SPECIAL EDITION

HOW TO THRIVE DURING LOCKDOWN
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FLORAL DESIGN MAGAZINE APRIL 2020

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SPECIAL
THRIVING, NOT JUST SURVIVING
LOCKDOWN
All around the world individuals are starting happiness revolutions. In New Zealand one teddy bear in a window became thousands of teddy bears in windows all over the country. With all the schools closed, families are allowed out of lockdown for a daily walk and finding all the bears has become the fun motivation.

In the UK another enlightened lady suggested everyone put wreaths on their door with flowers, foliage and blue ribbons, to thank their National Health Service workers. This too is spreading rapidly as the idea passes through all the UK flower arranging clubs.
In Canada one flower arranging club has continued their monthly club activities by harnessing this awesome power of social media and internet connectiveness.

“The British Columbia Floral Art Society (BCFAS ... www.bcfloralartsociety.com ) is in it’s 50th year. We meet 10 times per year at a venue in New Westminster, BC ... February to November, generally the 2nd Monday of each month. We have about 40 members and like many other clubs our members tend to be older and we have trouble getting new members who are younger mostly because they are still working.

At the March meeting, just before all the Covid-19 restrictions were put into place, we introduced our plan for the April Work Bench design.”
The following notes were previously given in our Spring Newsletter:

"April 2020 Design: Title: "Support(ive)"
Bring in all your materials (Container, blooms, foliage) and work on a design of your choice ... the only criterion is that you not use any floral oasis to support your materials. You can choose wood, twigs, water tubes, wire, frogs, glue dashes, chicken wire, etc. Perhaps bring in even more materials and coach your invited guest to try a design as well! Think like our demonstrator, Paul Jaras, at last year’s Gala and use interesting structures to support your design. If this is your choice, please prepare part of the structure before the meeting so you will have enough time to finish it during the work period."

Because our meeting in April is now cancelled (and we anticipate that May will be too), we contacted our members via our email list and asked them to stay involved with their floral art.

While the administrative aspect of our club can be handled by the Executive (with info/questions going out to members), we wanted to encourage our members to keep designing.

We are encouraging our members to do the April design and send photos to our newsletter editor, Heather Bee. We asked our members to submit some self critique notes with the photo(s) they send in. Generally, we ask them to comment how they made the design; what worked and what didn’t; any tips they can offer; and comment on the principles and elements of design as it pertains to their creation. What I hope is that when our members see each others’ designs they will add further "learning" comments. To keep it fun, Heather also invited our members to do an Easter bonnet or floral crown design and send in the photos.
“I went ahead and did my design using a purple glass bowl in a stand. I made a two part structure gluing contorted hazelnut branches (from fall pruning) together to make a bottom grid as well as an above-bowl structure. I had some purple parrot tulips that didn’t work well as they were too far gone.

I went to the flower shop to find pink Anthuriums but none were to be had. So I settled for 3 stems of pink Stargazer Lilies and Ming Fern. I wanted to keep things airy so one could appreciate the supporting structure. I know Lilies open very quickly so this design would have been fine for a 1 day show but not longer.

The design fits a space 2’ wide and 3’ tall to be viewed from front and sides. There is good depth and I put a little finishing touch to the back even though it cannot be seen from the front.

I think some will think the top lily is too big almost as if there were two focal areas but also think that is okay for a contemporary design. There is radiation but not in a traditional sense. I think the top flower is balanced by the lower blooms and draws the eye up the line.

I chose the pink as the colour was complementary to the colour of the container but once the design was finished one could hardly see the colour of the container. Perhaps I could have taken the blooms from my red Anthurium house plant which is currently looking quite good. Oh, well, I can always re-use the twig structure another time.”
Designer Gerri Willms

floral design 7b
STOP PRESS
Club entries so far... using no floral foam

Designer Heather Bee
MORALE BOOSTERS

Designer Ann Peters

floral design 7c
What a brilliant way to have club days with virtual competitions for the beginners as well as the experts and of course the designs can be done any time!
“The saying that flowers say what words cannot is even more relevant in our current global climate. Flowers have always been there to brighten peoples day and send love, but with everyone feeling so isolated and alone right now they are giving hope. My love and passion for flowers started over 20 years ago and I always felt that flowers are an amazing and beautiful gift from nature. With such an amazing gift from nature we take the care and love to make our flowers look like a gift. In these crazy days when everyone is feeling worried and uncertain seeing something truly beautiful from nature can lift your entire mood.”
“With limited social interaction in our world currently we see a delivery of flowers as really important; it provides that emotional connection that isn’t possible with human touch at the moment.” These wonderful words of wisdom come from very successful Australian florist, Lucinda Smith-Pedlar
“As a family owned and run boutique florist located in Kalamunda, the Heart of the Perth Hills, Australia, we pride ourselves on treating every customer as part of the family.

