

Madderlake's Trade Secrets: Finding Arranging Flowers Naturally

Tom Pritchard

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Tom Pritchard : Madderlake's Trade Secrets: Finding Arranging Flowers Naturally before purchasing it in order to gauge whether or not it would be worth my time, and all praised Madderlake's Trade Secrets: Finding Arranging Flowers Naturally:

3 of 3 people found the following review helpful. Insight, useful information and charm from the masters By Dewey M Thompson This is a particularly useful book for anyone serious enough about flowers to buy them from the wholesale markets - Tom's perspective on how to make the most of your market trips is invaluable - but anyone who loves a natural approach to arranging will love this fantastic book. 0 of 0 people found the following review helpful. This book is the most wonderful source for locating By c m leonard This book is the most wonderful source for locating, using, and arranging plant materials that I've ever seen! Everything is beautiful in its simplicity. A must have for anyone who loves flowers. 0 of 0 people found the following review helpful. Five Stars By Simply my opinion... Very nice book. Educational as well as plenty of beautiful photos through the course of an outstanding floral business.

From the creative minds behind one of the world's most innovative flower shops comes the book that will revolutionize the way we buy and use flowers. Lays out plans for reawakening the flower industry while offering practical advice for amateurs and professionals alike, with countless examples of how to create natural flower arrangements. Full-color photographs.

From Publishers Weekly Foxglove tilting out of an old Alka Seltzer bottle? This and other floral proposals fill a lavish, original picture album and consumer advisory. Pritchard and Jarecki (*Flowers Rediscovered*) run New York City's Pure Madderlake shop; their celebrated eye does its work in these pages. While the instructions are matter-of-fact ("During the summer months, keep flowers away from drafts created by central air-conditioning systems"), the visual style is unexpected, suggestive, sometimes jaunty, always infectious. Turn to a section on containers, for instance, and you'll find dainty cattelyas swirling from a ceramic man's head--the vase. However, the Madderlake "way" defies the righteousness of any single approach. Instead, the reader finds an array of possibilities, from the historical (e.g., Flemish) to the woodsy, to the genteel ultimate (a foray to the gardens of Savannah, Ga.), as options. The authors direct us to markets and beyond, as sources; brush up our techniques in arranging flowers; and take us along on trips to foreign places to illustrate their floral styles. Sandwiched in between are brief testimonials from other floraholics; information on flower shows; and more. The design of the book is almost as versatile as its contents: exquisitely effective type and layout decisions make fine print happily cohabit with rampant bursts of bloom. Author tour.

Copyright 1994 Reed Business Information, Inc. From the Inside Flap Madderlake's Trade Secrets reveals how to find the best flower resources, how to choose containers, how and when to cut from branches, shrubs, and plants from the garden and from nature, how to place a phone order with a florist, and countless other trade secrets that have kept Madderlake at the top of its field for twenty years. Throughout, noted gardeners and writers Ken Druse, Lee Bailey, Linda Yang, Timothy Mawson, and Alice Waters give advice on everything from flower markets to gardening resources. Easy-to-spot sidebars, step-by-step instructions, and more than 240 full-color photographs guide the reader through natural flower arranging.