

Children's Garden Club

Growing with St. Louis County Parks & Recreation



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"Flowers by Wire"

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Welcome to the July Children's Garden Club at the Telephone Museum, # 20 Hancock Ave. Jefferson Barracks Park!

We are glad to see you! We hope you all had a great Independence Day Holiday. Today we are going to learn about our St. Louis roots in the Floral Business from Walter Knoll Florist, make a project, tour the Museum by Carol Johannes, and discuss our thoughts of the topic of "Flowers by Wire".

A good Question is: "When did floral design begin? Did someone invent it? Did it start Europe around 16th or 17th century? That could be a start, considering how many artists depicted flower arrangements in their paintings. Imagine my surprise when I found out that floristry has been traced back to the Egyptian Period (2800 BC to 28 BC). Apparently the Egyptians would decorate their guests with garlands and wreaths for ceremonies. Plus, they'd use flowers for decorations on banquet tables! During the Greek Period (600-150 B.C.) the Cornucopia was invented. I found this extremely interesting considering we still see this design every Thanksgiving. Ancient China, Han era, ~207 BC, the Chinese were making arrangements in vases. It was during the Renaissance & Baroque periods that floral design as we know it really came about. This is when paintings depicted flower arrangements filled with roses, poppies, anemones and ranunculus took place. We should also considered India, after all, we know that flowers are very important in their wedding ceremony – perhaps they started floral design? We also wondered – who opened the first florist shop.

I'm pleased with my new found knowledge. However, I have yet to find the answer to my other question: Where was the first flower shop and when did it open? Anyone have some insight for me?

Walter Knoll Florist started in Saint Louis, Missouri, at the corner of Holly Hills and Idaho on April 4th, 1883. The Florist has been in continuous operation by the Knoll family since that time.



Currently the company is being run by 4th and 5th generations of the family. Walter Knoll is a full service florist, offering custom design by expert designers as well as nationally advertised features. They offer huge inventory and selection that only the largest florist can offer with quality and care that no grocery store florist can meet. Services include: State of the art ordering; 24 hour services; world-wide delivery; and competitive pricing. Complete satisfaction is guaranteed on all products and services.

“Floristry by Wire” (FTD) in America: On August 18, 1910, fifteen American retail florists agreed to exchange orders for out-of-town deliveries. Originally called “Florists’ Telegraph Delivery”, FTD was the world’s first flowers-by-wire service. Floral design became strong and gained interest in America after WWI, this is when garden clubs started to form and judging guidelines were introduced. After WWII transportation from overseas increased which introduced exotic blossoms to American floral design.

Some people think you have to be born to paint, act, cook, garden, or flower arrange, but that is not true. I agree it may come easier to some, but I feel everyone can and has done a great job in past youth flower shows.

COLOR SCHEME – FLOWERS

Aim at a *medley* rather than a riot of color when you want flowers to add to the beauty of your home. Unless yours is a monochromatic scheme, flowers that repeat one or more of the room colors will be a most dramatic arrangement to go with your décor.

A *monochromatic* - color scheme could be represented by various tints and shades of red, with large amounts of white serving as a cool accent. Chrysanthemums that echo the room colors stand out against a background with a white glass container.

Analogous room scheme uses yellow and yellow-green against an off-white background. Yellow and yellow-orange colors of a daylily arrangement in a pewter vase are in full harmony with the basic decorating colors of a room. In a room whose color scheme as mentioned, few flower colors would be unacceptable, but against a neutral wall, the warm or advancing hues for flowers will probably do most to enliven a rather quiet room.

How many of you were part of the Flowers For Kids educational program that we had at Queeny Park two years ago? The instructors that day taught us about how to take care of, and enjoy flowers. The class encompasses a little bit of biology, chemistry, and artistry. By the end of the class, all involved learned how to treat flowers, make flower food, and do a basic flower arrangement with fillers, lines, focal and greens. The best part is that the students then got to take home their bouquets also, they all did a European Bouquet which is an assortment of flowers for the season as you would get them from the corner flower stand in Europe. There are round, Victorian, trailers or cascade, crescents, line and a contemporary, bouquets.

The basic recipe for an arrangement: Line materials are the first elements placed in the bouquet. This can also be the dominant or focal material or flower. Flowers just as Lilies, Iris, Peonies, Hydrangeas, Gladiolus, Sunflowers, etc. Secondary flowers or material such as Roses, Daisy,

Gerber Daisy, carnations, lisianthus, etc. and the filler flower – material which occupies the open spaces in the composition, which is a personal preference, by no means is it mandatory in your design. Along with the filler consider your greens or foliage. The effect it can give an arrangement or bouquet can really accent it and or set it off with the composition such as eucalyptus, camellia Italian ruscus or leather leaf.

Aim or look for Harmony for the entire bouquet. Colors from whites, to pastels or bright colored flowers to help accent or show off the theme you are trying to create from Classical, Romantic, Exotic, to Contemporary.

Once you have chosen your theme or flowers you combine them together and see how they look together, a mixed bouquet looks best using three to four varieties plus foliage. Snip all flowers and foliage on angle for a good drink of water. Strip off lower foliage from the ends of the stems. Lay the flowers out on the table. Start with the largest flower to form the center, add 3 – 5 clusters of foliage, add one of the other flowers, mix in more of the center or focal flower, add some more foliage, add another flower you selected, add some more foliage and combine your focal flower with the other flower you selected and some more foliage and tie a ribbon around to give as the bouquet. Now when you get home you can untie and place it in your favorite vase and enjoy.