



Progressive Education for  
Event Professionals

## Wedding & Event Design with Lindsay Landman

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## Week 4: Flowers, Trees & Greens

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## Week 4: Flowers, Trees & Greens Uses of Flowers

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## Main Uses of Flowers

1. Centerpieces
2. Personal Flowers
3. Focal Points

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## Centerpieces



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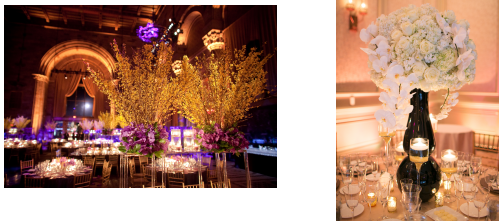
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## Centerpieces



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## Personal Flowers

1. Bouquets
2. Boutonnieres
3. Corsages



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## Bouquets



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## Boutonnieres



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## Corsages



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## Focal Points

1. Chuppahs / arches
2. Entryways / pathways
3. Escort Tables
4. Bars / Buffets

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## Chuppahs and Ceremony Arches



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## Chuppahs and Ceremony Arches



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## Chuppahs and Ceremony Arches



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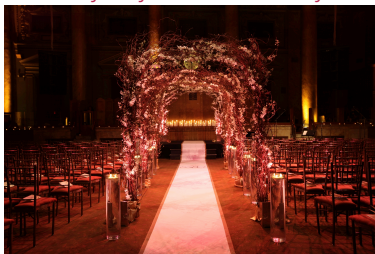
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## Entryways and Pathways



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## Entryways and Pathways



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## Entryways and Pathways



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## Escort Tables



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### Escort Tables



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### Escort Tables



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### Bars and Buffets



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## Bars and Buffets



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## Bars and Buffets



CRAIG PAULSON  
PHOTOGRAPHY

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## Week 4: Flowers, Trees & Greens Talking About Flowers

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## How to Talk About Flowers

### 1. Collection



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## How to Talk About Flowers

### 2. Tall / Elevated



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## How to Talk About Flowers

### 3. Low



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## How to Talk About Flowers

### 4. Mixed Arrangements



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## How to Talk About Flowers

### 5. Monobotanic Arrangements



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## How to Talk About Flowers

### 6. Monochromatic Arrangements



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Week 4: Flowers, Trees & Greens  
Arranging Flowers

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- Arranging Flowers
1. In a vase
  2. In a dish
  3. Hand tied bouquets
- © 2014 The Culinary Institute of America

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### Arranging Flowers in a Vase



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### Arranging Flowers in a Dish/Oasis



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### Arranging Flowers in a Dish/Oasis



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### Arranging Flowers in a Dish/Oasis



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### Arranging Flowers in a Dish/Oasis



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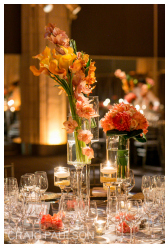
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### Arranging Flowers in a Bouquet



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## Arranging Flowers in a Bouquet



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## Week 4: Flowers, Trees & Greens Best Practices

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### Best Practices

**DO** Use multiple centerpiece styles when there are more than 6 tables in a room



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### Best Practices

**DON'T** discount guest comfort when placing flowers



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### Best Practices

**DO** Acknowledge the seasons with your flower choices

Most distinctly seasonal flowers are:

- Cherry blossom and dogwood (late winter, early spring)
- Peonies (late spring)
- Dahlias (late summer, fall)
- Daffodils and paperwhites (spring)
- Anemones (spring)

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### Best Practices

#### DO

- Choose containers carefully
- Use flowers in unexpected ways
- Use hearty flowers for personals

#### DON'T

- Rely on flowers to do all the decorating
- Promise seasonal flowers you may not be able to provide
- Use small, delicate flowers in large centerpieces
- Use fragrant flowers on dining tables

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## Week 4: Flowers, Trees & Greens

### Uses of Branches, Greenery & Trees

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### Use of Branches, Greenery and Trees

1. Centerpieces
2. Create pathways and entrances
3. Build wall/barrier
4. Fill in large spaces
5. Create girth in arrangements

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### Use of Branches, Greenery and Trees

