

(Read free) Flowers: Creative Design

## Flowers: Creative Design

*James L. Johnson Jr., William J. McKinley Jr., M. "Buddy" Benz*  
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**James L. Johnson Jr., William J. McKinley Jr., M. "Buddy" Benz : Flowers: Creative Design** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Flowers: Creative Design:

6 of 7 people found the following review helpful. Excellent floral design information covering both the basics and advanced techniques By kybrdplyr I wish the citation for this book included the originator of the text and work and not just the heir apparent's name, the editor, to his work, M. "Buddy" Benz. The latter changed floral design to beyond the FTD look and is responsible for many of the innovations we see today in all kinds of public venues. While the photographs are archaic, somewhat dark and feel dated, the techniques are thoroughly explored and well explained. There is a good mix of materials, both the pedestrian and exotic flowers as well as other organic materials that create

brehtaking beauty. Mr. Benz worked out of Houston (of all places) and was a sought after teacher in the United States and Japan. This is a compendium or edited textbook comprising material from three different textbooks that were, at one time, standards for floral design schools across the country. As a newbie to the profession, I find it insightful, instructive and, upon reviewing its techniques, transformative to my work. I highly recommend it to both the experienced and novice floral designer. 1 of 1 people found the following review helpful. Great Learning Tool By Debbie I bought this book as a tool for floral design school, as recommended by my instructor. It's a very good book to increase knowledge and creativity in designing floral arrangements. I enjoy going back to this book time after time. 1 of 1 people found the following review helpful. Five Stars By Bernadette H. I took a floral class great price

For nearly fifty years, this classic book has led the way in floral design. *Flowers: Creative Design* contains hundreds of suggestions on new, simpler, and quicker methods of constructing floral pieces. Detailed instructions, profusely illustrated with more than 380 photographs and 150 sketches in progressive steps, will enable the experienced and not so experienced to produce work of professional quality. This volume contains a wealth of information everyone, regardless of skill level, can use to add the elegance of flowers to their life. Florists, amateurs, hobbyists, instructors, wedding and party planners, and those who simply appreciate beauty will be taken with the wealth of information in *Flowers: Creative Design*.

*Flowers: Creative Design* is destined to be a classic. The magic of flowers is brought to life in this masterpiece. A must-have for your library.--Phil Rulloda