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
**Oriental Influence on Floral Design**

**Chinese**
- Were the first to use water and containers to create floral arrangements
- Used religious, simplistic ideas in arrangements
- Placed floral arrangements on altars and around the house
- Also used floral materials for personal adornment

**Japanese**
- Applied the six canons, or principles, created by Hsieh Ho including:
  - rhythm
  - organic form
  - trueness to nature
  - color
  - placement of the object in the field
  - style

**Japanese**
- Have two different styles
  - Rikkwa
  - Ikebana

**Rikkwa**
- Means “standing flowers”
- Are more commonly made by Buddhist priests at altars
- Are characterized by being very large, upright and symmetrical

Fact: The relationship of floral materials to the size of the container comes from the Japanese art of flower arranging.
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

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

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

Ikebana’s Lines

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

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

Ikebana

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

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

**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

### Classical Influence on Floral Design

- **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.
Egyptians

- Made use of flowers such as:
  - Lotus
  - Acacia
  - Roses
  - Water lilies
  - Violets
  - Madonna lilies
  - Narcissus
  - Jasmine
  - Poppies
  - Poppies

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.

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

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

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
European Influence

- Renaissance
- Flemish
- Baroque
- Victorian

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

Renaissance

- Used flowers and foliage such as:
  - Olive
  - Ivy
  - Laurel
  - Dianthus
  - Daisies
  - Lily of the valley
  - Lilies
  - Violets
  - Roses
  - Primroses
  - Iris
  - Anemone

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.

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

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

Flemish

- Used flowers and foliage such as:
  - tulips
  - peonies
  - roses
  - marigolds
  - snowballs (viburnum)
  - iris
  - “weeping” grasses
  - bulb flowers
  - tropical flowers
  - wildflowers
  - fruit
  - birds’ nests
  - shells
  - jewelry
  - rich fabrics

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

**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

**Baroque**

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

**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

**Victorian**

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

**American Influence on Floral Design**
American Influence

- Early American
- Colonial Williamsburg
- American Federal
- Modern

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

Colonial Williamsburg

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

Colonial Williamsburg

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

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

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
**Floral Design Industry**

**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**
### Acknowledgements

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