LUCINDA – OUR FEARLESS LEADER
With a family ancestry of floristry, the calling for Lucinda’s creativity was always there. Becoming a qualified Dress Maker before the age 20, Lucinda’s creative flair desired more and several years later she started and completed her first floristry course. With the craziness of life and having a family, floristry disappeared from view as other priorities took over.

Always having an artistic bent, Lucinda finally returned to floristry with the purchase of her first florist shop in Lesmurdie. Now as a qualified Certificate III florist Lucinda moved and rebranded to Our Flower Studio.”

So how are they coping with the lockdown?
“Whilst our shop is closed to the public and the street is almost empty, we still have our team inside our shop. People can still call, email, order or contact us through our website and we are remaining active on our social media.

We have an email database which we continually send email updates about what steps we are taking to ensure the safety of our staff and customers. On our website is a dedicated COVID-19 update page, where people are able to look for our most detailed and up to date information on how we handling COVID-19 and our new government rulings.

We are also active on our social media, particularly our Facebook and Instagram. We’re continually providing updates through our stories and posts on social media, as well as using our social media to send love and support to all our followers. It is such a scary time in the world and if we can make even one person smile that is one of the best things we can do.
Welcome to Our Flower Studio

We are still OPEN

With the new calls to increase social distancing are shop is closed to the public.
To place an order visit our Website or Call
08 6293 1381
www.ourflowerstudio.com.au

Support Local
LIKE US
TAG US
REVIEW US
CHECK IN

STOP
We are Open
$0 Minimum
We are Open
“Megan and Lucinda practise social distancing when making up the orders and Alex delivers them.”

“We have always had a professional and wonderful delivery driver. During the COVID-19 we've had constant conversations and meetings as to how we are delivering our flowers.

Whilst still delivering flowers we need to make sure we are protecting our delivery driver and flower recipients. Where possible we conduct contact-less deliveries and in other instances limited contact deliveries. Our delivery driver wears gloves throughout all deliveries and the delivery vehicle is wiped out at the end of all deliveries.”

In some countries of course, this would not be possible.
MORALE BOOSTERS

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Kalamunda WA 6076
Australia
Social Media Handles: @OurFlowerStudio (Facebook, Instagram, Twitter, Pinterest)
“Thankfully a majority of our suppliers have always had a minimum of 50% of flowers being grown locally by themselves or sourced from other local growers.

In Australia with our growing border limits we now have highly limited flights. This means any imported flowers are becoming less possible and eventually will not be available.

Whilst this does limit our Roses which are mostly grown in Kenya, Ecuador or South Africa, and means tropical flowers will not be possible, we are still able to source locally Western Australian grown flowers.”

And Lucinda’s final words of advice, “Stay in contact with your customers during this time, use your social media and show your customers that you’re still here. If you are still operational like ourselves then this is the time to look after your customers.”

“No one is isolated or alone right now, we are all in this together and when all of this is over we would have come through it together. We like to say that everyone is a part of the Our Flower Studio family, and we are continuing with this mindset even now during all of the uncertainty surrounding us.”
MORALE BOOSTERS

And what about all those flowers that can’t get through to the flower shops and floral art clubs?

You may have seen the distressing photos of them being ploughed back into the fields or cut up in the glasshouses.

Well, this British grower is being a bit more altruistic. These social media screenshots may convince your local grower to add to the morale booster story too with lots of other ideas from the worldwide audience!

What do you do when your flowers are still growing but have nowhere to go? Give them to a good home of course!

