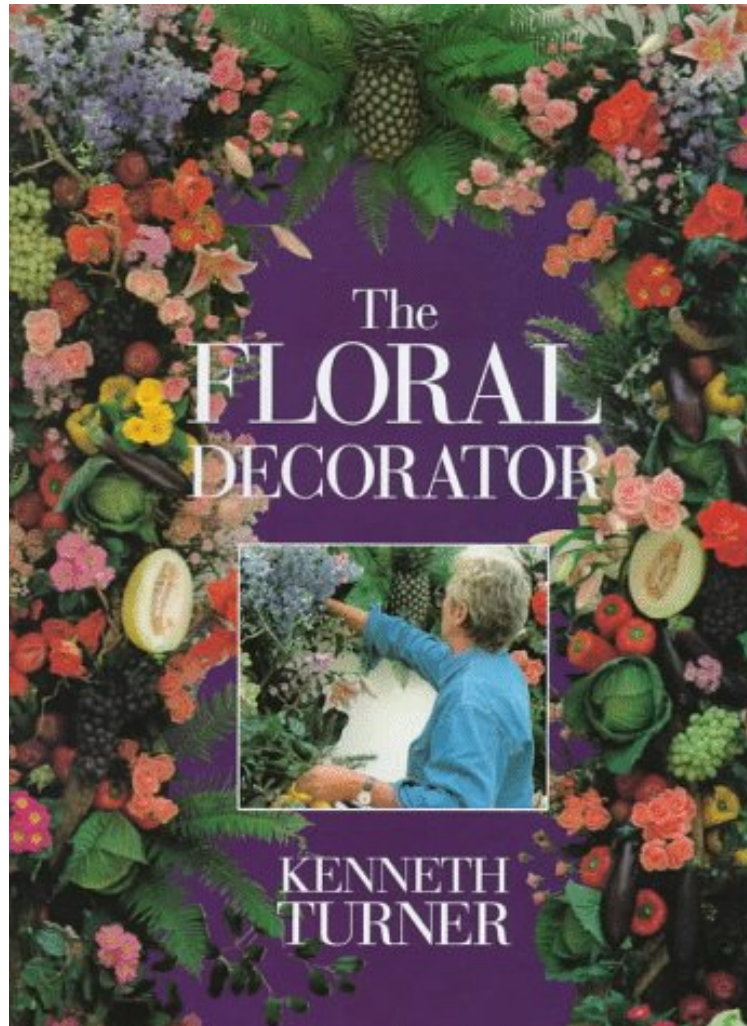


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The Floral Decorator

Kenneth Turner

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Kenneth Turner : The Floral Decorator before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Floral Decorator:

2 of 2 people found the following review helpful. A Quite Good Book for Professional Decorator By Jenny Kenneth Turner sure is an experienced floral decorator. His book shows his love of *wild* flower arranging, not formal one. It will definitely a plus value to have this book if you are a professional decorator. But it is quite hard for a beginner to follow. It doesn't have a very clear Step by Step like The Complete Guide to Flower Arranging by Jane Packer (DK Living). But still I think this book is quite worth buying.

Kenneth Turner is the floral decorator par excellence, the unsurpassed master, who, with his unique designs, has turned a craft into an art. Here, for the first time, he describes in detail the principles and techniques behind his work.

