FLORAL DESIGN HISTORY

Instructor: Olivia Dodson
Wakeland High School
Frisco ISD Agriculture Department
INTRODUCTION

- Flowers:
  - Express emotion
  - Decorate & Enhance
  - Holiday, rituals, & celebrations

European/New World + Oriental = Modern Design
Old World
EGYPTIAN PERIOD
2800 - 28 B.C.

- Characteristics were clarity ordered simplicity, using repetition of a particular pattern
- Flowers are arranged in rows in shallow containers, used bright colors
- Arrangements of neatly piled fruits & vegetables would be placed on feast tables
- Water lilies & lotus blossoms were placed in elaborate vases, bowls & jars
ANCIENT GREEKS
600 - 146 B.C

- Adornment
- Wreaths
- Garland
- Special Events/Awards
Ancient Greeks
600 - 146 B.C.

- Flowers were scattered on tables & streets during banquets and festivals.
- Cornucopia, horn-of-plenty, was introduced. It was displayed standing up, rather than on its side.
The Romans continued with the customs of the Greeks. Elaborate use of plant material,
Larger and more elaborate wreaths and garlands used for adornment
Scattered roses on tables and floors at banquets,
The hour of the Rose
Altar gifts of blossom filled scarves were part of religious ceremonies
BYZANTINE PERIOD
A.D. - 320 - 600

- This period saw a continuance of the Greek and Roman styles, but fruit was used with the flowers in garlands in a twisted effect
- Arrangements of cut flowers
- Formal conical designs with clusters of blossoms at regular intervals
EUROPEAN

- Middle Ages
- Renaissance
- Baroque and Dutch-Flemish period
- French Period
- English-Georgian Period
- Victorian era
Little is known

We do know:
- Flowers were grown and cultivated
- Used to freshen the air
- Containers were made of Chinese porcelain and highly decorated with birds, lions, and dragons
RENAISSANCE
A.D. 1400 - 1600

- The Renaissance period saw a continuance of some of the characteristics of Greek and Roman styles.
- Beginning in the 14th Century in Italy and spread through Europe
- Art represented religious history
- Brilliant colors were used
- Arrangements were large, tall, pyramidal and symmetrically balanced
  - Arrangements were twice the height of the container
DESIGN STYLES

- All blossoms were visible
- Massive metal urns were used in arrangements
EMPHASIS ON SYMBOLISM

- White lily – chastity and fertility
- Roses – sacred or profane love
BAROQUE PERIOD
A.D. 1600 – 1775

- Common people could afford flowers
- Designs became more creative and expressive
- Curved lines rather than straight
- Massed and overflowing
HOGARTH CURVE

- Hogarth Curve
  - William Hogarth
  - Asymmetrical
  - ‘S’ shaped
Dutch Flemish Style
A.D. 1600 - 1750

- Beautifully captured by Dutch painters
- Better proportioned and more compact than the Baroque style
- Massed, oval shaped designs with rich colors and an array of flowers
Dutch Flemish Style
A.D. 1600 - 1750

- Variety of flowers in one arrangement
- Curing lines
- Taller than the height of the container
- 1st to combine mass and line arrangements to make line-mass designs
THE FRENCH PERIODS

- FRENCH BAROQUE
  (17th CENTURY)
  - The topiary was introduced during this period.
  - Symmetrical designs with no focal point. Unlike clothing styles of the period, floral designs were informal, fragile, and delicate.

- FRENCH ROCOCO
  (18th CENTURY)
  - Designs more formal than those of the Baroque period, predominantly arc and crescent-shaped, delicate and airy.
THE FRENCH PERIODS

- LOUIS XVI (LATE 18th CENTURY)
  - Delicate, cool colors before the French revolution, and the revival of the Classical Period following the French revolution.

