



Objectives

- To identify the origins of floral design.
- To analyze the history of floral design.
- To discover the developments of floral design.
- To evaluate the significance of floral design.

Main Menu

- Significance of Floral Design
- Oriental Influence on Floral Design
- Classical Influence on Floral Design
- European Influence on Floral Design
- American Influence on Floral Design
- Floral Design Industry

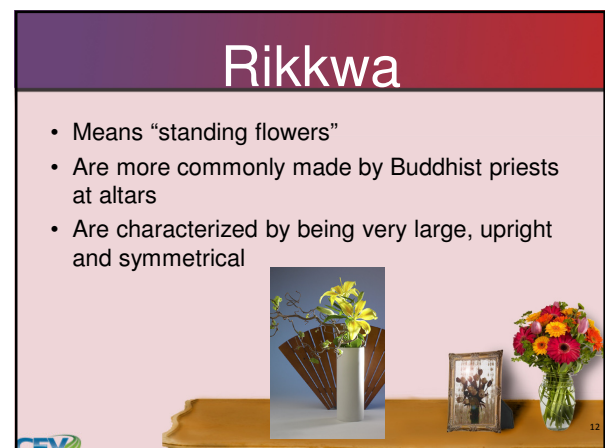
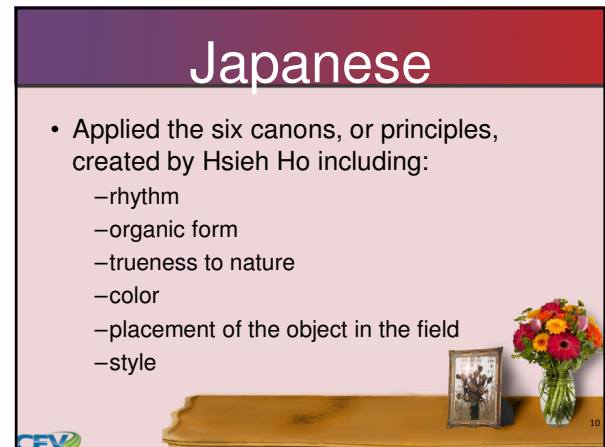
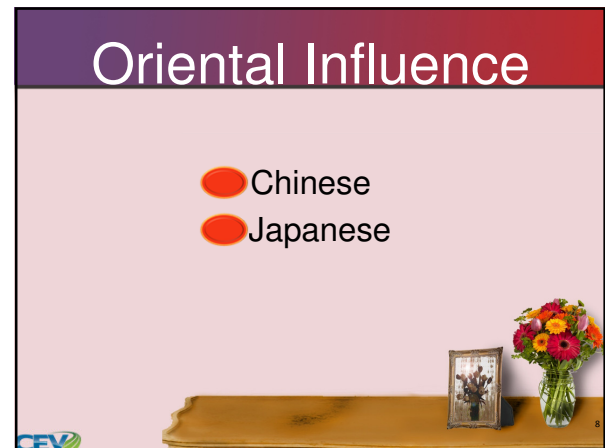


Floral Designs

- Are created using fresh, dried or artificial flowers
- Have been used throughout history for numerous reasons
- Are often used for religious and cultural purposes

Floral Designs

- Have been used as symbols of:
 - friendship
 - sympathy
 - love
 - celebration
- Are commonly displayed at special occasions



Rikkwa

- Commonly incorporates a tree in the center of the container to provide a foundation for the design
 - referred to as the “shin” - vertical line of the arrangement
- Portrays natural landscape



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Ikebana

- Is based on the Buddhist principles of
 - dominance
 - proportion
 - balance
 - rhythm
- Places an emphasis on lines, not color
- Has three lines which represent heaven, man and earth



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Ikebana's Lines

- Are also commonly known as “Shins”
- Primary line
 - represents heaven
 - is at least one to one and a half times the height of the container



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Ikebana's Lines

- Secondary line
 - represents mankind
 - also known as “Soe”
 - is one-half to two-thirds times the height of the Shin



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Ikebana's Lines

- Tertiary line
 - represents earth
 - also known as “Tai”
 - is one-fourth to one-third times the height of the Shin
 - a more horizontal position

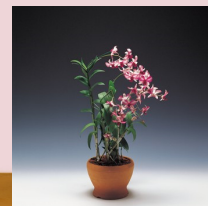


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Ikebana

- Uses filler flowers called “Nejime” to tie the three elements together
- Has three patterns
 - Shin
 - Cyo
 - So



