

Rittners School of Floral Design

Rittners School Of Floral Design In Boston Proudly Presents.....



**Floral Designing
Distance Education**

**Floral Design
Digital “Cookbooks”**



Rittners School of Floral Design

Rittners School Of Floral Design In Boston Presents.....



Hi, Welcome to the Rittners School of Floral Design in Boston.

It's a pleasure welcoming you to our Catalog of Online Digital Resources.

Perhaps you are a seasoned pro. Or maybe you have never touched a flower in your life! Floral designers-- regardless of whether they are seasoned professionals or new hobbyists are always seeking new and different looks and techniques.

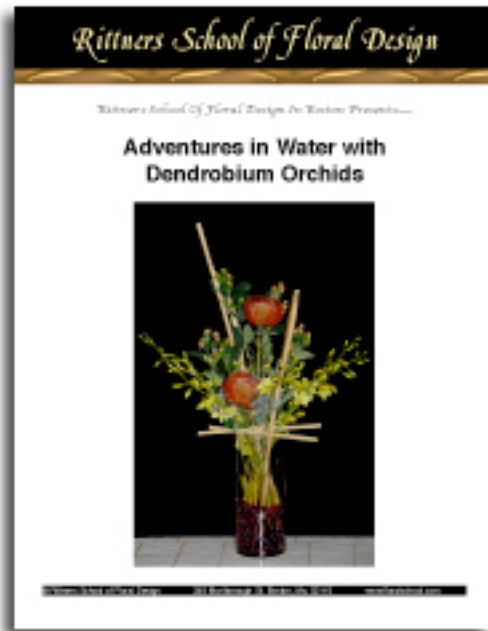
We have something for everyone!

These digital floral design cookbooks feature step-by-step instruction in a wide range of floral art from the simple to the complex. Over seventy-five e-books containing over one hundred different designs are now available.... Best of all each of these e-books costs only \$12.50.... **Like master classes at incredible prices! What a great deal!!**

The following pages include summaries of every floral digital cookbook.

After you find what you'd like please visit our online web store to make your purchases.

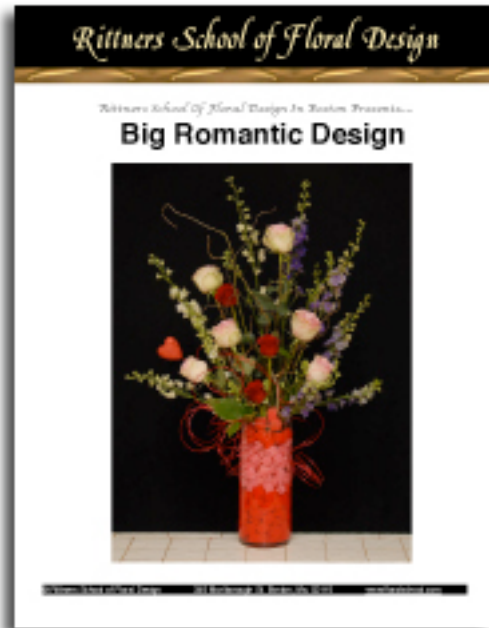
Above all--Have Fun!!!



001 Adventures In Water With Dendrobium Orchids--Dendrobium Orchids are some of our favorite flowers. They come in a variety of colors, are available year round, and give the impression of status and prestige. In this e-book we will teach you **two really neat designs** using dendrobiums. One arrangement is classical in style, the other incorporating river cane, hypericum and protea is contemporary. Learn how to get a prestige look quickly and easily with this lesson! (16 pages)



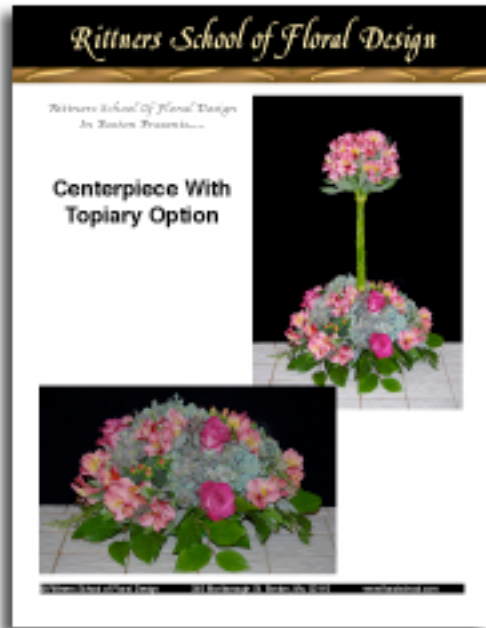
002 Basket Design--Basket designs are where it's at! In this great digital cookbook we teach you how to take just a few items--some ginger, miniature carnations, carnations, statice and a fuji and come up with a stunning basket arrangement that has an expensive look, yet is quite easy to make. Impress your family and friends! (23 pages)