#### Centerpieces



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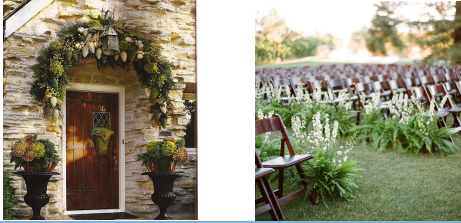
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## Use of Branches, Greenery and Trees

### Pathways/Entrances



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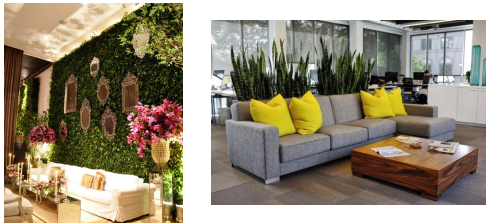
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## Use of Branches, Greenery and Trees

### Walls/Barriers



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## Use of Branches, Greenery and Trees

### Fill Large Spaces



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## Use of Branches, Greenery and Trees

Create Girth



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## Week 4: Flowers, Trees & Greens

Establishing Floral Style or Aesthetic

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## Floral Style or Aesthetic

Establishing personal style

- Style of arrangements
- Style of containers
- Style of placement
- Use of color

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## Floral Style or Aesthetic

Conveying your style to your team and your clients

- Sketches
- Renderings
- Inspiration images

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## Flower Palette



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## Style Board



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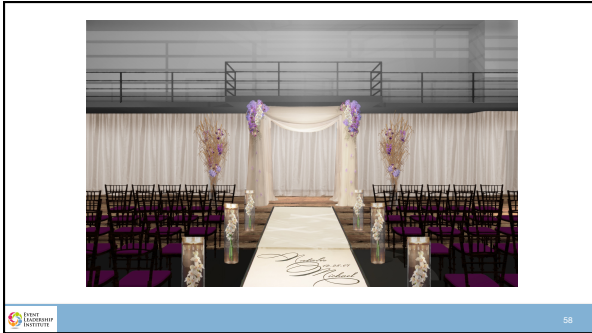
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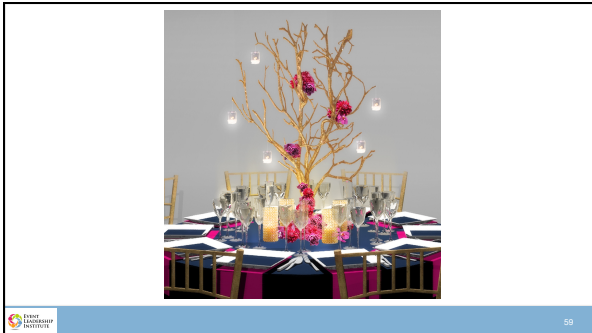
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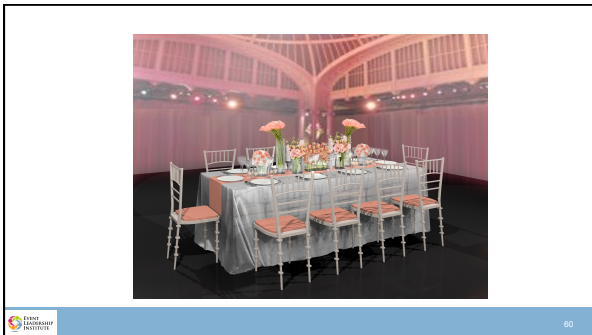
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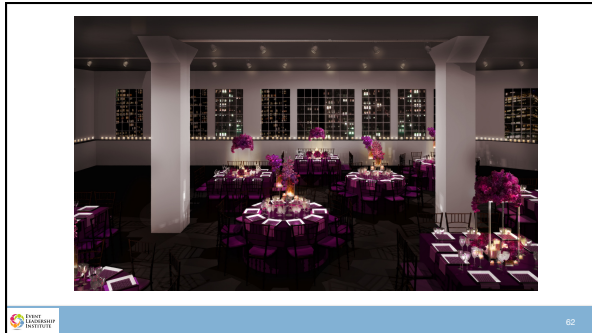
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**Floral Style or Aesthetic**  
The "LLE Style"

- Color groupings
- Dense construction
- No filler
- Polished

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Floral Style or Aesthetic

The "LLE Style"



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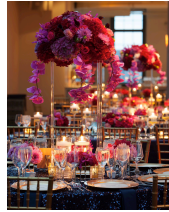
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Floral Style or Aesthetic

The "LLE Style"



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