Ben is donating his blooms to frontline NHS workers. 🌞

(via BBC South) bbc.in/2UMyKbZ

How about you send them to the elderly or the most vulnerable who are isolating on their own. Nothing wrong to give these to All of the key works but I think it is time to think of those who are on their own.

Annie Powell
In France some garden centres are donating their flowers to local cemeteries
Blessed Alicia
Over here in China, there’s a help-farmers online initiative where people online shop by the area closest to them. And the farmer delivers them to each location main entrance and the residents pick them up from the security point.

4h Like Reply

Louise Broughton
More kindness and thoughtfulness... thank you. I agree about imported flowers and the environmental impact: if you set up selling directly to the public, I'd love to be a customer. Maybe boxed monthly deals? Just an idea.

4h Like Reply

Annette Buckley
What a wonderful way to lift very heavy hearts. They do say that flowers are the gift of love. I'm sure spare flowers would be appreciated by police officers, firefighters and care homes locally. I am just putting this out there folks... would anyone want to support Ben and buy a bunch of flowers for one of the front line workers? It could be local or national whatever works. Two good deeds in one small gift?.

8h Like Reply

Andrea Crane
I saw post on another sure today from a family trying to find any florist in their area who could provide funeral flowers for a "remote service". Perhaps donating to funeral directors is another option?

8h Like Reply

Chantal Pirmez
Similar issues in Australia. Flowers going to the rubbish dump, rather than people should enjoy them. How nice would it be for elderly shut-ins to relieve a bunch of flowers?

9h Like Reply

Rafat Shaheen
A floral gift is precious (from a distance) in the time of Covid-19.

7h Like Reply

May the stars carry your sadness away. May the flowers fill your heart with beauty. May hope forever wipe away your tears. And, above all, may silence make you strong.

~Chief Dan George~
Obviously the floral design magazine looks very different depending on the time of year, and this photograph was taken in Spring, the best time for any garden! But....

Our monthly series on garden flowers has proven that every month you can pick something for flower arranging from your garden if you plan, plan, plan.

Only two things are planted here... for floral design and for food. Anything that does not fit that criteria and the climate is never planted.
While in lockdown this is the time to think about safeguarding and future proofing your business or hobby by doing the same. Whether you have a tiny balcony or a vast expanse, whether you have snow or live in the tropics, select the appropriate flora and you will always have a backup of readily available plant material.

This garden was not created on a huge budget. Those Federation daisies, Chrysanthemums and Lavender all came from cuttings, the Honesty from seeds, the Ornithogalums from 2 bulbs which double every year. The Arum Lilies and Callas do the same.

Crowding them up means less weeding too!
Even in the midst of Winter when it seems impossible to find anything the deciduous fruit trees in the floral design magazine garden need a prune.

This will give us the raw material for making countless wreath rings, heart shapes, and exciting frames ready for the key annual celebrations.

And just in case you are wondering, this is not the enormous extent of the floral design magazine garden but a foggy view from one of the upper story windows in the early morning looking out over the plains. Mind you, a walk under those trees will yield a lot of fallen small twigs ready to bundle up with reel wire into balls of various sizes.

If you are allowed to go for a walk during your lockdown, perhaps you should take a bag with you to collect such treasures?

Check out the video, ‘Wreaths and Cones’ at www.floraldesignmagazine.com/floralcraftvideos.html for lots of ideas on what to do with them for Christmas.
This series is dedicated to all the flower arrangers of time gone past whose only source of flowers was from their own gardens.
Nerines are wonderful flowering bulbs that pop up in the floral design garden in late Autumn.

They are very long lasting as cut flowers and give a welcome splash of colour before leaves start to fall and the full Autumnal splendour begins.

Each head is a sphere of smaller flowers which all bloom at the same time so they are excellent for large modern designs.
These are growing under the Camellia hedge which means they have to stretch to reach the light. The result is fabulous long, strong stems just perfect for a range of trending arrangement styles.

Very few bugs have been noticed on the flowers so each bloom is often perfect when picked.

They also make a great display massed along a border or in containers. Of course each year the bulbs duplicate so you also get more flowers to pick every Autumn.
Future Proofing Nerines

floral design 29
Rather than bury the Nerines amongst lots of other colours, they look great as a stark complementary contrast with all the tints, tones and shades of green foliage. Add contrast of form and texture and you have an easy arrangement which will last in water for at least 2 weeks.