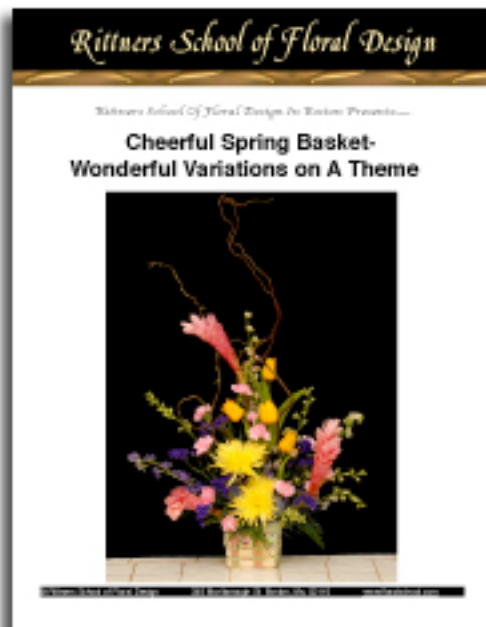
003 Big Romantic Design--There are times when one wants to make a romantic statement in a way that is different. This “how-to-do-it” presents a very large and impressive arrangement in rainbow foam cubes and glass featuring roses, and larkspur. It is contemporary in feeling and impressive. (17 pages)



004 Celebration Design--There are so many great events in life to celebrate. From birthdays, to anniversaries to weddings, this incredible and impressive arrangement will help you celebrate them all! Materials used include larkspur, miniature sunflowers, miniature carnations, roses, and liatris. This design can be adapted for both one sided and all the way around viewing. Spectacular! (31 pages)



005 Centerpiece With Topiary Option-- Centerpieces are designs that are placed in the middle of a table and can be viewed from all sides. They are quite useful for a wide range of occasions from dinner parties to wedding receptions and more! In this neat "how-to-do-it" you will learn how to make a centerpiece. With a quick and easy modification it becomes a topiary that can also be used as a centerpiece! Neat! It becomes a two for one. WOW!!! (14 pages)



006 Cheerful Spring Basket--Wonderful Variations On A Theme-- Floral art is aesthetically pleasing. But it can also have different psychological effects depending upon your choice of materials and color. In this e-book we teach how to create a very cheerful and optimistic look in a delightful spring arrangement. To give you the greatest possible value, we show **six different possible ending points** for this arrangement, and provide an alternative materials chart. Spring-like and cheerful, this arrangement can be adapted to other seasons as well. (31 pages)



007 Classical Elegance Line Design--

Linear designs are vase arrangements featuring a wide range of geometric shapes. This “how-to-do-it” presents an interpretation of linear styles deriving a hybrid, presented with class and pizzazz.

Six different possible ending points allow you to take one design idea and derive a number of impressive arrangements from it. This presentation gives great value and is one of our favorites! (32 pages)



008 Classical Elegance Line Design II--If

you liked “Classical Elegance Line Design” then you are also going to love this one.....Linear designs are vase arrangements featuring a wide range of geometric shapes. This e-book presents an dramatic interpretation of a classic inverted T shape and presents it with style and class. Roses, tulips, curly willow and statice are combined into a sleek and exciting arrangement. The role of contrast in floral art is stressed. Foam based. (30 pages)



009 Classical Christmas With Boxwood And Roses--This arrangement displays the lavish beauty of classical floral art applied to holiday designing. The content features roses combined with boxwood to create a table arrangement that is rich, showy, lavish and desirable. Can be adapted to other seasons throughout the year. The effect is impressive, and with our expert instruction, easy to achieve. (17 pages)



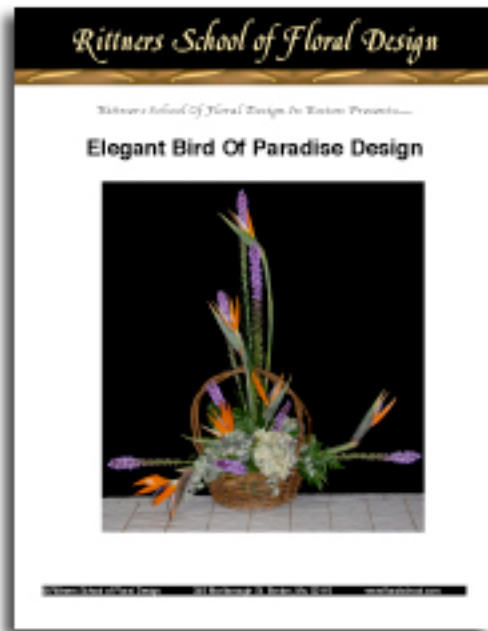
010 Cone Shaped Topiary Design--The floral field has adopted the concept of topiary from gardening with spectacular results. In this floral digital cookbook you will learn how to make a cone shaped topiary design, rich and opulent. **Several additional variations** featuring topiary techniques are presented. Alternative materials selection chart included. (28 pages)



