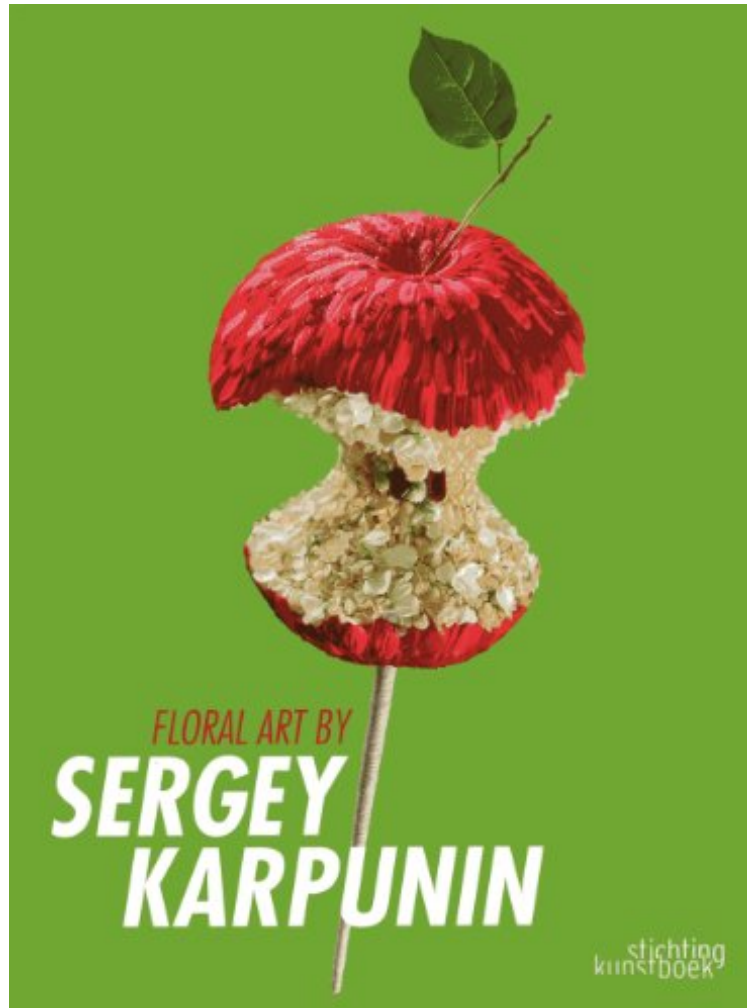


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Sergey Karpunin

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Sergey Karpunin : Floral Art By Sergey Karpunin before purchasing it in order to gage whether or not it would be worth my time, and all praised Floral Art By Sergey Karpunin:

Russian Sergey Karpunin presenting his fresh and new ideas for the traditional bouquet shape.

Sergey Karpunin, a prominent Russian florist, describes his work as 'technical, but never dull or sterile.' In this monograph on his work he provides examples with remarkable photographs of bouquets and floral components in advertisements. Each seems to spring to life, far different than its original form. 'The main idea of the works presented here is the transformation of materials, presenting the most ordinary and everyday flowers, greens, stems in a whole

new way.' For example, flowers formed from pompoms of petals and seeds are set at the end of twisted stems. Every bouquet is a labor-intensive work of art. (Marilyn K. Alaimo Chicago Botanic Garden, December 2013)

About the AuthorSergey Karpunin began his professional career as a florist in 1991. He participated and was the leader of many significant floral decoration projects in theatres and concert halls, TV channels, offices of large companies and exhibitions. He was the author of the project and art director of floral decoration of the Russian pavilion at World Universal Exhibition EXPO 2005 (Aichi, Japan). He has participated in the development of advertising campaigns for several firms. For five years Sergey was chief designer of floral decorations in the main cathedral of the Cathedral of Christ the Saviour in Moscow. For eight years he worked in one of the leading flower shop in Moscow 'Tsvety Na Sretenke'. Starting in 2006, he has been actively teaching. He has conducted numerous seminars in different floral schools in Russia. Starting in 2012 he has been on a demonstration tour, travelling around the world. He currently owns the company Flowercast Media Group. In 2004 he joined the National Guild of Florists (Russia), and in 2005 he was elected to the Board of NGF.