This design sits on a grid of Cornus Alba twigs with foliage from the Kaffir lime for scent, Swan plant seedpods for interest, and variegated Coprosma and Leucodendrum twigs as fillers.

Nerines range in colour from white through the pinks to red but watch out, you may become addicted to collecting them all!
Future Proofing

Violets
This series is dedicated to all the flower arrangers of time gone past who were only source of flowers in their own gardens.

A few years ago Covent Garden’s flower girls of the 19th century were forced to work by the passing by of a unique market place for flowers.

Writing in a book: “Get violets, peony a bunch!”

Belladonna Amaryllis
This series is dedicated to all the flower arrangers of time gone past who were only source of flowers in their own gardens.

Belladonna Lily, Naked Lady, Jersey Lily
These are a x = Belladonna Lilies

Honesty
If you are a regular subscriber you may wish to look back through all your back copies for more advice on what to plant as your own free garden resources so you are never out of flowers again.

Arum Lilies
Floral Design

Freesias
This series is dedicated to all the flower arrangers of time gone past who were only source of flowers in their own gardens.

Freesia signal the arrival of spring in the floral design along the main walkway etching into the soul of the visitor, restful, refreshing, welcoming. These growing in the garden are equally as active and eye catching as the Spring itself.

Needless to say, Freesias are a must. They are hardy, require minimal care, easy flowering, and need a lot of sunlight.

Photography: Tracey Egan
Words: Tracey Egan
This series has been going for a few years now in floral design magazine as part of each edition so these pages above are only a small sample. If you have missed any, they are available to download at www.floraldesignmagazine.com/download.html
Obviously, floral design magazine is not a financial advisor but as business owners, our experience over 3 world economic crashes may be helpful. If you find this offensive, please turn the page.

1: We looked at our businesses while asking the question, what was not necessary which consumed our cash flow? Our answers included overuse of paper, ink and photocopying, using local paper advertising which we had no proof actually worked, too much money spending in cafes when travelling when we could have packed food, not recycling or repurposing enough. These changes have since saved us many dollars over the years. All those little things made a huge difference!

2: We looked at our bank accounts while asking the question, how can we reduce debt? Every business has good times, but we have learnt that bad times can follow. We felt we had too much debt and so every cent we could went back into paying it off during the good times. Knowing good times come regularly and predictably season by season we also looked at every possible way we could capitalise on that fact with added value, tempting extras to increase sales, and our famous (amongst our friends) plan B! In other words all our eggs are never in one basket.
3: We looked at our business while asking the question, **what works and what doesn’t?** Some parts of our businesses become no longer profitable which is part of a very normal business curve but it is always a difficult decision to say, “enough!” Taking a mental stocktake on the 1st January every year, we analyse what we are doing, why we are doing it, is it profitable, what is working well, what needs to go, what needs to be better. With these goals written, dated and budgeted, that is the direction we take. As a regular subscriber you may have noticed some of these changes!

We hope this has given you too some ideas for future proofing your business, club or floristry school.

4: We looked at our skill level while asking the question, **what do we need to learn?** With technology moving at lightning speed, social media changing the way people interact with businesses, and new fashionable apps arriving, we had to learn that the way we have always done things was a recipe for disaster. We know the age of our markets and we regularly ask, watch and analyse the behaviours of people within that age range. By doing that we discovered few in that range own printers these days, read newspapers or watch TV. Accountants were out, software was in (and cheaper) The list of new, exciting opportunities never ends.
More words of wisdom from Lucinda Smith-Pedlar of Our Flower Studio in Australia, “For those florists who have been put into lockdown or had to close your business for a while, this is your opportunity to be creative. As florists we are some of the most creative people, and this is the perfect opportunity to use this time to your benefit. If you’re anything like myself you’ve got all these amazing ideas that you’ve always been too busy to do anything with. This is your time to implement your ideas, to put a plan into place and start making those amazing ideas into a reality”.
“With this time we’ve been looking into and planning ahead for all the festive times this year, right through from Easter to Christmas. We’re planning the different products we are wanting to offer during each festive season and planning a photo shoot to take place soon. We’re also looking at our marketing and social media to see how we can improve this year and spread messages to our customers. We’re also taking this time to put into action our ‘one day when we’re not so busy’ ideas; with recent success in acquiring new aprons that match the redesign of our business last year, replacing our aprons that are over 10 years old.”
Floral design magazine has corporate clients and it is often the ‘fiddly’ techniques that get pushed to one side when magazine deadline looms and it is a ‘busy on busy’ week. Yet it is these techniques which gave us the initial success when seeking out new customers. Lockdown is the answer as we have the gift of time!

