



# High School Floriculture

Stagg High School ONLY

**WEEK #2**

## History of floral design unit

Day 1 – Student Notes

Day 2 – Find the design activity

Day 3 – History of Floral Design Timeline

Day 4 – Timeline and start History poster

Day 5 – History poster assignment

# History of Floral Design

## *ANCIENT CIVILIZATIONS*

### *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.

### *Floral Design in Ancient Civilizations*

2800 B.C. – 600 A.D.

- Egyptian
- Greek
- Roman
- Byzantine

### *The Different Historical Periods*

- Ancient Civilizations
- European
- Oriental
- American
- Modern

### *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: Foliage & Fruit***

- Ivy 
- Laurel 
- Oleander 
- Figs 
- Grapes 
- Olives 
- Palm 
- Papyrus 
- Peaches 
- Plums 

***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

***GREEK PERIOD***

**600 B.C. – 146 B.C.**



***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

***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: Fruit

- Berries
- Olive
- Acorns
- Grapes

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".

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









### Greek Period: Flowers

- Crocus: (saffron spice)\*\*
- Daisy: ΔΣΤ
- Honeysuckle:

\*\* 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.















### 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





### 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

***EUROPEAN***



***BYZANTINE PERIOD***

**320 A.D. – 600 A.D.**



***Floral Designs in European Periods***

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

***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



***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: 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***

**1400 A.D. – 1600 A.D.**



***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***

***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: Flowers***

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

***Renaissance: Foliage***

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

***Baroque Period: Containers***

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

***BAROQUE and DUTCH  
FLEMISH***

**1600 A.D. - 1775 A.D.**

***Baroque Period: Flowers***

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

***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: 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: Flowers & Foliage***

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

***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

***ENGLISH - GEORGIAN***

**1714 A.D. - 1760 A.D.**

***French Period: Containers***

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



***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

***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

***English-Georgian: Flowers***

Used the same as the Baroque period but also included:

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

***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***

**1837 A.D. – 1901 A.D.**

***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

***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.

***Victorian Era: Foliage & Accessories***

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

***Chinese vs. Japanese Style***

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



***ORIENTAL INFLUENCE***

***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

***NEOCLASSICISM  
FEDERAL AND GREEK  
REVIVAL***

**1790 A.D. – 1825 A.D.**

***COLONIAL***

**1714 A.D. – 1780 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



***Colonial Style***

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

***AMERICAN VICTORIAN***

**1845 A.D. – 1900 A.D.**

*American Victorian*

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

*ART NOVEAU*

**1890 A.D. – 1910 A.D.**

*MODERN*

*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

*Modern Styles of Floral Design*

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

*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

***GEOMETRIC MASS***

**1960-1975 A.D.**

***FREE FORM EXPRESSION***

**1950 – 1959 A.D.**

***Geometric Mass Design***

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

***Free Form Expression***

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

***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?

# HISTORY OF FLORAL DESIGN

**Background Notes:** *Why do we study floral history?!* (4 pts)

**Directions:** List at least 3 bullets of information for each era. Use this sheet to follow along during class presentations and add additional information as needed. (2 pts each)

HISTORICAL PERIOD	SPECIFIC PERIOD OR ERA	DATES	NOTES
<b><u>ANCIENT CIVILIZATIONS:</u></b>	EGYPTIAN PERIOD	2800 B.C. TO 28 BC	
	GREEK PERIOD	600 B.C. TO 146 B.C.	
	ROMAN PERIOD	28 B.C. TO 325 A.D.	
	BYZANTINE PERIOD	320 A.D. TO 600 A.D.	

<u>EUROPEAN:</u>	MIDDLE AGES	476 TO 1775 A.D.	
	RENAISSANCE PERIOD	1400 A.D. TO 1600 A.D.	
	BAROQUE AND DUTCH FLEMISH PERIOD	1600 TO 1775 A.D.	
	FRENCH PERIOD	1600 TO 1700 A.D.	
	ENGLISH- GEORGIAN PERIOD	1714 TO 1760 A.D.	
	VICTORIAN PERIOD	1837 TO 1901 A.D.	
<u>ORIENTAL:</u>	CHINESE AND JAPANESE INFLUENCE		

<u>AMERICAN:</u>	COLONIAL STYLE	1714 TO 1780 A.D.	
	NEOCLASSICI SM – FEDERAL AND GREEK REVIVAL	1790 TO 1825 A.D.	
	AMERICAN VICTORIAN PERIOD	1845 TO 1900 A.D.	
<u>MODERN:</u>	ART NOVEAU PERIOD	1890 TO 1910 A.D.	
	ART DECO PERIOD	1920 TO 1930'S A.D.	
	FREE FORM EXPRESSION	1950 – 1959 A.D.	
	GEOMETRIC MASS DESIGN	1960 TO 1975 A.D.	

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

# Find the Design

## *Directions:*

1. Search for examples of the different periods or styles discussed in the presentation. Utilize current trade magazines and industry websites, as well as other Internet resources.
2. Choose designs which exhibit characteristics of different time periods and styles throughout the history of floral design.
3. After compiling your chosen design pictures and information, write a blog on your findings. Include the period your design is based on and how modern florists have updated or modified the design.

## **Floral Timeline**

*Directions:*

1. Create a timeline showing the periods of floral design.
2. Include examples of:
  - A. Designs (pictures) along the timeline
  - B. Major historical events throughout the timeline

NAME: \_\_\_\_\_ PERIOD: \_\_\_\_\_



# HISTORY OF FLORAL DESIGN

## POSTER PROJECT

Students will select one era in floral history and research it, make an organized, visual poster, and present the period to the class.

**Era/ Period:** \_\_\_\_\_

### **Assignment:**

1. **Research your era/period.** Use your textbook, the handout provided, and the Internet to acquire relevant information on this period. Please include the following:
  - a. General information about the themes, colors, materials, containers, flowers and foliage.
  - b. Prominent artist, musicians, writers and any other individuals who were significant during that time period in visual or performing arts.
  - c. *Pictures or drawings* of floral arrangements or designs popular in that era.
  - d. Identify two or more facts about the floral design era and its *contribution* to floral design.
  
2. Once all the information has been collected, create a poster or google slides presentation, representing your era in history. Be creative, organized, and colorful. Your poster needs to include the following:
  - a. Title including the broad period (bolded on next page), the specific period or era (your presentation), and the dates in history.
  - b. Your research / information (see #1) in a visually appealing layout.