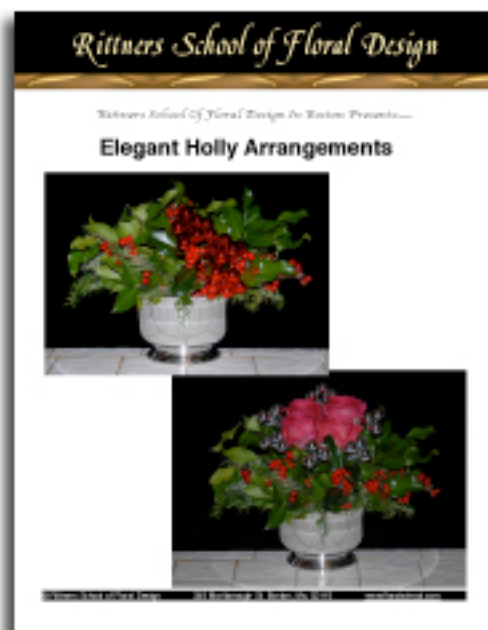
011 Contemporary Winter Water Designs--This is one terrific “how-to-do-it!” The style is contemporary. The media is water based. **Four variations on a theme and one additional arrangement** give great value as we explore seasonal designs with a very different look. Easy to make and fun to explore! (17 pages)



012 Easter Basket Design--Easter not only commemorates the Resurrection of Jesus, but also celebrates spring! In this e-book we learn how to make an attractive and lavish Easter Basket. Materials include heather, spray roses, artificial eggs and carnations. A holistic approach to floral art is presented. Lesson contains an alternative materials chart to help you adapt the content to other holidays as well. (21 pages)



013 Elegant Bird of Paradise Design--Bird of Paradise are widely regarded and admired as some of the most sought after exotic flowers. We present an impressive offering incorporating bird of paradise, liatris, hydrangea and mixed foliage in a basket arrangement. **Five variations on a theme give you even more value!** Be sure to use the ideas found in this floral digital “cookbook” when you want to make a large arrangement meant to impress. (18 pages)



014 Elegant Holly Arrangements--Nothing says “Winter” and “Christmas” better than holly foliage. In this terrific “how-to-do-it” **we present two abundant and lavish arrangements containing holly.** One design is more natural/casual, the other a more formalized biedermeier format. Profusely illustrated. Construction is quick and easy with our detailed step-by-step instruction. Impress your family and friends with these two designs. (24 pages)



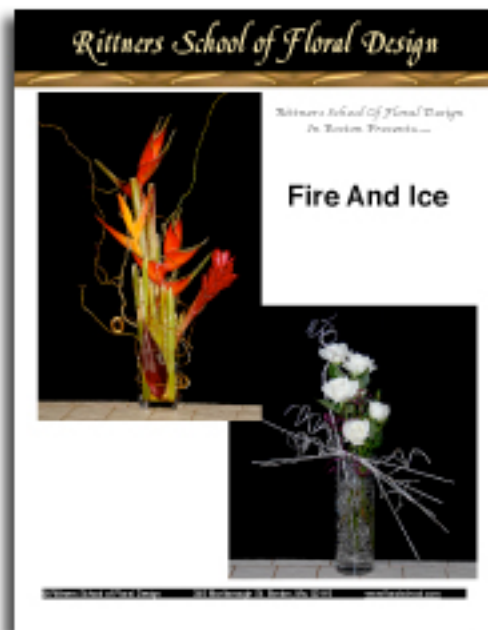
015 Everyday Design I--Everyday designs are arrangements that can be used just about anywhere. They can grace our tables as centerpieces. They can be used on a side table or a bureau. They may be featured for holidays or not. They are average sized and pleasant to enjoy as we go about our daily lives. These kinds of designs are commonly made by professional floral designers in large numbers. They are showy and quick and easy to stylize....quick and easy that is with the proper instruction from the Rittners Floral School Team! (22 pages)



016 Everyday Design--Funky--Everyday designs are average sized arrangements that are pleasant to enjoy as we go about our daily lives. These kinds of designs are commonly made by professional floral designers in large numbers. They are showy and fun to make. In this lesson we take some of the ingredients from “Everyday Design-I,” add a few more, change our style, and show you how to create an everyday design that is a little less traditional. **There are seven possible ending points for this design!** (31 pages)



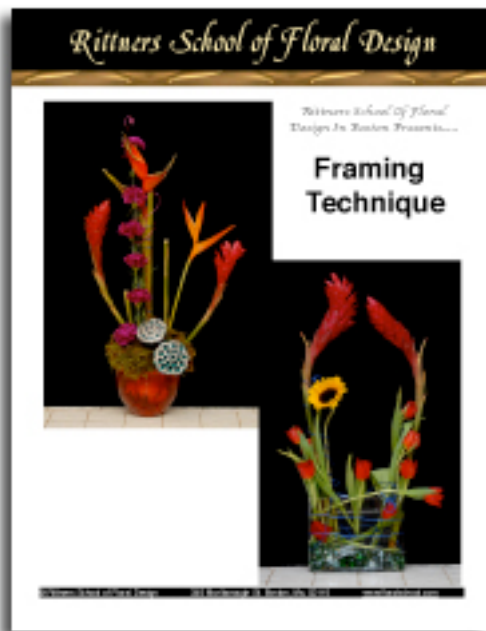
017 Fall Table Centerpiece--Because floral art can enhance ones home at those critical times of the year when family and relatives come to visit, many folks love to arrange flowers for holiday use. This e-book teaches how to make a lovely fall table centerpiece. This is a simple but showy arrangement stylized in foam that can be used as a seasonal piece or can be used for parties around Halloween or Thanksgiving. (15 pages)



