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Flowers Rediscovered

Tom Pritchard

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Tom Pritchard : Flowers Rediscovered before purchasing it in order to gage whether or not it would be worth my time, and all praised Flowers Rediscovered:

For over 20 years, MSdderlake was one of the country's most innovative flower shops. Whether creating flower arrangements for state occasions at the White House or nosegays for an intimate wedding, MSdderlake's approach was always simple, natural, and unexpected. And in *Flowers Rediscovered*, Tom Pritchard and Billy Jarecki, the creative founders of MSdderlake, share their ideas, sources, and secrets so that we can create our own inspired flower arrangements. *Flowers Rediscovered*, now available in a revised paperback edition with more informative captions, inspires us to take a fresh look at the possibilities for using and enjoying flowers. MSdderlake asks us to consider the

materials at hand--poppies and larkspur from the garden, squash and strawberry flowers from the market, black-eyed Susans from the field--as well as the rare and delicate blossoms a florist can provide. The provocative, often passionate text also offers dozens of creative ideas for containers, as well as tips for cutting, conditioning, and pruning flowers. More than 175 witty photographs by leading still-life photographers explore not only the character of flowers individually and in groupings, but also the relationship of flowers to their containers, to their settings, and to the mood or occasion. As Tom Pritchard urges in *Flowers Rediscovered*, "Learn to value flowers and treasure the joy and lessons they afford. If they are worthy messengers, their presence can bring simple beauty to our surroundings, brighten our days, help to remind us of the natural world that often seems far away. Look for the flowers that can actually do all these things and leave the less capable ones behind. The time has come to grow."

From Booklist When Pritchard and Jarecki (aka Mdderlake) write about flowers, it is with a gusto that acknowledges the myriad ways in which flowers can embellish daily life. Their New York shop has been innovative in introducing refreshing approaches to floral design, often characterized by imaginative elements that could easily be overlooked. There might be subtly decorative branches gathered from winter bushes, or flowers that rapidly peak and fade. Advice is practical but with a refreshing zeal that is contagious, and the floral arrangements tend toward an exuberant, naturalistic form. Nearly 200 color photographs illustrating these exuberant displays of flowers. Alice Joyce