- EMPIRE PERIOD (1804-1814)
  - Influenced by Napoleon, designs were large, but more compact than those of the earlier French periods. Military symbolism was often used in arrangements, using emblems and figures associated with the emperor. Most of the designs were simple and triangular in shape.
ENGLISH GEORGIAN PERIOD
A.D. 1714 - 1760

- Named for the English King, George I, II, III
- Used a single flower type
- asymmetrical, triangular shape
English created the nosegay and tussy-mussy to safeguard from illness and smell

- Small handheld bouquet
- Vases were made to hold these flowers
VICTORIAN PERIOD
A.D. 1820 - 1914

- Designs were rather poor
- Generally asymmetrical with no focal point
- Towards the end they were 1st to establish rules on flower arranging
- Schools of floral design emerged
  - Required by “cultured girls”
- Large numbers of flowers were crammed into a compact container
- Unplanned designs with many different colors and flower types
VICTORIAN PERIOD
A.D. 1820 - 1914

- Made artificial flowers
- Nosegay became highly popular
  - Flower holder invented
  - Ornate
  - Jeweled
NEW WORLD
COLONIAL PERIOD (1620-1720)

- The early colonists generally produced plants for food or for their medicinal properties.
- Arrangements were made in simple mass forms using numerous colors
- used any of the containers which they had on hand.
COLONIAL WILLIAMSBURG (1740-1780)

- Styles of the classic period began to be seen and the Oriental influence was evident in home furnishings and furniture styles.
- Mixed bouquets of the Williamsburg tradition predominated, using garden flowers, field grasses, and foliage.
American Federal Period (1780-1820)

- Neoclassic and Empire styles which had been evolving in Europe, especially the delicate French style, had a great influence on the styles used in late colonial America at this time.
- In these types of arrangements, masses of mixed bouquets were used less often, and the charm of individual flowers was emphasized. Fewer flowers were used in containers.
American Victorian Period
(1800-1920)

- Styles of the Victorian period in England began to spill over to the newly-declared United States.
- Ornate containers of many different kinds of materials were filled to overflowing, using cool colors and an abundance of white.
- Arrangements tended to be made in rich purples, magentas, and dark blues. As in England, the Tussy-Mussy was popular, especially in the 'deep South'.

THE ORIENT

Japanese Style

Chinese Style
Chinese

- Credited with being the first people to put water in a container of cut flowers.
- Chinese flower arranging includes the use of the strong, erect, highly colored and dominant male element called yang along with the finer, delicately tinted, horizontal or vine-like female element called "ying".
- Seasonal plant material is preferred, and each month of the year has its special flowers.
Japanese arrangements consisted of the portrayal of heaven, man and earth,
- tall flowers or foliage to represent heaven
- shorter ones at the bottom to represent earth
- and floral material in the middle symbolized the connectedness of man with the heavens above and earth below.

In the sixth century a Japanese emissary to China brought back the knowledge of how to sustain life in cut floral material by adding water.
JAPANESE

- Rikkwa
- Nageire
- Shoka
- Moribana
- Bonsai
Rikkwa

- meaning 'standing flowers', describes arrangements which were reproductions of those made by the Buddhist priests for their altar
- exemplified by huge upright symmetrical arrangements, sometimes 15 feet tall and 20 feet wide made of bare branches and foliage
- In these arrangements, the designers attempted to portray a scene in the natural landscape
Ikebana

- In the 7th century
- based upon the principles of dominance, proportion, balance, and rhythm, to symbolize the continued concepts of Buddhism.
- The emphasis is on line and asymmetry, not on color.
- became popular outside of religious influences.
- form of this design has three elements which consist of lines representing heaven, man, and earth, each of which is fundamental to the design.
- In them, form, not color, is most important.
MODERN DESIGN

- Various styles have emerged in the recent years.
- Styles include:
  - Art Nouveau (popular from 1890-1910)
  - Art Deco (1920’s to 1930’s)
  - Free-form expression (1950’s)
  - Geometric Mass design (1960’s and 1970’s)
MODERN DESIGN

- Contemporary styles change with the times
- Designers must be aware of changing trends
ANY QUESTIONS???
What time period did not arrange in vases and wore wreaths to special events around there head?
What were the containers made of during the Middle Ages?
What were arrangements like during the Renaissance period?
Who was the English Georgian time period named after?

What did the following symbolize?
- White lilies-
- Roses-

What is a tussy-mussy and nosegay?

What was the Victorian the 1st to establish?

What became popular in Modern America and in what year?