



Commercial Floristry: Designs and Techniques

Sandra Adcock

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This lavish book covers the full range of commercial techniques for the florist. It introduces basic terms and equipment, advises on conditioning and care of fresh materials, and explains the elements and principles of design. Examining various celebrations and occasions, it demonstrates classic and contemporary designs with step-by-step instructions and over 600 full-colour photographs. Topics covered include: Wedding designs - wired, tied, glued, foam holders; designs for both carrying and wearing. Tied designs - mixed flowers, modern textured, gift wrapping, aqua packaging, and designs made with frames and pre-bought frames. Funeral designs - tied, environmental, formal-based designs, loose open designs in a variety of foam frame shapes. Arrangements for traditional and modern designs - symmetrical and asymmetrical, parallel and using colour foam, in a range of containers and baskets. Function decorating - both venue and place of worship designs. Seasonal designs - Easter, Hallowe'en and Christmas. This inspiring book is based on current floristry training programmes that support students and working florists alike. Covers the full range of commercial techniques for the florist and gives advice on buying and storing flowers, design and colour and transporting displays. Demonstrates how to create a wide range of floral designs with step-by-step instructions. Lavishly illustrated with approximately 600 colour photographs. Sandra Adcock is a qualified teacher, a holder of the Society of Floristry's National Diploma in floristry and a fellow of the British Florist Association.

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