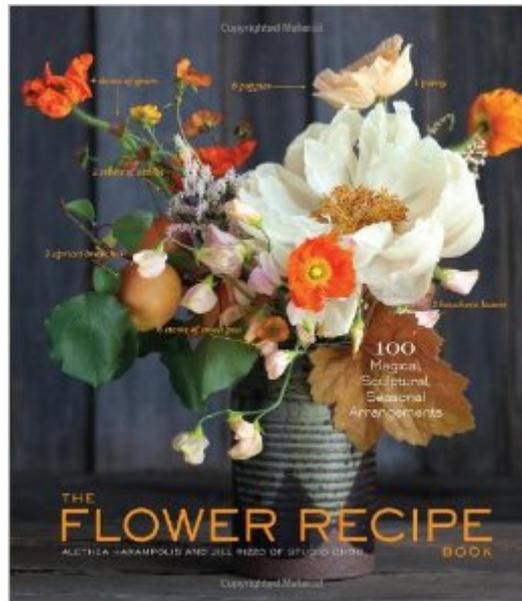


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# The Flower Recipe Book



## Synopsis

Flower arranging has never been simpler or more enticing. The women behind Studio Choo, the hottest floral design studio in the country, have created a flower-arranging bible for today's aesthetic. Filled with an array of stunning, easy-to-find flowers, it features 400 photos, more than 40 step-by-step instructions, and useful tips throughout. The arrangements run the gamut of styles and techniques: some are wild and some are structured; some are time-intensive and some are astonishingly simple. Each one is paired with a "flower recipe"; ingredients lists specify the type and quantity of blooms needed; clear instructions detail each step; and hundreds of photos show how to place every stem. Readers will learn how to work with a single variety of flower to great effect, and to create vases overflowing with layered blooms. To top it off, the book is packed with ideas for unexpected vessels, seasonal buying guides, a source directory, a flower care primer, and all the design techniques readers need to know. Alethea Haramopolis and Jill Rizzo are the founders of Studio Choo, a San Francisco-based floral design studio that serves up fresh, wild, and sophisticated flower arrangements for any occasion. Their work has been featured in publications such as *Sunset*, *Food & Wine*, and *Veranda* and in the blog *Design\*Sponge*.

## Book Information

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## Customer Reviews

I've been interested in floral arranging for some months now, but haven't found the right book that would teach me all the romantic arrangements I've been seeing from florists like Amy Merrick and others. I know I won't be like the pro's, but this book has given me the foundation and confidence I needed for my work as a photographer who gets inspired by towers. I've tried one of the

step-by-step recipes with different flowers, as i can't get a hold of all the ones featured, and the arrangement I created made me very pleased as it was WAY better than anything I've done in the past. This book isn't for everyone, but if you're looking for a good floral arranging book this is the one to get!

I LOVE this book, like a old friend.1. Everything is numbered the steps and the recipes themselves. For instance: Recipe 3 Special Occasion, Step 1. Makes things move so much faster when you don't have to skim a paragraph to find where you were when interrupted. I do this myself with my baking recipes- I put tasks in numerical order.2. So easy to follow. It's like flower arranging for dummies but without the stupid title. For instance this is the 1st task of a Recipe is "place the maple branch on the right side of the pitcher so that the leaves hang over the rim." See? I dare you try to find a way to do that wrong.3. It looks nice so you can leave it out. I, personally, do not like ugly things laying out or even using them. Maybe I'm picky-but imagine this look on a side table versus "Whatever for Dummies" with its bright yellow and black colors.4. The design inside is as nice as it is outside.What would have made me LOVE this book like a lover would be:1. Simple Illustrations. But only when necessary (not necessary in most cases)2. Suggest substitutions for hard to find or very \$\$\$ flowers. I just made some substitutions on the fly because the none of the 100 or so types of flowers my farmers market has were "celosia" not the "crested variety" or the "plume variety."-Practical- I did recipe 3, it turned out beautiful I think except I wasn't sure of the height requirements on the last five or so flowers. I spent \$40. for all of the flowers. I had to buy more than I needed-so maybe it won't always be that much.I live by reviews and I am so bad to leave them. I would more reviews if I thought they would be helpful so if this let me know.

This book is a revelation! Studio Choo produces the most stunning floral arrangements, so I figured that this book would be beautiful and inspiring. It certainly is, but it also turns out to be a clearly presented how-to on putting together a stunning arrangement quite easily. It also offers key lessons on how to emulate their style - rustic, elegant, whimsical - to produce your own original creations. In addition to offering instructions on how to replicate the specific arrangements they feature, it gives you (or me, at least) a new understanding about proportion and composition that is very easy to pick up. I ran out into my yard after reading through part of the book and clipped various plants I hadn't known what to do with in the past. I used the new ideas I'd learned to throw together something that was dramatic and lovely. And these were all pretty pedestrian plants! This is to flower arranging what Alice Waters' Art of Simple Food is to cooking. Simple tips that lead to fabulous results. HUGE

fan.

This book was recommended to me by a floral design instructor at a prominent institution in New York. I was really excited to try a few arrangements, but I doubt I'll be making any directly from the book. First of all, buying individual flowers like this, wholesale, is an expensive venture. You aren't likely to find these combinations in store-bought bouquets. Secondly, the arranging style is all very similar, and it would have been good to have a few more "flavors" to learn various styles and forms. However, the photos are beautiful, the basic design guidelines are simple to understand, and it was lovely to read more about beautiful flowers. That said, with a little initiative, you could easily translate these arrangements into something personal and custom yourself. At the very least, even if you never make an arrangement, it's a gorgeous coffee table book.

This is the perfect book for those of us who like to arrange flowers, but lack skills. I love her aesthetic, slightly asymmetrical, more fresh than our mother's symmetrical arrangements on all sides. She gives you the recipes and I swap in flowers that are more seasonally available. This makes an excellent gift- I've given it twice! I used the book for my Thanksgiving house arrangements, for a baby shower, and for the everyday, quick and casual, but interesting arrangements.

I can't say enough good things about this book. I love it. The photography and information provided are amazing. I've read other floral books and this is by far the best yet. I am biased though since this book is totally my sense of floral style however. It is rustic, simple, elegant and understated. If these are the types of arrangements you like too, then this is for you! I also enjoyed how it provided a lot of information, such as the names of flowers/plants used, how to cut stems, what tools you'll need, and so on. It will not teach you everything, but it is a wonderful place to start. It really taught me about placement and how to give arrangements 'movement' as I found mine to be a little 'stiff' and boring. Thank you to the great florists for putting this one together and sharing it with everyone!!

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