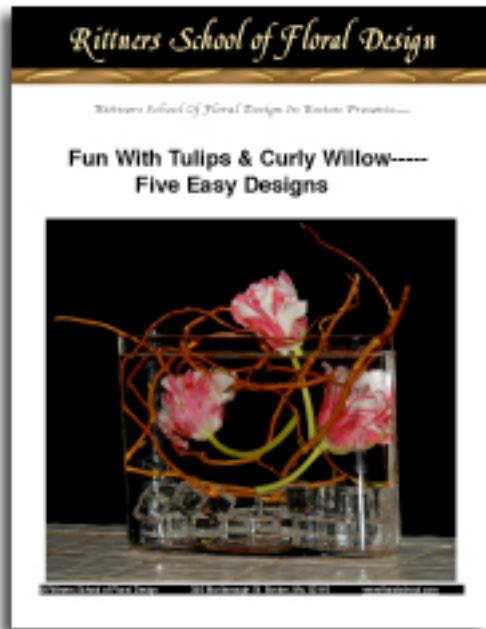
018 Fire And Ice--Two very different designs stylized in a water base. Ice is an arrangement that feels very cool. Fire, as its name implies feels flaming hot...**Two very different designs**, yet both are quick and easy to stylize, and even better still, very impressive to behold.....Impress your family, friends or clients with these arrangements. **YESSSSS!** (17 pages)



019 Floral Easter Egg Design--Easter stands for renewal of nature after a long, cold and dreary winter. What better symbol of renewed life than the egg? In this lesson we present a large flower Easter Egg along with several easy to make variations! We call this kind of design a flower novelty. Novelties are fun! These egg novelties are easy to make, yet quite neat. Impress your family and friends with this conversation piece. (21 pages)



020 Framing Technique--Framing is a very cool floral design technique in which we enclose or "frame" a section of an arrangement with floral product. It is contemporary, and easy to do. In this "how-to-do-it" **we present two designs**, one created in foam, the other in a water base, that teach how to use framing technique. Contents include ginger, heliconia, tulips, mini sunflower, carnations and lotus pods. For the designer who enjoys the new and different, this one is a must. (28 pages)



021 Fun With Tulips And Curly Willow-- Easy--This is one of our favorites. How can you go wrong with tulips? Then when you combine tulips with curly willow you have even more interesting designing possibilities..... **There are Five (That's right, Five!) design possibilities presented here.** All of the designs in this "how-to-do-it" are water based. But the designs presented here are definitely not Grandfather's water based floral designs! Develop your technique. Impress your family, friends or clients with these arrangements. (26 pages)



022 Fun With Tulips And Curly Willow-- More Complex--We call this presentation "more complex" for our other "Fun With Tulips and Curly Willow" e-book features very simple arrangements. **The two designs** featured here, while not difficult, do have a slightly higher level of complexity. They are gorgeous and visually intricate. Enjoy! (27 pages)



023 Easiest Way To Design In Water-- Water based design is pretty and natural. But one of the biggest problems in designing in water is the issue of control, making your stems stay in place! This presentation will teach you a trick of the trade that will make your water based designs so easy that you won't believe it! **Five designs & some variations** are presented. This e-book gives incredible value. (34 pages)



024 How To Honor Your Favorite Football Team With Floral Design--Floral art reflects our popular culture. If we enjoy the game of football, why not consider floral art with football motifs! **Two designs presented.** Suggestions provided as to how to incorporate football symbolism and motifs into your floral art. Learn to make neat things for the football enthusiast in your life! (22 pages)



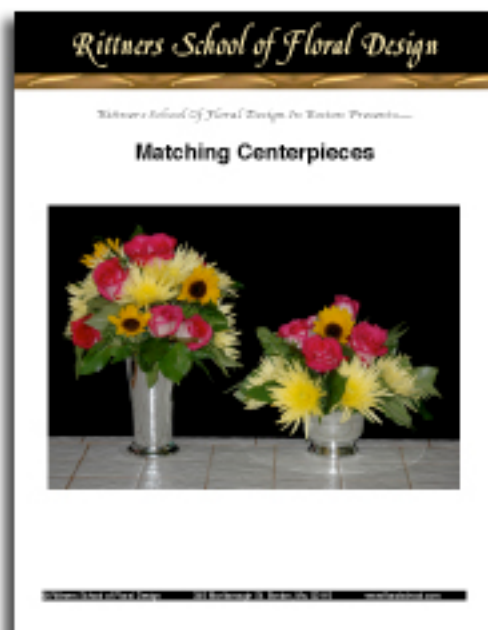
025 Incredible Basket Design--This basket arrangement is so pretty we even created a watercolor variation of the the final step in photoshop to hang on the wall of our home. The contents include, larkspur, liatris, spray roses, tulips, and eucalyptus. The look is understated but quite elegant. The arrangement is presented as a spring or Easter design, but can easily be adapted to other holidays. An alternative material selection chart is included to help you develop variations for other times of the year.... Sheer poetry in motion! (27 pages)



