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In Full Flower: Inspired Designs By Floral's New Creatives



Synopsis

This gorgeously photographed volume celebrates the most influential floral designers today. *In Full Flower* is a compilation of a new wave in contemporary floral design, featuring artists who combine traditional techniques with an organic, free-form, "back-to-nature" style. The opposite of buttoned-up and manicured arrangements, this survey includes over twenty of the most celebrated and influential artists across the United States who are rewriting the rules of floral design. *In Full Flower* is the first overview of artists working in this aesthetic. Gorgeous photographs depict the artists' process as well as final designs, captured both as still lifes and environments. In addition, the wanderlust-inducing gardens and inspired interiors exhibit both rustic and urban eco-chic "simple luxury living embodied by these artists that all homeowners will appreciate. *In Full Flower* With over 300 original color images and short writing on each artists' inspirations and philosophies, this spectacularly inspiring floral survey will be treasured by lovers of beautiful flowers and interiors alike.

Book Information

Hardcover: 224 pages

Publisher: Rizzoli (April 25, 2017)

Language: English

ISBN-10: 0847858693

ISBN-13: 978-0847858699

Product Dimensions: 8.8 x 0.9 x 11.3 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 7 customer reviews

Best Sellers Rank: #55,142 in Books (See Top 100 in Books) #13 in Books > Crafts, Hobbies & Home > Crafts & Hobbies > Flower Arranging & Crafts > Flower Arranging #33 in Books > Crafts, Hobbies & Home > Gardening & Landscape Design > Flowers #35 in Books > Arts & Photography > Photography & Video > Nature & Wildlife > Plants & Animals

Customer Reviews

"The trend for flowers this spring is romantic, wild and free. In our May issue we feature the new book, *'In Full Flower: Inspired Designs by Floral's New Creatives'* (Rizzoli, April 25), which highlights floral designers who are reinventing the way we enjoy flowers at home. The big idea is to be loose and organic, not fussy arrangements or uber-tight bunches of buds. What I really love about this trend is that it favors the enthusiast since the look is less polished and more

natural."â "Connecticut Post

The work of celebrated photographers Gemma and Andrew Ingalls of Ingalls Photography has been featured in Architectural Digest, New York Magazine, and Martha Stewart Living. They are based out of Brooklyn, New York.

If you enjoy flower arranging as a hobby or professionally you will find the stories and photos in this book very inspiring. A great gift if you have a friend that's into flowers.

Delightful! Many would want to know the how-to of these bouquets.

Lovely arrangements - Relaxing reading after a stressful or busy day. Will definitely be helpful to the would-be flower arranger.

What an amazing book! Powerful evocative designs. One of the best floral books I own.

Utterly inspiring designs which echo and highlight the beauty and splendor of plants in their natural state. A refreshing departure from the artificial, highly constructed, "floristy" arrangements typified by so many designers and businesses.

Amazing book!

Beautifully put together with great ideas

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