

History of Floral Design

Why is it important?

- To create arrangements with the feel of another time and place.
- To harmonize your arrangements with the time period of the room or building.
- Floral artists of today inherit the floral art of the ages.
- The art of floral design has a rich worldwide history
- The art of arranging flowers goes back to ancient cultures
- We can learn a great deal from the past.
- It is exciting to learn the ways flowers were used or arranged by different groups of people during different time periods.

The Different Historical Periods

- Ancient Civilizations
- European
- Oriental
- American
- Modern

ANCIENT CIVILIZATIONS

Floral Design in Ancient Civilizations

2800 B.C. – 600 A.D.

- Egyptian
 - Greek
 - Roman
 - Byzantine

EGYPTIAN PERIOD

2800 B.C. – 28 B.C.



Egyptian Period: Containers

- Egyptians favored wide-mouthed containers
- Containers were often made from pottery, gold, slate, or polished alabaster
- Farrence -- Type of glazed earthenware from Italy that was often used in containers



Egyptian Period: Design Characteristics

- Common types of designs were chaplets, wreaths, garlands
- Designs were typically orderly with alternating patterns of flowers
- Dominant colors were red, yellow, and blue

Egyptian Period: Flowers



-  Acacia
- Gladiolas 
-  Jasmine
- Lily 
-  Lupine

- Morning Glory

- Poppy



-  Rose

- Lotus**



** The lotus flower (water lily) was the flower of the Egyptian Goddess, Isis, and was considered sacred




Egyptian Period: Foliage & Fruit

- Ivy

- Laurel



-  Oleander



- Figs



Grapes



- Olives



-  Palm



- Papyrus



-  Peaches



- Plums



GREEK PERIOD

600 B.C. – 146 B.C.



Greek Period: Containers

- Flower petals were often scattered on the ground during ceremonies
- Design types often used were wreaths and garlands
- The cornucopia was first introduced during this era





Greek Period: Containers

- Very few vases were made solely for the purpose of holding flowers. Instead, flower petals were often scattered on the ground during ceremonies



Design types often used were wreaths and garlands



- The cornucopia was first introduced during this era, known as the horn of plenty.



Greek Period: Flowers

- Crocus: (saffron spice)**



- ** Greek red saffron or "Crocus", a pure product of the Greek land, is considered to be the best in the world. A precious spice, adds an exquisite flavor and color to food and drinks. It is also used in distilleries, dairy products and in numerous other applications.

- Daisy:



- Honeysuckle:



Greek Period: Foliage

- Herbs
- Ivy



- Oak
- Laurel



Herbs:

Greece produces some of the most exquisite spices, herbs and aromatic plants in the world. The most renowned of them are:

- Oregano
- Mountain Tea
- Sage
- Rosemary
- Basil
- Dill



Greek Period: Fruit



In the background are thirty two leaves and twenty berries, representative of the 32 permanent teeth and twenty children's teeth.

- Berries



- Olive



The olive tree is inextricably linked with Greek history, culture and life, as is olive oil, the product of its fruit, which the Greeks refer to simply as "oil".

- Acorns



- Grapes



The first cultivation of the olive tree worldwide took place in Greece, and more specific in Crete.





ROMAN PERIOD

28 B.C. to 325 A.D.



Roman Period



- Often used heavy & elaborate wreaths
- Used *fragrant* flowers with bright colors
- First use of natural bouquets
- Rose blossoms and petals were scattered lavishly on banquet tables, streets, and lakes during festivals and ceremonies

BYZANTINE PERIOD

320 A.D. – 600 A.D.



Byzantine Period

- Used symmetrical tree-like compositions
- Cones and Spiral designs
- Changed construction of garlands to be narrow bands of flowers or fruit alternated with foliage



