



Principles of Floral Design

By Gregor Lersch

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This book depicts an internationally comprehensible and overall design guideline that is rich in illustrations. The arrangements shown here were especially created for this publication. Using containers of simplified design, they form a pure, clear and calm architectural structure that admits neither an excess of fads or trends nor any fixation on any given Zeitgeist. These arrangements exclude external influences and interpolations from the professional field of floristry. Their structure, and the depiction of that structure, are exclusively determined by the elements of the plants that have been used. The purpose of this publication is to describe both the internal and external principles of structure that underscore the floral design graphics presented. Therefore, emotional descriptions and mere technical instructions have been reduced to a minimum. Despite the number of design examples illustrated here, this book offers only a small excerpt from the vast spectrum of opportunities made possible - even initiated - by the design guideline delineated throughout. Consequently, floral designers should find inspiration herein for the creation of independent views, contours and alternatives in their design work. The color code is a significant help for those teaching and learning the art of floristry, to be able to clearly assign the broad spectrum of work to the design categories.

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