters how to create breathtaking floral arrangements in this new book from Eileen W. Johnson of FlowerSchool 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 located in Midtown Manhattan. They offer instruction and insight into the art and aesthetic of flower arranging taught by a faculty of world-renowned florists. Discover how to handle and combine flowers and create hand-tied bouquets, seasonal arrangements, flowers for entertaining, and more. *The Art of Floral Arranging: Learning from the Master Florists at FlowerSchool New York* features chapters on master florists Michael George, Chris Giftos, Remco Van Vliet, Charles Masson, Cas Trap, Meredith Waga, and Felipe Sastre. Filled with full-color photography and step-by-step instructions, the book gives dozens of tips and techniques and includes a resources section for flowers by color, wholesale markets, trade publications, and much more. Whether you are considering a career in floral design, love to entertain, or just want to bring the joy and beauty of fresh flowers into your own home, *The Art of Floral Arranging* is the perfect place to start. Eileen W. Johnson is the founder and owner of FlowerSchool New York. She created the school after a lifetime love affair with flowers led her to attend a weekend floral design school in France. She returned to New York with a vision for a business and FlowerSchool New York was born. Located in Midtown Manhattan, FlowerSchool New York offers classes from world-renowned florists. Visit www.flowerschoolny.com for more information on the school, instructors, and classes. About the Author Eileen Johnson is the owner of Flower School New York. She created the school after a lifetime love of flowers led her to attend a weekend floral design school in France. She returned to New York with a vision of a business; after pairing up with Michael George, Flower School New York was born.