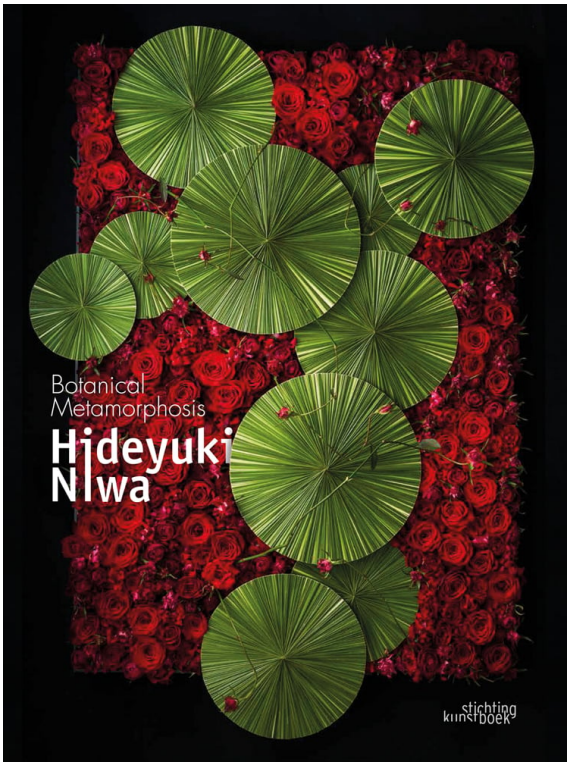
TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk



Hideyuki Niwa

Botanical Metamorphosis

Photographs by Kiyokazu Nakajima

Hideyuki Niwa

ISBN	9789058566065
Publisher	Pelckmans
Binding	Hardback
Territory	World excluding Belgium and the Netherlands
Size	335 mm x 240 mm
Pages	96 Pages
Illustrations	80 color
Price	£37.50

- A collection of Japanese floral designs by young floral artist Hideyuki Niwa

Surrounded by flowers from a very young age, the decision to become a floral designer was an obvious one for Japanese Hideyuki Niwa. At the age of 20 he graduated from Tokyo's flower college and in the same year he was employed by Kamon Flower Gate Co Ltd; a great and fruitful environment for an artist eager to learn and develop. ***Botanical Metamorphosis*** is Hideyuki Niwa's second book and focuses on the design process that brings out and attracts attention to special features of plants and flowers that would otherwise go unnoticed. This process of 'botanical metamorphosis' developed over time, as the artist grew more aware of the presence of flowers and plants. Hideyuki Niwa tries to capture the expression in flower heads, the movement – the 'breathing' – of leaves, the heart beating in the stems and the will of branches… but in order to bring out these characteristics and to enhance the charm of nature, it is necessary to 'dismantle' the original shapes, reconstruct them and awaken their new beauty. As always Niwa's execution of the design and the placement of materials is flawless, bordering on perfection. The aim of his powerful designs and his mission as an artist is to create floral designs that tug at the heartstrings, inspire and enchant the viewer and create a lasting impression.

Also available: *Hideyuki Niwa: Japanese Contemporary Floral Art* ISBN 9789058564375

Text in English and Japanese







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