

## CRAFT BOOK SPOTLIGHT – JUNE 2010



*Plus - Interview w/Grayson Handy*

**G**rayson Handy is the co-owner with Arturo Quintero, and creative director of New York's Prudence Designs and Events. Known for dazzling, whimsical, yet elegant, floral arrangements, their flower shop specializes in event planning and caters to top fashionable companies and celebrity clients. Prudence Designs and Events, is named after the owners' beloved dachshund. [www.prudencedesigns.net](http://www.prudencedesigns.net)



***Flower arranging can be so intimidating. How does FLOWERS FOR THE HOME help readers overcome this fear?***

In my book, I try to take the guess work out of floral design by applying the same principles of any good design: balance, proportion, scale, texture, color theory and purpose. I want the reader to tap into their own design aesthetic and find what inspires them-unlocking their inner florist. I have also included basic steps of preparing your flowers, a how-to section, and a list of my favorite "haunts" for resources in the rear of the book.



**We liked the variety of containers you used in FLOWERS FOR THE HOME. What tips do you have for matching flowers with containers?**

Like pairing wines with food, flowers and their vases should complement one another effortlessly. Fine crystal, heirlooms, and antique vessels are more fitting a formal affair whereas more playful containers such as coffee cans, water pitchers, even a Chinese take-out box are more fitting a casual occasion. Also when choosing a vessel for your creation, keep in mind the nature of the bloom you wish to use. Are the stalks thick or thin? Is the flower top heavy requiring a heavier vase for support? Also keep in mind that the wider the mouth of the vase, the more flowers it will require to fill it. This is helpful when arranging flowers on a budget.



**Weddings, graduations, Father's Day, Memorial Day - we're in the party season. What's the key to choosing the right flowers for the occasion?**

As far as weddings go, one thing I have learned: ALL BRIDES ARE UNIQUE. This is perfect for me, as I hate doing the same thing twice. I would suggest that you embrace the season at hand when planning flowers for your big day. If you are a spring bride, choose peonies, garden roses and lilac when they are in all their glory. This will also save money, avoiding pricey import costs.

For other occasions like graduation, Father's Day and Mother's Day, choose the honoree's favorite flower and put your unique spin on the design. For Fourth of July, I love variegated dahlias in red and white. They remind me of the fireworks.



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**FLOWERS FOR THE HOME** is inspired by your travels around the world. What countries are represented?

First, the book is meant to inspire. No worries, you don't have to renew your passport or call your travel agent. You can be an "armchair" traveler. Books, the internet, and television are great launching pads for inspirational ideas. In my book, I cover France, England, China, Japan, Morocco, India, Mexico, South America, and the American South. These are all places that I find stimulating through their customs and culture.



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### **Can you imagine life without flowers?**

No. Flowers (and animals) truly are God's gifts to us on earth. They can lift us up, soothe us, and inspire us. They hit upon almost all our senses. They are present at the most landmark events of our lives: a first date, a prom, a wedding, a new birth, and sadly at funerals. I approach flowers with a sense of humility. I never try to manipulate them into an unnatural way. I think they should be shown as nature and the universe intended...perfect.



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