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Shin

- Is the most common and formal pattern
- Received its name from the first element in Ikebana
- Uses flowers and plants in upright containers so they grow naturally



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Cyo

- Are less formal designs
- Use curved, graceful lines of stems in upright containers
- Are smaller than Shin designs



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So

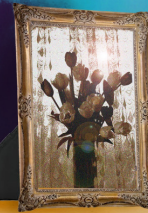
- Are the least formal designs
- Contain broad, sweeping lines created by forcing the stems to bend
- Are horizontal, low designs placed in low containers



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Classical Influence on Floral Design



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Classical Influence

- Egyptians
- Greeks
- Romans
- Byzantines



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Egyptians

- From 2800 B.C. to 28 B.C.
- Used flowers for decorations, garlands, wreaths and temple offerings
- Utilized simplistic design principles
 - applied a particular pattern several times
 - example: a typical design consisted of a single flower with a single bud or leaf on either side repeated as a unit

Fact: Irrigation systems became a crucial part of flower use in the Egyptian era.



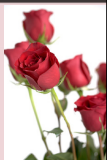
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Egyptians

- Made use of flowers such as:

- Lotus
- Acacia
- Roses
- Water lilies
- Violets
- Madonna lilies
- Narcissus
- Jasmine
- Poppies



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Greeks

- From 600 to 150 B.C.
- Used flowers for adornment
- Continued the use of wreaths and garlands
- Created the “Horn of Plenty” or Cornucopia



Fact: The first commercial florist came into existence during the Greek period of floral art development.



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Greeks

- Are known for creating triangular and symmetrical arrangements
 - consisted of one or a limited amount of colors
- Commonly used the following flowers and plants for their arrangements:
 - Roses
 - Hyacinths
 - Lilies
 - Narcissus
 - Violets
 - Grape leaves
 - Herbs
 - Seed pods



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Romans

- From 28 B.C. to 325 A.D.
- Continued to use the same customs of the Greek period
 - designs of garlands, wreaths and crowns were more elaborate than those of the Greek
- Used less graceful designs compared to the Greeks in baskets and cornucopias
- Began the use of flowers for fragrant purposes



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Byzantines

- From 320 to 600 A.D.
- Brought together Greek and Roman Period influences
- Began to incorporate fruit within garlands
- Placed arrangements in baskets, goblets or low containers
 - example: commonly designed trees using foliage and flowers with symmetrical principles in mind



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European Influence on Floral Design



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European Influence

- Renaissance
- Flemish
- Baroque
- Victorian



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Renaissance

- From 1400 to 1600
- Created large, symmetrical arrangements with bright colors
 - more naturalistic look
- Used flowers for more than religious purposes
- Introduced the Christmas wreath



Definition: **Naturalistic**- appears natural and not artificial or arranged

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Renaissance

- Used flowers and foliage such as:

– Olive	– Lilies
– Ivy	– Violets
– Laurel	– Roses
– Dianthus	– Primroses
– Daisies	– Iris
– Lily of the valley	– Anemone



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Flemish

- Flourished from 1400 to 1700
- Inspired by Flemish paintings
 - “Flemish” refers to people from the medieval country of Flanders which now covers parts of Belgium, France and Holland



Fact: Paintings of floral designs which included flowers from many seasons was developed in Flemish floral art.

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Flemish

- Created an oval shape with mismatched flowers
- Utilized a lavish design with different shapes, textures and colors
- Depth and dimension were important factors
- Arrangements commonly used urns as a base



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Fact: Paintings of large, many flowered bouquets were used in Flemish floral art.

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Flemish

- Used flowers and foliage such as:

– tulips	– tropical flowers
– peonies	– wildflowers
– roses	– fruit
– marigolds	– birds' nests
– snowballs (viburnum)	– shells
– iris	– jewelry
– “weeping” grasses	– rich fabrics
– bulb flowers	



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Fact: Striped/flame colored tulips were popular during the Flemish era.