026 Kinky Centerpiece---At Rittners Floral School we take pride in teaching both classical as well as cutting edge technique. We call this one “kinky” because it is, well.....a bit strange! The technique and the visual appearance of this centerpiece are unconventional. For the hobbyist or designer seeking new and different looks this may be just the thing! Easy to learn with the help of the Rittners Floral School Team! (23 pages)



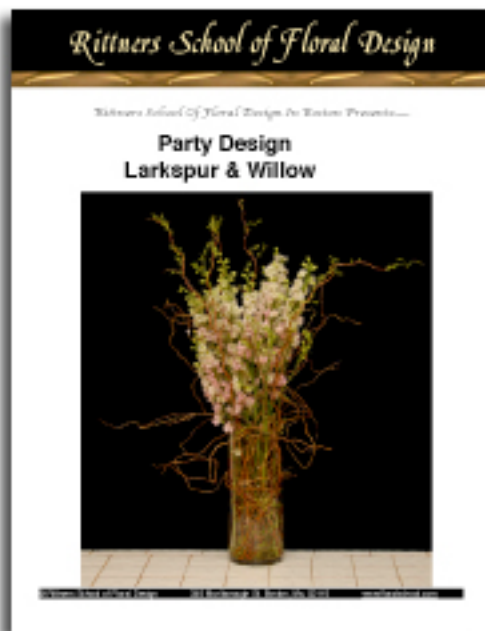
027 Kinky Christmas Centerpiece--- At Rittners Floral School we take pride in teaching both classical as well as cutting edge technique. We call this one “kinky” because it is, well.....a bit strange! We take the unconventional look taught in the “kinky Centerpiece Lesson” and apply it to holiday floral art. **Six Variations or stopping points are presented.** Loosen up! Think out of the box! Enjoy! (22 pages)



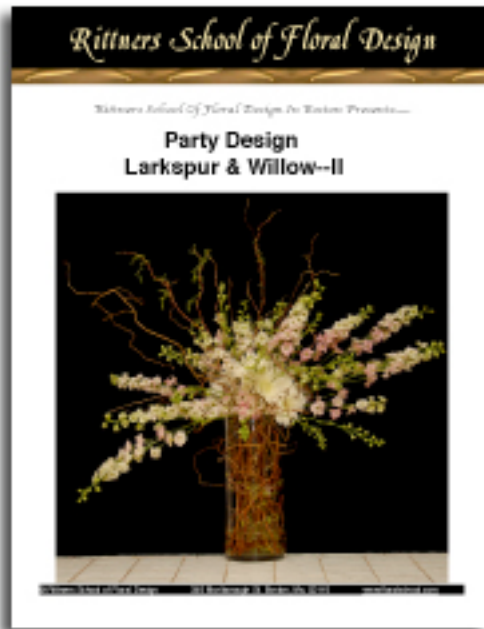
028 Matching Centerpieces--Normally when we think of table centerpieces we think of one design, and that’s about it. Here we consider the idea of using matching centerpieces. **These are two designs** that differ perhaps in the shape of the base and the height, but are unified by using similar colors and/or materials. Roses, mini sunflowers, fujis and salal are included in these two exquisite arrangements. (13 pages)



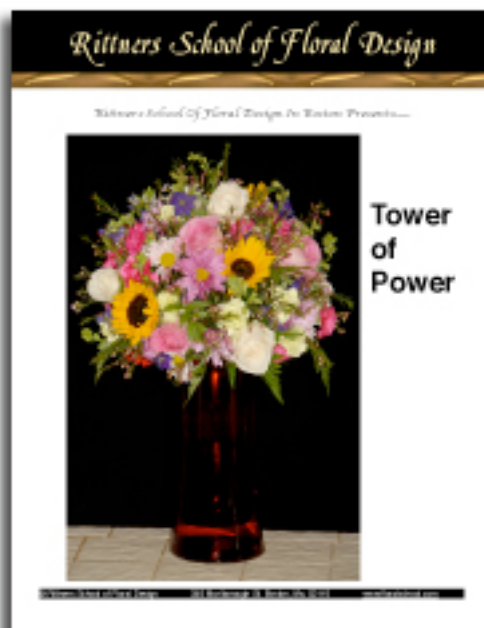
029 New Look Equisetum Arrangement-- Floral designers regardless of whether they are professionals or hobbyists are always seeking new and different looks and techniques. We present a look that is definitely contemporary and 21st Century. It looks complex, but with the excellent instruction from the Rittner Floral School Team, is actually quite easy to achieve. Contents include equisetum, mini callas and hypericum. If you are serious about expanding your design looks, you should buy this one! (22 pages)



