

# HOW TO CREATE AN AVANT-GARDE BOUQUET

## Armature



### MASTERCLASS CLIFF'S NOTES:

- Avant-Garde design is very unexpected and unusual. Embrace the unique qualities of this design style.
- Prepping your flowers beforehand is key. Make sure to remove the unwanted leaves, thorns, and bruised petals from the blooms.
- Make sure all the material is prepped, as well. The wire, tape, shears, ribbon, etc. will need to all be in your working space.
- Let the curly willow naturally fall to have the piece look more organic.
- The curly willow will act as a base to feed the flowers though.
- Tip for creating an armature: use the binding wire to secure the curly willow to one another. You do not have to cut the length off after you secure --it makes the bouquet look more organic. Consistency is key.
- Fresh curly willow is more pliable to create interesting curves in the piece.
- Make sure to start off on a flat surface to start the armature. Then build more outwards after a foundation is created.
- If you know the basic floral rules then you can break them with the Avant-garde style.
- Creating Unapologetically
- If you do something just for 5 minutes a day you are feeding your creativity. The more you use your creativity--the more you have.
- You do not have to commit to a placement of a flower. If it does not look great in your armature, you can always change it!
- Do not sell yourself short--increase your markup for labor when creating an armature arrangement.
- Texture and linework in a piece are very important to the overall visual appearance of your arrangement.
- Making floral substitutions are sometimes a requirement given the current industry happenings. When making a substitution make sure you keep in mind the price of the new bloom, style, and color.