In this case Magnolia Grandiflora leaves were selected as they last many years without losing their colour as they dry. Our local Avenue has some huge trees that are regularly trimmed by our local council so a quick call to ask permission and a few lower hanging twigs were acquired. Camellia leaves have the same qualities and a little research will identify others readily available in your area.

The leaves were threaded on two pieces of wire, top and bottom into a very long line, tied off, and rolled up into the spiral. Placed onto a dish and glued down, this can then be stored.

Adding hidden flower tubes, fresh flowers and berries is then a very fast job when needed.
Planning Ahead
Another of the activities at floral design magazine over many years was creating monthly DVDs. These are now in the process of being converted to streaming videos and one of the topics was to create arrangements for romantic occasions.

In this case it was a circular coffee table design with room in the centre for several candles of different heights. The construction is adaptable to being used on a front door wreath, at a funeral or for many of the festivals we all celebrate, and so it is another very useful item to store for the busy times.

It is made with two wire lengths taped to create circles, one smaller than the other with connecting pieces between the two rings.

Gum bark collected from under Eucalyptus gum trees were then glued around the rings.

A long open Hessian strip was looped and tied down as was the wide length of velvet ribbon. At this point the construction is ready to be stored.

When required, small flower tubes can be glued in place and appropriate flowers and foliage for the occasion added.
For many florists and flower arrangers, the ultimate goal is to be good enough to compete in one of the internationally renown flower shows or floristry competitions. As all these shows have been cancelled this year, it is almost certain they will be reborn in 2021 even if it is in a more reduced way.

Creativity seems to arrive when the pressures of everyday existence lessen and so lockdown is the ideal time to turn your thoughts to the next big event you would love to be part of.
Beverly Moore and Leoni Braz from the Herts. and Essex Boundary Flower Club in the UK are experts in entering these flower shows being successful medal winners at Chelsea.

Floral design magazine asked Beverly if she could share the process they always follow in the planning stages of this competition so you have a well tested guide if you are brave enough to give it a go yourself. The planning becomes part of the fun and what a wonderful diversion during lockdown! If the competition you are tempted to enter allows for two people to compete together, organise your Skype, Messenger video or Zoom apps and be prepared for many happy hours of chatter as you work your way through the steps towards success.
Planning Ahead

Their first step is always to read the rules, more than once. In the case of Chelsea Flower Show these include the size of the staging, the theme, and what is and what is not allowed. There are also strict criteria for what can be made beforehand and what has to be created once in the competition. These are very typical of most floral design competitions whether for professionals or amateurs.

Space Allowed (Island Exhibit)

- Each exhibit will be staged on a circular platform 1.22m in diameter raised 15cm from floor level.
- The base will be painted Dulux Cream reference 45YY 83094.
- Display height is optional but should not exceed 2m from the base.
- Exhibitors’ own drapes may be used.
- To be viewed and judged all around.
- Title to be included.

They then had to explore the theme. In this case it was ‘Diversity’. Looking up the meaning in a dictionary always starts the thought processes, but then competition winners also always think outside the square. Beverly and Leoni eventually settled on diversity within the Rose family and were surprised to find it included Strawberries, cherries and apples.
Now is the time to decide on a style. Often this comes as a result of the first two steps as was the case for Beverly and Leoni, who eventually settled on a form influenced by the shape of a Rose.

The all important Structures

- Having decided on our design we call upon a fellow flower arrangers’ husband to help with the metal framework needed.

Mock-up going well!

Now is the time to decide on the structures needed after several mock-ups using anything available to decide on heights and directions. Once the decision is made the necessary bespoke structures need to be built.

With the stands made it always pays to do a mock up of the entire design. This eliminates any stress during the actual competition as you know exactly how each element is going to work and be placed.
This is also when you will need to make any alternations to your mechanics as Beverly and Leoni did to make them more stable. You may also need to revise some of your plant material choices if you find they don’t ‘look right’.

