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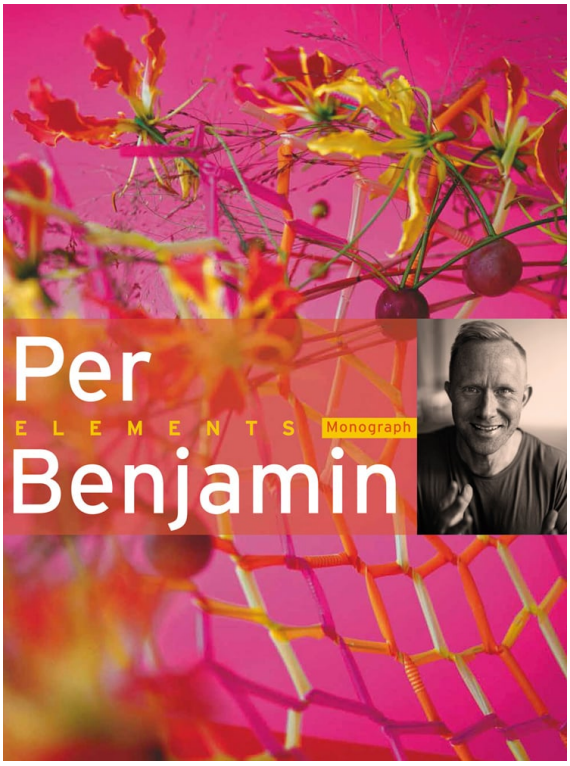

Elements

Per Benjamin

Per Benjamin

ISBN	9789058566218
Publisher	Pelckmans
Binding	Hardback
Territory	USA & Canada
Size	9.65 in x 12.99 in
Pages	144 Pages
Illustrations	75 color
Price	$85.00

- Per Benjamin is still one of the most exciting floral designers in the world
- This updated and revised edition of his very successful monograph *Elements* (2004) demonstrates how his pieces have stood the test of time and are still very fresh and relevant

Swedish master florist Per Benjamin won the Swedish championship in 1997, the Scandinavian championship in 2000 and became world champion in floristry in spring 2002. According to Per, floral art is all about emotions. Bringing flowers to the people is translating and communicating emotions, is showing them that the future has always something good and beautiful to offer. In this book he shares his personal ideas about flowers and creativity. His unstoppable curiosity is his driving force and allows him to find new materials as well as new ways to use the old ones. Per Benjamin is without a doubt one of the greatest 'technicians' in the world of floristry. In this book he shows a wide range of arrangements, from the well known playful and colourful, almost kitschy pieces to the more natural transparent, discrete ones. However, they always manage quite easily to draw one's attention in an elegant, charming way. This updated and revised edition of his very successful monograph *Elements* (2004) demonstrates how his pieces have stood the test of time and are still very fresh and relevant. Text in English and Dutch.






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