EUROPEAN

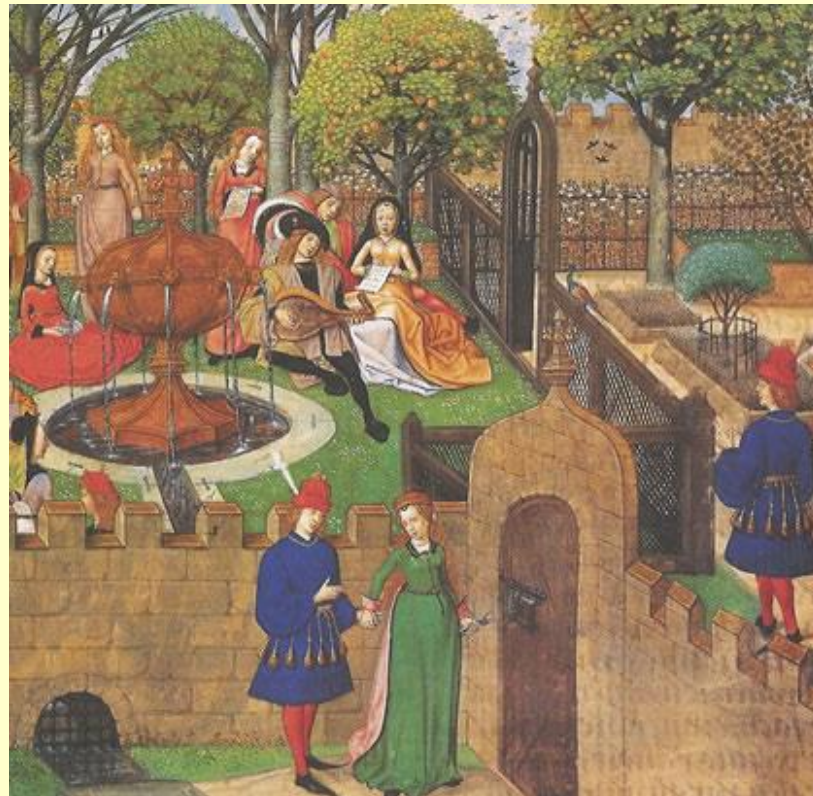


Floral Designs in European Periods

- Middle Ages
- Renaissance
 - Baroque
 - French
- English-Georgian
 - Victorian

MIDDLE AGES

476 A.D. - 1450 A.D.



Middle Ages

- Very little is known about floral art in this period
- Fragrant flowers were highly favored for strewing on the ground, freshening the air, and making wreaths/garlands

RENAISSANCE

1400 A.D. – 1600 A.D.



Renaissance

Period in Europe after Middle Ages

- Paintings from this period often show vases of flowers because flowers had great symbolism
 - ex: The rose symbolized sacred or profane love
 - ex: A white lily symbolized chastity and fertility

Renaissance: Design Styles



- Single white lily placed in a jug is typical
- Flowers arranged in vases so that only blossoms were visible
- Massed, symmetrically stiff, compact arrangements common
- Bright colors and forms of flowers were used as focus

Renaissance: Containers

- Elaborate metal containers with well formed bases, stems, necks, & handles popular
- Some containers were made especially for flowers (ex: holes in a removable lid to hold flowers in place)
- Urns made of pottery, marble, bronze, or glass



Renaissance: Flowers

- Anemone
- Campanula
- Carnations
- Iris
- Poppy
- Rose
- Lily
- Lily of the Valley
- Marigold
- Narcissus
- Pansy
- Violets

Renaissance: Foliage

- Boxwood
- Cones
- Fruit
- Ivy
- Laurel
- Myrtle
- Olive
- Vegetables

***BAROQUE and DUTCH
FLEMISH***

1600 A.D. - 1775 A.D.

Baroque Period

Era following the Renaissance in Europe

- Art is no longer just for the church or nobility, it is now accessible to the middle class
- Paintings show arrangements in everyday settings
- Many interiors were overdecorated and gaudy
- Designs became more creative and expressive

Baroque Period: Containers

- Massive and sturdy
- Metal and stone urns
- Chinese and Japanese vases, bowls, and flasks

Baroque Period: Flowers

- Carnations
- Cyclamen
- Foxglove
- Iris
- Larkspur
- Lilies
- Marigolds
- Roses
- Sunflowers
- Snowball
- Tulips

Baroque Period: Foliage & Accessories

- Leaves of flowers
- Coleus
- Olive
- Bold leaves
- Fruits/vegetables
- Birds' nests
- Shells
- Insects
- Nuts, berries

FRENCH

1600 A.D. – 1700 A.D.

French Period

(17th & 18th century France)



- Also known as the “Grand Era”
- Associated with the courtly life
- Emphasis was on classic design, refinement, and elegance
- Designs were often fan shaped and massed

French Period: Containers

- Elegant and ornate
- Goblets and vases made of glass, ceramic, or porcelain
- Classic urns



French Period: Flowers & Foliage

- Acacia
- Aster
- Carnation
- Ferns
- Hyacinth
- Larkspur
- Lilacs
- Lilies
- Marigolds
- Pansy
- Poppy
- Roses
- Tulips