With all decisions made, now you can get on with the details you are allowed to do before the competition starts. In this case the ladies had to wrap all the metal stands with yarn. And all these first 7 steps can be done while you are in lockdown. Sound like fun?

After lockdown:

Life has returned to the new normal, you know the show has new dates, now is the time to submit your entry form! With everything prepared thus far, you will be less nervous and far more excited!
For Beverly and Leoni, confirmation of inclusion arrived and a little later the bracelets and passes to gain entry to the show. This is a bonus as you get to see the show without all the crowds!

They also have a checklist of what needs to be loaded into the car on the day of the competition. How many times have we all seen ‘the look’ when it dawns on a fellow competitor that they left something vital on the kitchen sink!

Assuming you have already talked to your suppliers, friends or neighbours for your floral and fauna, now is the time to confirm your order for plant material, gather others, condition them and pack up ready to go.
A silver medal was well earned by this talented pair in this particular show as a result of meticulous planning. They had even timed how long it would take as a result of their mock up, a guarantee against running out of time on the day!
In New Zealand all non essential services have had to close for 4 weeks at least. This unfortunately includes florists’ shops, with no exceptions as non essential citizens are only allowed to use the car for visits to the supermarket, doctor or pharmacist. That rules out deliveries from online orders.

Hence the time is ripe if you are in the same circumstances, for trying out new ideas, practising new methods and techniques, and following your own creative urges!
In Canada one very successful flower arranging club has a gala every year and as their valued contribution to this special edition they have shared a demonstration of unique floral design, they had earlier. Some of the ideas presented are worth your experiments to take the ideas further.

Because their organization serves the beautiful Fraser Valley in British Columbia, Canada, not only the city of Chilliwack, they have renamed themselves Floral Artists of the Fraser Valley. The members come from Vancouver Island, North Vancouver, Burnaby, Langley, White Rock, Vernon and from Chilliwack.

“We have a new website & logo: floralartistsfv.ca – please visit us!”
Each year we bring in a noted floral artist to demonstrate at our club. Our 2019 demonstrator was Louisa Lam:

Her living and teaching philosophy is to bring happiness and simplicity through floral design to various communities of people including students and floral design professionals. Because of her special exposure to both Western and Asian culture, she is able to bring her passion for creating innovative floral designs to different people all over the world.

Louisa is the first Asian florist to obtain membership in the Canadian Professional Floral Designer Association. She has also been a featured demonstrator at the Hong Kong Flower Show.

Currently she is the head instructor and curriculum designer of the Professional Floral Art Diploma Programme at Langara College, Vancouver (which is 100 km from Chilliwack). In 2009 she was inducted into the American Institute of Floral Designers (AIFD) and four years later she became a Certified Floral Evaluator/Judge. Subsequently she served as Chair of the AIFD International.

Louisa carefully configured these boxes and balanced the whole with a piece of driftwood on posts. She added Pine clusters and Evergreen twigs, Carnations, Berries and small decorative baubles. Seasonal changes are easy: Easter Egg shells, Chinese New Year’s money, hearts, something on each level that is of interest and will draw the eye along.
For this you begin with a large piece of Bamboo and cut away an opening from the front large enough to insert the foam you will need for the plant material. If you leave the segments in the bamboo you could also just fill one segment with water and eliminate the floral foam.

Paint the Bamboo to suit and place it on base. Paint for Bamboo is base coat of regular gold spray paint; second and third coats of water based 24 Carat Gold.

You may have trouble sourcing this during lockdown but perhaps it is a chance to experiment with all your leftover paint from long past craft projects?

Secure the Bamboo on a heavy based metal stand, preferably with the metal rod positioned to one side of the bottom plate rather than in the middle.

Suitable plant material includes large tropical leaves, Steel and Flexi grasses which are arranged to look like water falling, Calla Lilies and seed heads. The Japanese doll looks as though she is sheltering from the rain.
A person’s first impulse is to grab a handle to lift up an arrangement like this, so if it is purely decorative having the handle off to one side will send a silent message not to pick it up this way.