From basic skills to breathtaking grand designs, *The Floral Decorator* contains step-by-step instructions, over forty projects for self-contained decorations, and sumptuous illustrations of Turner's work, making it invaluable to anyone who until now has only been able to marvel at the master's creations. Turner begins with explanations of basic procedures essential for any successful decoration, whatever the size. With his inimitable enthusiasm and direct approach, he discusses the importance of color, texture and shape, and shows how to plan a design to complement its surroundings. He then goes on to demonstrate simple techniques such as wiring ingredients for displays and creating moss and wire moulds; he also explores the wide range of containers available and how to prepare them. Using a host of natural ingredients, from fresh and dried flowers to vegetables and foliage, from herbs and potpourri to shells and driftwood, Turner then creates decorations for all situations and all occasions. Around the home, be it a country cottage or a stylish town house, rooms are brought to life with garlands, table decorations, free-standing displays, mirror wreaths and more. Dinner parties large and small, formal and informal, are transformed into unforgettable events with decorations for table centerpieces, chair backs and even plates. Finally, special occasions such as weddings, anniversary parties and Christmas are celebrated in true Turner style with a breathtaking array of festive pieces, from bridal bouquets to aisle displays, scented garlands to ribboned wreaths. With helpful tips on every page, lists of ingredients, tools and accessories, and fully illustrated, clearly described projects for decorations in every section, this book will be both an inspiration and an essential practical guide for all amateur decorators and lovers of flowers.

From *Library Journal* Stately mansions, elegant hotels, castles, and country churches are the preferred venues of master floral decorator Turner (*Flower Style*, Grove/Atlantic, 1989). In his view, "floral decorating is to flower arranging what painting is to colouring by numbers." For the last years, he has combined a love of flowers with the talents of a gifted decorator to create opulent floral environments emphasizing imaginative natural floral displays. In addition to outlining the principles and techniques of floral decoration he has refined through the years, Turner here provides suggestions for specific floral pieces such as table centerpieces, wreaths, and topiary decorations and gives special attention to Christmas and wedding celebrations. Recommended for large public libraries with decorative art collections.- Janice Zlendich, California State Univ. Lib., Fullerton Copyright 1994 Reed Business Information, Inc. From *Booklist* Well-known Irish decorator Kenneth Turner asserts that "flower decorating is to flower arranging what painting is to colouring by numbers" and explains why in this beautiful and helpful how-to. His cardinal rule is that you should not make "nice" arrangements but rather make floral artwork that will captivate and inspire. Turner offers readers tips for acquiring not only basic skills like drying and potting but also advanced design techniques. His advice on how to keep decorations looking natural is particularly useful (don't scatter flowers individually in an arrangement, for instance, but rather bunch the same or similar flowers and colors together; after all, that's how they look in the garden). There are helpful tips for beginners, but the likely audience for this book will be more advanced decorators--even professionals--who have access to the sometimes rare and often expensive flowers. Mary Frances Wilkens From the *Inside Flap* Kenneth Turner is the floral decorator par excellence, the unsurpassed master, who, with his unique designs, has turned a craft into an art. Here, for the first time, he describes in detail the principles and techniques behind his work. From basic skills to breathtaking grand designs, *The Floral Decorator* contains step-by-step instructions, over forty projects for self-contained decorations, and sumptuous illustrations of Turner's work, making it invaluable to anyone who until now has only been able to marvel at the master's creations. Turner begins with explanations of basic procedures essential for any successful decoration, whatever the size. With his inimitable enthusiasm and direct approach, he discusses the importance of color, texture and shape, and shows how to plan a design to complement its surroundings. He then goes on to demonstrate simple techniques such as wiring ingredients for displays and creating moss and wire moulds; he also explores the wide range of containers available and how to prepare them. Using a host of natural ingredients, from fresh and dried flowers to vegetables and foliage, from herbs and potpourri to shells and driftwood, Turner then creates decorations for all situations and all occasions. Around the home, be it a country cottage or a stylish town house, rooms are brought to life with garlands, table decorations, free-standing displays, mirror wreaths and more. Dinner parties large and small, formal and informal, are transformed into unforgettable events with decorations for table centerpieces, chair backs and even plates. Finally, special occasions such as weddings, anniversary parties and Christmas are celebrated in true Turner style with a breathtaking array of festive pieces, from bridal bouquets to aisle displays, scented garlands to ribboned wreaths. With helpful tips on every page, lists of ingredients, tools and accessories, and fully illustrated, clearly described projects for decorations in every section, this book will be both an inspiration and an essential practical guide for all amateur decorators and lovers of flowers.