030 Party Design-Larkspur & Curly Willow-- Party designs can be used for a wide variety of purposes and occasions including weddings, showers, or buffet table use. They tend to be large and expensive. We feature one such design in water media made with larkspur and curly willow. Big. Impressive. Easy to make with our expert instruction. (23 pages)



031 Party Design-Larkspur & Curly Willow-II--- Party designs can be used for a wide variety of purposes and occasions including weddings, showers, or buffet table use. They tend to be large and expensive. This “how-to-do-it” starts the same as “Party Design, Larkspur & Curly Willow” but takes us in different directions. Two party designs presented here. (33 pages)



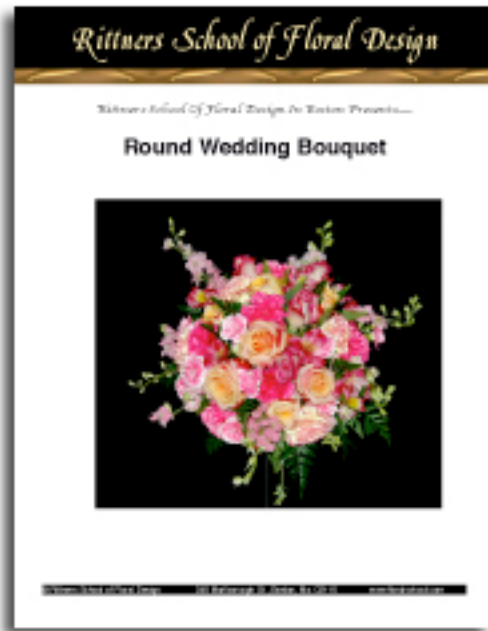
032 Party Design-Tower of Power--- This is a tall and impressive sphere like party arrangement. Great as a table centerpiece. Large and expensive! Easy to make. Alternative materials selection chart included. (25 pages)



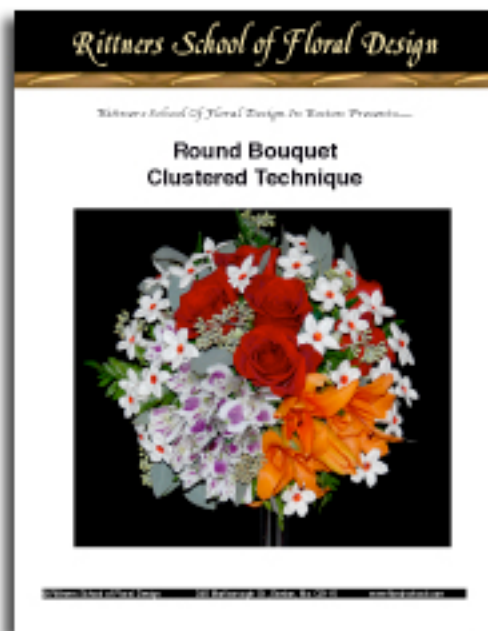
033 Romantic Red Centerpiece-- A romantic setting sets the scene for romance. What says romance better than flowers? This “how-to-do-it” will teach you how to make a spectacular romantic table centerpiece. Roses, tulips, gerbera, spray roses and heather all contribute to a design that is opulent and lavish..... Use at your own risk!!! We claim no responsibility for any passion that may result!! (18 pages)



034 Romantic Valentines--When you are a busy it is often easy to end up making the same thing over and over again. Many floral designers have overused the dozen roses in the container motif..... In this e-book we challenge you to get out of your rut with **two romantic arrangements** that are easy to make yet impressive to look at. One is a more classic look in a foam base. The other is water based media in a nontraditional, yet glorious presentation of beautiful blossoms. (27 pages)



035 Round Wedding Bouquet--This is a beautiful round wedding bouquet stylized on a foam base, that may be carried by the bride, maid of honor or bridesmaids. It displays quite easily how color can be a major design element influencing the attractiveness of some floral art. It is colorful and easy to make. (12 pages)



036 Round Bouquet Clustered Technique--This is a lovely round wedding bouquet stylized on a foam base, that may be carried by the bride, maid of honor or bridesmaids. What is rather unique here is that various flowers are concentrated into sections. Materials used include lilies, alstroemeria, stephanotis, seeded eucalyptus and roses. This does require prior design knowledge. It assumes that the designer knows how to wire and tape and feels comfortable with wiring and taping technique applied to stephanotis. (16 pages)



037 Sunflowers & River Cane--Four Variations On A Theme--This is a design that is fun and funky. It involves the use of sunflowers, river cane and a few other exotics to come up with four variations on a theme. The design gets increasingly complex, displaying water based designing that would have Grandfather's hair stand up on end! For open minded folks with adventurous tastes. (15 pages)



038 Sunglasses Centerpiece--This is a foam based party design that is so bright and bold that you may need sunglasses to look at it! It is an average size arrangement, bright and cheerful that could be used for any festive occasion. Striking floral art at its best. Sunglasses not included! (28 pages)



039 Winter Vase Arrangement---The period from Dec. through Feb. gives all kinds of opportunities for creative expression that is seasonally oriented, but not holiday based. We give a good example of an incredible winter style vase arrangement that is not specifically themed to Christmas or Valentines Day. Starts with the same container as in “Winter Vase Arrangement High Style” but teaches a different arrangement. This design incorporates roses, alstroemeria, carnations and seasonal foliage. Small alternative selection chart included with suggestions for variations. (12 pg)