ENGLISH - GEORGIAN

1714 A.D. - 1760 A.D.

English-Georgian Period

(18th century England)

- Named for English Kings George I, II, & III
- Fragrance was very important in flower selection because it was thought to rid disease
- English created the nosegay to safeguard from illness
- Flowers became part of fashion in hair, around necks, and in décolletage
- Arrangements were formal & symmetrical
- Often used bough pots

English-Georgian: Containers

- Wedgwood
- Posy-holder vases
- Urns made of pewter, silver, or ceramics
- Ceramic wall pockets
- Enclosed bricks

English-Georgian: Flowers

Used the same as the Baroque period but also included:

- Clover
- Geraniums
- Hibiscus
- Passion Flower
- Phlox
- Snowdrop
- Veronica

VICTORIAN

1837 A.D. – 1901 A.D.

Victorian Era



- Named for Queen Victoria who reigned in England from 1837 to 1901
- Victorian interiors were lavishly decorated in heavy colors and patterns
- Time of great enthusiasm about flowers; floral design was taught and recognized as art
- First attempt to establish rules for floral arranging

Victorian Era: Design Characteristics



- Described as grouping large masses of flowers, foliage, and grasses together to create a design with no center of interest
- Usually round or oval shaped arrangements

Victorian Era: Containers

- Metal, porcelain, ceramic, glass, and alabaster were popular materials
- Wall pockets
- Tussie-mussie holders
- Vases of various shapes
- Urns & jugs



Victorian Era: Flowers

- Bleeding Heart
- Camellias
- Carnations
- Dahlia
- Gardenia
- Hydrangea
- Lilies
- Poppies
- Roses
- Sweet Pea
- Tulips
- Violets

Victorian Era: Foliage & Accessories

- Ferns
- Grasses
- Dried Flowers
- Figurines
- Stuffed birds, butterflies
- Victorian greeting cards

ORIENTAL INFLUENCE

Oriental Influence in Floral Design

- Oriental influence placed emphasis on the individual form, texture, and color of plant material
- Felt it was improper to place flowers carelessly on the altar.
- Created symbolic arrangements
- Bright colors were favored.

Chinese vs. Japanese Style

- Chinese style is less stylized
- Japanese style is very formal and follows strict rules of construction
 - Ikebana



American Styles of Floral Design

- Early American
 - Colonial
 - Neoclassic
- American Victorian

Early American Style

- Focused on natural styles and arrangements
- Wildflowers, grains, and grasses were often placed in everyday jugs and pitchers to make an arrangement

COLONIAL

1714 A.D. – 1780 A.D.

Colonial Style

- Typical arrangements were massed, rounded, and fan shaped bouquets
- Casual, open designs were popular

NEOCLASSICISM
FEDERAL AND GREEK
REVIVAL

1790 A.D. – 1825 A.D.

Neoclassic Style

- Covered two time periods
 - Federal Period 1790 - 1825
 - Greek Period 1825 - 1845
- Designs were typically broken from English tradition and were influenced by the French
- Roses, geraniums, and trailing ivy were popular plant materials



AMERICAN VICTORIAN

1845 A.D. – 1900 A.D.

American Victorian

- Also called the Romantic era
- Designs copied European Victorian styles
- Epergnes were popular containers

MODERN

Modern Styles of Floral Design

- Art Nouveau
 - Art Deco
- Free Form Expression
- Geometric Mass Design

ART NOVEAU

1890 A.D. – 1910 A.D.

Art Nouveau Period

- Style was based on curvilinear lines and often patterned after nature in the shape of plants or flowers
- Containers were curving and asymmetrical

ART DECO

1920's & 1930's

Art Deco Period:

- Blending of influences including ancient Egyptian, Jazz age, and industrial age
- Characterized by strong geometric lines and patterns
- The style reemerged in the 1960's

FREE FORM EXPRESSION

1950 – 1959 A.D.

Free Form Expression

- Arrangements were more expressive with feeling of movement and freedom
- Textural differences between design materials were emphasized

GEOMETRIC MASS

1960-1975 A.D.

Geometric Mass Design

- Tight, geometric bouquets were common
- Arrangements combined mass and line into stiff patterns
- Compote containers were commonly used

Review

- What are some types of flowers and foliage common to all periods of floral design?
- Why is it important to study the history of floral design?
- What are some reasons for changing design styles across time?
- How did European traditions influence American design?