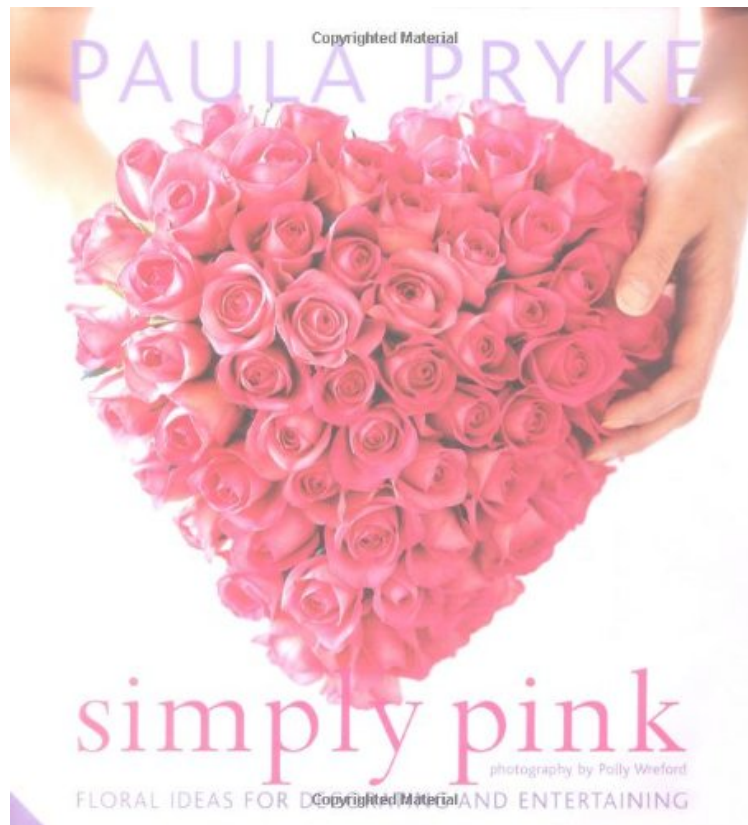


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Simply Pink

Paula Pryke

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#6211249 in Books 2009-02-01 Original language: English PDF # 1 10.12 x .67 x 9.491, 1.98 #File Name: 1906417210128 pages | File size: 32.Mb

Paula Pryke : Simply Pink before purchasing it in order to gauge whether or not it would be worth my time, and all praised Simply Pink:

0 of 0 people found the following review helpful. Awesome! By Drea Great book. Beautiful pics. Accurate review on the designs and decorations with pink flowers. Inspiring work. You won't be dissatisfied. 0 of 0 people found the following review helpful. Superb! By LeaRWow, Wow Wow! I simply adore Paula Pryke's floral art and this book is no different. The photography is beautiful, the flowers are exquisite, the writing is engaging and instructive, and the ideas are inspiring as ever. Faultless.

Paula Pryke's signature colour is pink, and this book showcases the very best of her fabulous floral arrangements using this most popular of shades. Such is the demand for pink that new varieties of flowers are constantly being produced for the cut flower market. In *Simply Pink* Paula uses both the very latest introductions and old favourites to create an array of stunning designs that demonstrate just why she is one of the leading florists working today. The use of flowers in the home illustrates the mood-enhancing powers of colour, and a floral display is the simplest way of changing the atmosphere of an interior. The palest of pink creates a feeling of calm and serenity, while hot colours like bright pink usually stand out and demand more attention than cooler shades like lilac. *Simply Pink* details the fundamental use of

pink in floral arrangements, whether it is using it repetitively, in abundance of shades or simply as an understatement of interior chic. From simple posies to large pedestal arrangements, from button holes to candle centrepieces, Paula's rich repertoire of designs and her intuitive use of pink, in every guise, set this book apart as the ultimate in feminine style and home elegance. As with Paula's other bestselling books, *Simply Pink* uses a series of step-by-step designs that will appeal to beginners, while more accomplished florists will doubtless find her book a source of inspiration through which to further advance their skills and repertoire.

'If you're going for pink flowers, *Simply Pink*...is a must-read - it's packed with unique ideas.' *You Your Wedding* 'Containing all the techniques needed to create an array of floral arrangements for all occasions...the results are truly spectacular' *This Month's Reads Prestige* 'Inspiring' *Wedding Flowers* 'An inspirational book' *Crafts Beautiful* 'Her inspirational ideas...are easy to achieve and a great way to bring the outdoors in.' *Home Style* 'Her innovative use of containers and other materials includes vegetables and fabrics with which to create stunning, fresh, and inspirational arrangements.' *Flora International* About the Author Paula Pryke is a world-renowned florist who has been based in London for the last 24 years. In 1998 she fulfilled her dream of opening a little flower shop in Islington and began to attract some very interesting and influential customers. Rock stars such as George Harrison would send their chauffeur to collect flowers, Comedians such as Paul Whitehouse, Kathy Burke and Stephen Fry became fans, actors and actresses would call by the shop or phone and order flowers. At that time Cate Blanchett and Kate Winslet lived up the road and would call in to pick flowers from the vast collection that Paula had on offer. Artists, Photographers and lots of local people raved about the shop. One day Paula got a call from Terence Conran's office saying he was going to call in to meet her. Ilse Crawford, who was then Editor of *Elle Decoration*, recommended Paula to Terence. He came into her original shop in Islington and complimented her on having "The nicest flower shop outside of Paris!" That meeting spurred a huge London contract flower business as Terence began his restaurant empire. About the same time, Paula was asked by one of her local customers if she would like to publish a book. This started an enduring and successful relationship with Jacqui Small, who has published all of Paula's books, including her recently released 15th title, *Everyday Flowers*. These books have been translated into over 15 languages including Hebrew, Russian and Japanese. The success of Paula's books worldwide raised the profile of floristry globally. At first Paula's style was embraced in Japan and America but more recently she has also been working and influencing floral design in Korea, China, India and South America. Paula is still very hands-on, with a small and talented team working from her studio in Islington, London. Here they execute contract flowers, gift orders, weddings and events. Flowers have taken Paula all over the world and she is constantly in demand to work, advise or demonstrate her art. Over the last two decades, Paula had worked on many diverse consultancy projects but all with the same aim of bringing her love of flowers to a wider audience. She has been a consultant at different times for all three of the major supermarkets in the UK and currently works with Waitrose, whose flowers she considers to be the best. In America she has worked on window design and flower shows with retail giants such as Target, Marshall Fields, (now Macy's) in Chicago and she currently works for Crystal Cruises as a floral consultant and as part of their enrichment program. Back at home she has worked on diverse projects ranging from colour forecasting for Dulux paints to designs for wallpapers, vases and even scents for perfume. Paula also contributes to many lifestyle magazines and is constantly asked to comment on radio and TV on floral taste and fashion. Demand from around the world to learn Paula's flower style led her to establish The Paula Pryke Flower School in 1994. Paula originally trained as a history teacher so she is a natural communicator, infectiously spreading her love of flowers. When not traveling, Paula spends her time between her studio in London and her Suffolk country garden that features in her latest book *Flowers Everyday*. She is married to Peter, an Architect, and they have two children.