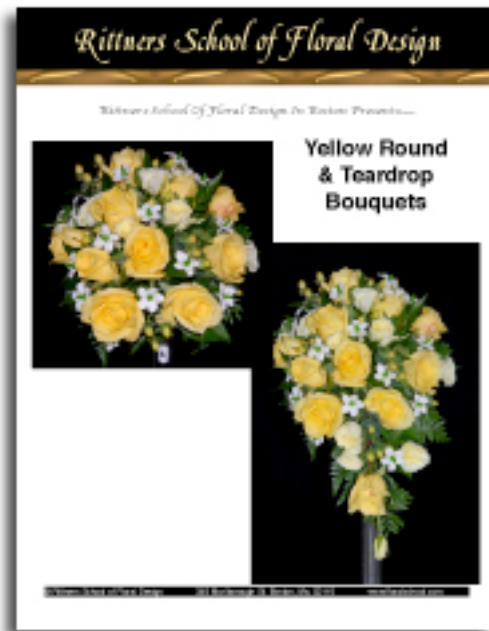
040 Winter Vase Arrangement--High Style---The period from Dec. through Feb. gives all kinds of opportunities for creative expression that is seasonally oriented, but not holiday based. This “how-to-do-it” gives a good example of an incredible winter style vase arrangement that is not specifically themed to Christmas or Valentines Day. Contents include dendrobium orchids, carnations, lilies and seasonal foliage. Impressive, pretty and fun to do. Small alternative selection chart included with suggestions for variations. Try it. You’ll like it! (13 pages)



041 Winter Water Design---This is a lovely floral design created in water based media. It feels seasonal using white and lavender roses, red pepper berries and curly willow yet is not linked to any particular holiday. Several secrets to controlling flowers in water based media are shared. Get this one. It's great! (14 pages)



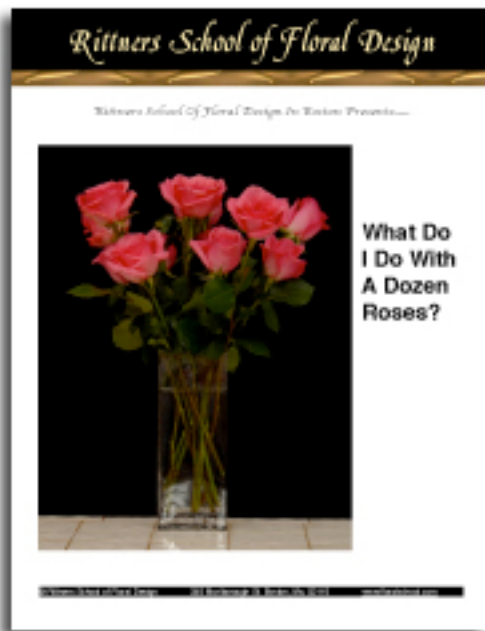
042 Winter Water Design---Part 2---Eight Variations---This is a continuation of the “Winter Water Design.” In this value laden e-book, we take the design that we made in “Winter Water Design”, and **present eight variations on the original theme.** These variations are quick and easy to do, and give very interesting effects. It's cool to see how you can easily make a design look different with just an added step or two. If you liked the original, you will also appreciate these variations. (12 pages)



043 Yellow Round & Teardrop Bouquets---Two matching bridal bouquets stylized in foam media are presented for the bride, maid of honor or bridesmaids. Materials used include yellow roses, stephanotis, spray roses, and hypericum. This does require that the viewer be able to wire and tape and feel comfortable with wiring and taping stephanotis. These bouquets are classical and gorgeous! (17 pages)



044 Party Design-Cranberry Centerpiece--Party floral art is where it's at with this wonderful floral digital cookbook. We present instruction in two different floral techniques, designing under water in a cylinder, and foam design ring/wreath technique, to create two kinds of party designs that would work quite well for weddings, showers and special events. Outstanding instruction! (25 pages)



045 What Do I Do With A Dozen Roses?

This is a typical question asked by someone who receives flowers. It is often asked by someone who is giving flowers but wants to design them first rather than just presenting them. It is a typical design assignment in many flower shops. In this terrific "how-to-do-it" we teach you some rather interesting tricks of the trade that will make it fun for you to design 12 roses quickly and easily. **Two designs are presented**, one to be viewed all the way around, and the other a one sided design. Water based designing in glass. A must have....(31 pages)



046 What Do I Do With A Dozen Roses-II?

This is a typical question asked by someone who receives flowers. It is often asked by someone who is giving flowers but wants to design them first rather than just presenting them. It is a typical design assignment in many flower shops. This design continues to answer the question posed in the first "What Do I Do With a Dozen Roses" e-book. **Two designs are presented, with variations on each one.....**The designing style here is a bit more contemporary. Water based designing in glass. A must have....(38 pages)



