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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*.

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Customer Reviews

“A pitch-perfect combination of beautiful and functional. . . . Showcasing over 100 floral creations, *The Flower Recipe Book* breaks down flower arrangements as if they were recipes: including ingredients, how-to steps and ideas for altering arrangements to suit your style.”
—*Design*Sponge* “A beautifully illustrated and practical guide to the . . . art of

fresh-flower arranging. *The New York Times* "Simple ways to arrange what's in season" *Redbook* "Full of easy how-tos for naturalistic, seasonal arrangements. It's like one of the studio's (always sold out) workshops in book form." *Sunset Magazine* "Required reading! A perfect spring gift." *Gardenista* "A jaw-dropping coffee-table tome . . . perfect for everyone from the DIY bride to the avid farmers market flower forager, this new book makes artful arrangements look doable even for amateurs." *PopSugar*

Alethea Harampolis and Jill Rizzo are the authors of *The Flower Recipe Book* and 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 the *New York Times*, *Real Simple*, *Redbook*, *Country Living*, and *Brides*; in their guest column on *Design*Sponge*; and on lifestyle sites like *Apartment Therapy*, *Kinfolk*, and *Remodelista*.

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 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.

I knew nothing about flower arranging at all, but used this book to read up and get inspiration for my DIY wedding flowers. It was super helpful, and I've recommended this to several friends! It's a very attractive book also...it would make a nice gift. I'll be keeping this book handy, and am looking forward to doing more flower arranging in the future.

This book is exactly what I was looking for. I loved the intro pages that explain the items you need for your "floral toolkit" and what purpose each item serves. I also loved that the arrangements are organized by featured flowers with a few different recipes per flower. The arrangements are beautiful, the photography is stunning, and the book itself is high-quality. I'm excited to try my first arrangement out of the book in the near future!

This has a wealth of ideas. I like how the flowers are presented in ABC order for easy review.

Many good ideas and how to's. I will be following many of the examples given and have a good idea on how to create many arrangements on my own.

I was the head organizer for altar flowers at our church, but retired and moved away. Anyway, I would recommend this book to any flower arranger, there is always new things to know. For beginners there is the cutting techniques, stem care, wiring and skewering and arranging and stabilizing techniques. There is not a bad thing in this book and I would definitely recommend this book to the next person or staff taking over my job for being the altar organizer.

nice pics, casual for home

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