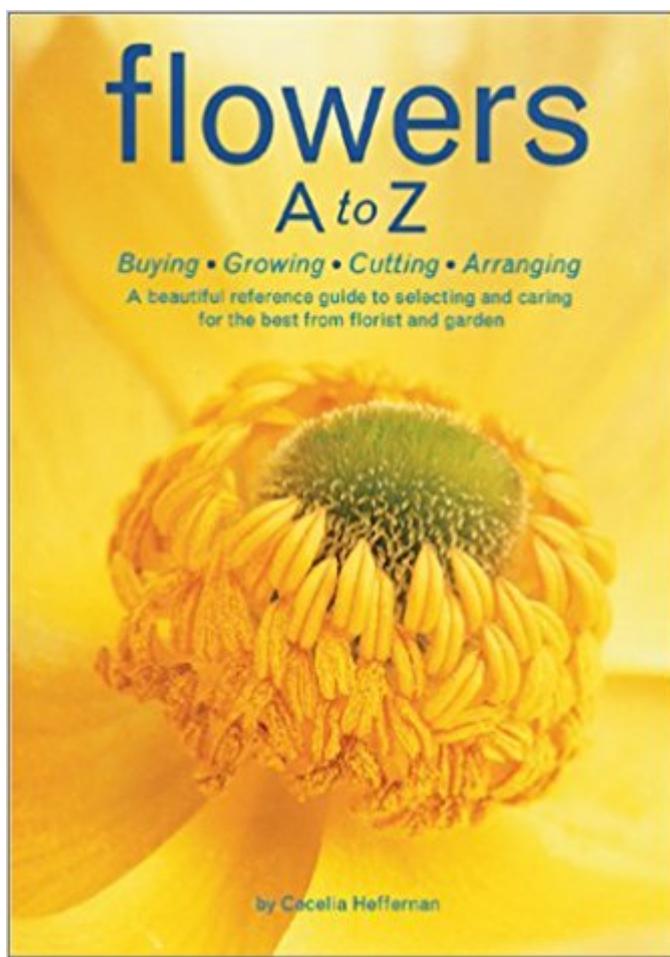


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# Flowers A To Z: A Practical Guide To Buying, Growing, Cutting, Arranging



## **Synopsis**

In this volume, florist and garden designer Cecelia Heffernan, shares her practical knowledge of every aspect of buying, growing, cutting, and displaying flowers. In chart form, readers will find, for each flower: common names; varieties; description of colour and scent; and facts on vase life.

## **Book Information**

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## **Customer Reviews**

Many people love the idea of a house full of fresh-cut flowers, but sadly, most have no idea how to select, care for, and arrange flowers, much less grow them. *Flowers A to Z* is a superb guide for anyone who enjoys flowers and wants to celebrate them in the home or garden. Author Cecelia Heffernan, a floral designer by trade, provides a wealth of information on how to cut, purchase, arrange, care for, and grow all types of flowers. The book is divided into sections covering everything leading up to a beautiful flower arrangement sitting on your dining room table. It begins with a chapter on hardware, which details all the basic tools--from floral shears to floral wire and tape--that you'll need for cutting and arranging flowers, as well as advice on choosing and caring for vases and other containers. The "Handling Flowers" chapter explains the proper way to cut, condition, and care for flowers to ensure the most attractive and long-lasting arrangements. The author sprinkles valuable tidbits of advice throughout the book. She suggests, for instance, that it is better to use branches or thick foliage as arranging aids instead of floral foam, chicken wire, or other artificial aids, as those can shorten the vase life of flowers significantly. This section concludes with a concise and informative guide to growing flowers in your home garden. The final section, which makes up the bulk of the book, is an alphabetically arranged guide to flowers from agapanthus to

zinnia. Each flower is depicted in a gorgeous full-page photograph, while smaller images show the flowers in different stages of development, illustrating the difference between fresh and older flowers. The informative text is written in a handy reference style, detailing the specifics of each flower: its scientific name, available colors, scent, how long the blooms will last after being cut, relative cost, and other useful information. The gorgeous photographs, accessible text, and handy cross-referencing will surely inspire many readers to fill their homes and gardens with blossoms.

--Robin Donovan

Fresh flowers, whether from the florist or garden, do so much to enhance a home, and yet properly caring for them is almost as difficult as growing them in the first place. How fortunate, then, to have expert floral and garden designer Heffernan present professional advice about how to prepare cut flowers so that they'll last. Recommendations for the best tools and containers are followed by in-depth profiles of 55 of the most popular garden and hothouse flowers, in which Heffernan shares such trade secrets as the flower's vase life and its cost at different seasons. All instructional books should be this clear and concise. Straightforward directions are supported by close-up photographs, leaving no room for doubt as to what to do. But to describe this book as merely instructional is an oversimplification, for T. K. Hill's sumptuous photography, combined with its coffee-table format, makes it as much an art book as it is a how-to. Carol Haggas

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This is really a beautiful book. It was much bigger than I expected. It's really one of those elegant table books. The pictures are sharp, captivating and just gorgeous. I also found it helpful to explain about flower care and discovering the names of those beautiful flowers I see on television, but never knew what they were. Thank you so much. I will most definitely order from you again.

This is an excellent guide to many kinds of flowers. Though it is probably geared toward flower arranging, I use it for drawing. I don't just look at the flowers themselves but how to arrange them--you can arrange them in a vase or paper.

MY WIFE, WHO IS A FLORIST, LOVES THIS BOOK. THIS EXTRA LARGE HARD BOUND BOOK IS BEAUTIFUL AND THE PHOTOS ARE WORKS OF ART.

good product

Such a helpful tool/guide to have. Details means everything to me and this book gives you every bit of detail of most common flowers used for arrangements.

I was very pleased with this purchase. Flowers are sort of a hobby of mine and I've purchased several flower guides and floral arranging books throughout the years... often finding that only a small fraction of the pages in these provide any practical guidance. This book was a refreshing surprise. It is fantastic for referencing different types of flowers... although it would be nice if the flower dictionary was a bit longer (hence my one-star deduction). Each flower in the dictionary gives you a wealth of information including; meaning, origin, season and availability, cost, and meaning. This book also offers plenty on caring for cut flowers, tools and arranging. Just a lot of useful information.

Not at all what I expected . Wish I never bought this

As a beginning flower farmer, I feel that this book was an amazing investment & will be a resource I go to very frequently. I was extremely pleased with the format, information, & photography.

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