This is another great ‘lockdown’ construction to have ready for a later date. If you don’t have birch bark see what is in your area as a substitute.

There is a watertight plastic bag inside to hold the plant material: Roses, Orchids, Baby’s Breath, Pine clusters, Juniper and Seeded Eucalyptus. The handbag is finished with a decorative, trailing bow.
Experimentation

For this you need Equisetum and wire. If you have no source for Equisetum any hollow reed or grass will do, although they may be less smooth when curved.

Push the wire into the bottom end of the Equisetum and insert the top end into the next piece to make a continuous strand. Start turning the Equisetum strand and tie with bind wire; add bind wire to make a plate for the bottom but continue the strand to make the walls go up to form a basket (shape as desired).

Inside, glue water picks to the edge of the basket; add plant material; Roses, Radishes, baubles, Seeded Eucalyptus. Feathers glued to the rim make it look like a bird’s nest. Louisa explains that a nest, empty of birds, means good things to come.
Louisa began this by using the glue gun to attach varying lengths of Birch branch and Cinnamon sticks to a small Birch slab. This can also be secured with nails or screws from underneath although this can be awkward to execute. A third option is holes drilled into the end of the sticks and into the wooden slab with glued dowels inserted in both. This will give a very, very strong connection.

She placed water picks wrapped in paper-covered wire between the uprights and wrapped the lot with bind wire. She inserted mini Carnations, evergreen branches and twigs, Ming fern and Lichen between the uprights and bits of Ming fern, cones and Lichen on the slab. Finally, she added a little bird.
Lockdown or a slow economic recovery is the perfect opportunity to reinvent yourself, your business and/or your style.

If you have the mental attitude that you have been gifted a well earned break, now is the time (while you have it) to redecorate, restyle, learn new skills and harvest all the wonderful resources from the larger world than your own little patch.

As you try out new things such as the self made netting in this photo from one of our streaming videos, make the basic constructions and plan to display them in your shop window, at your next floral art competition or to stimulate your students if you are part of a floristry college.

Updating your skills will not only rekindle your passion but will provide you with the excitement and drive you will need as the world enters a new normal.
Up dating

And who needs the flower markets to be open, to try out a new idea. This design was made from grasses in a local empty section, threaded through a scrap of copper netting for one of floral design magazine’s streaming videos called ‘Grasses’. The surprise was that the grasses, once sprayed with hairspray, dried beautifully and were used many times in different ways.

So as you are probably well aware, hundreds, possibly thousands of flower arrangers, florists and schools are now making videos for you to follow on you tube, instagram and face book. Some are better than others, and perhaps you are better than all of them! In which case grab out your smartphone and start filming.

This will widen your net for new customers as they watch your design, and of course with an ‘order now’ link you may develop a whole new client base.... and that’s what is meant by updating!

It is not on only your designer skills, but your interesting and vital presence on social media as a florist, a club or a school.

No more endless still shots of a finished product... make it more dynamic so it is watched as it happens.

And to up the ante even more look what the UK based Londonderry and District Floral Art Club did when their demonstration meeting was cancelled due to the lockdown. They filmed it live on facebook after inviting numerous other clubs to watch as well. What a triumph for using social media! Many club members (7500 so far) from around Britaindialed in. Now that’s a successful meeting!! If you are on facebook, check it out by clicking here or go to https://www.facebook.com/LondonderryAndDistrictFloralArtSociety/videos/3405628262807722/
Up dating

**Updating your surroundings** is another great activity during lockdown! Here at floral design magazine headquarters time will be spent throwing out, reorganising and finding again all the precious flora that have been forgotten or saved for that ‘special’ design. The rule here is that if it hasn’t been used for three years, it needs to go out!

This will give us more room for all the exciting new constructions being made that need to be stored until the next appropriate festival, event or corporate arrangement arrives.

Your surroundings could include your classroom if you are a floristry teacher, or your clubrooms or meeting format if you are a club. Everyone loves a fresh approach and this is the perfect time.

**So that is the floral design lockdown special.**

*If you have been doing wonderful things during lockdown that will inspire others on facebook, instagram, you tube or customer newsletters please share the link to them on our facebook page, www.facebook.com/magazinefloraldesign so we can all be inspired by you and all thrive and successfully survive the next few months.*
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