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Baroque

- From 1600 to 1775
- Created symmetrical designs, then shifted to asymmetrical designs



Definition: **Asymmetrical**-sides or halves which are not the same but, still balanced



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Baroque

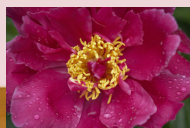
- Marked the beginning of the Hogarth curve, or S-curve
 - created by English painter, William Hogarth
- Utilized large containers with elaborate arrangements made with several different types of flowers



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Baroque

- Utilized the following flowers in their designs:
 - Iris
 - Marigold
 - Lily
 - Peony
 - Canna
 - Narcissus
 - Hollyhock
 - Roses



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Victorian



- From 1820 to 1901
- Used foliage and grasses to contrast textures
- Placed flowers in very low containers
- Upper-class show of wealth
 - large, opulent, overdone arrangements
 - women carried bouquets to most social gatherings
 - used as a sign of affection



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Victorian

- Used flowers such as:
 - Tulips
 - Lilies
 - Anemones
 - Dahlias
 - Fuchsias
 - Asters
 - Bleeding hearts
 - Roses
 - Common garden flowers



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American Influence on Floral Design



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American Influence

- Early American
- Colonial Williamsburg
- American Federal
- Modern



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Early American

- From 1620 to 1720
- Created arrangements for personal adornment and decorations around the home
- Used any flower available and placed all arrangements into household containers



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Colonial Williamsburg

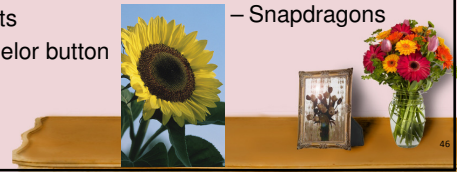
- From 1740 to 1780
- Placed grasses, flowers and foliage into fan-shaped arrangements
- Began to mix different floral bouquets together



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Colonial Williamsburg

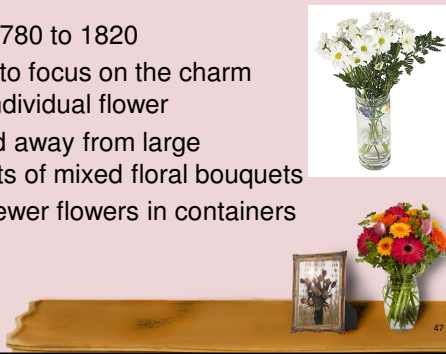
- Used flowers such as:
 - Anemones
 - Hollyhocks
 - Phlox
 - Sunflowers
 - Violets
 - Bachelor button
 - Marigolds
 - Strawflowers
 - Daisies
 - Dianthus
 - Snapdragons



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American Federal

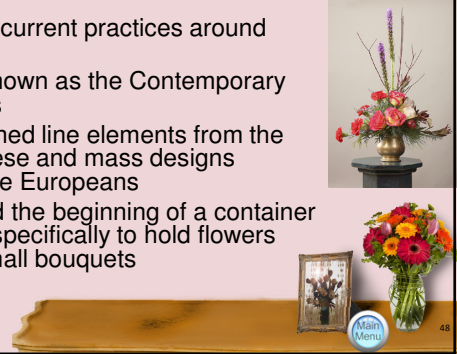
- From 1780 to 1820
- Began to focus on the charm of an individual flower
- Strayed away from large amounts of mixed floral bouquets
- Used fewer flowers in containers



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Modern

- Began current practices around 1910
- Also known as the Contemporary Florists
- Combined line elements from the Japanese and mass designs from the Europeans
- Marked the beginning of a container made specifically to hold flowers and small bouquets

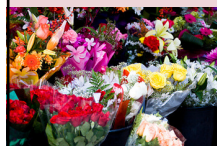


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Industry

- Now has certification programs which:
 - provides further knowledge and skills to floral designers
 - allows for a florist to be more marketable as a candidate for a job in nurseries or floral shops



Entry Level

- Has an average salary from \$16,000-\$35,000 for a floral designer
- Pays nursery and greenhouse workers an average of \$8.75 an hour for part-time employees and \$11.38 an hour for full-time employees



Intermediate Level

- Careers typically involve college degrees
- Opportunities could include positions in sales, marketing and production
- Include an average salary of \$35,000, \$54,000 and \$46,000, respectively



Expert Level

- Career opportunities usually require college degrees
- Careers could include positions such as general manager and financial manager
- Include an average salary of \$62,000 and \$50,000 respectively



Resources

- "The History of Floral Design". Rutgers University. Retrieved from <http://aesop.rutgers.edu>
- "History of Floral Design". Flower Expert. Retrieved from <http://www.theflowerexpert.com>
- 5 Components of Floral Design. Flower Shop Network. Retrieved from <http://www.flowershopnetwork.com>



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