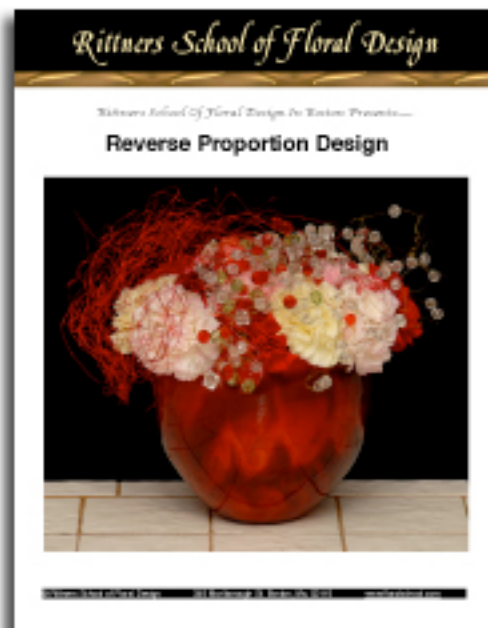
047 Fun Vase Arrangements--It is very easy to fall into a rut when doing floral art day in and day out. We present two very easy and fun vase arrangements to help jump start your creative juices. The designs use moderate amounts of materials, yet give a great show!. Foam based designing. Great for hobbyist as well as professional. Buy this one...now! (33 pages)



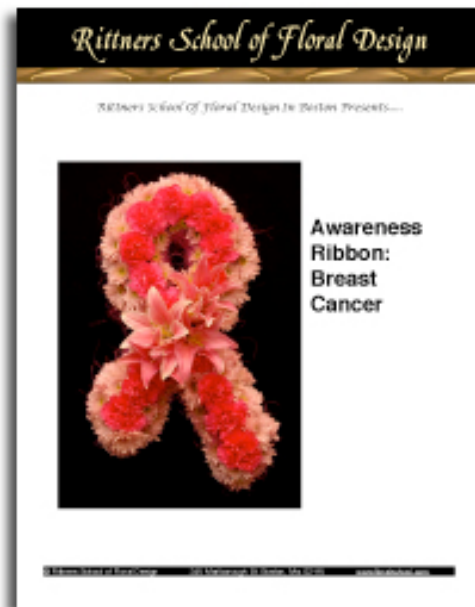
048 Four Seasons Designs--Fall & Spring--The concept of seasonality in floral art is an important one. Besides the obvious holidays, the ability to “think seasonally” is quite useful. It can become a way of approaching floral design and controlling floral art media, that you may never have consciously considered until now. **Two foam based designs** presented along with neat container treatments. (35 pages)



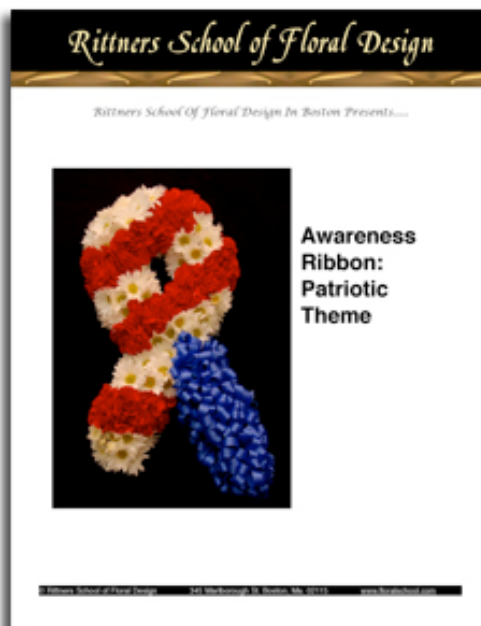
049 Incredible Vertical Arrangements-- Developed due to popular demand. **Two 21st Century vertical arrangements** featured in “Funky Line Arrangements,” and “Fun Vase Arrangements,” are featured together in this great “how-to-do-it”. The focus here is on new looks for vertical line arrangement designs. You will love this one! (38 pages)



050 Reversed Proportion Design--You’re going to love this one! In most everyday floral arrangements the volume taken up by the container is much smaller than the mass made up of the flowers. In Reverse Proportion Design it is just the opposite! Learn an exciting futuristic look that is easy to achieve and fun to make! **Two foam based designs**, and detailed explanations make this new and exciting style easy to master! (40 pages)



051 Awareness Ribbon: Breast Cancer-- Awareness ribbons have become a popular way of showing support for a variety of causes. They can be spectacular floral art. Awareness ribbons of flowers can be used for centerpieces, fund raisers, or as tributes. In this presentation we show you how to make a floral awareness ribbon for breast cancer. (33 pages)



052 Awareness Ribbon: Patriotic Theme-- Awareness ribbons have become a popular way of showing support for a variety of causes. They can be spectacular floral art. Awareness ribbons of flowers can be used for centerpieces, fund raisers, or as tributes. **What better way is there to show the flag then in this incredible floral design!** In this “how-to-do-it” we show you how to make a floral awareness ribbon with a patriotic theme. This does require that the viewer be able to make small bows. (29 pages)



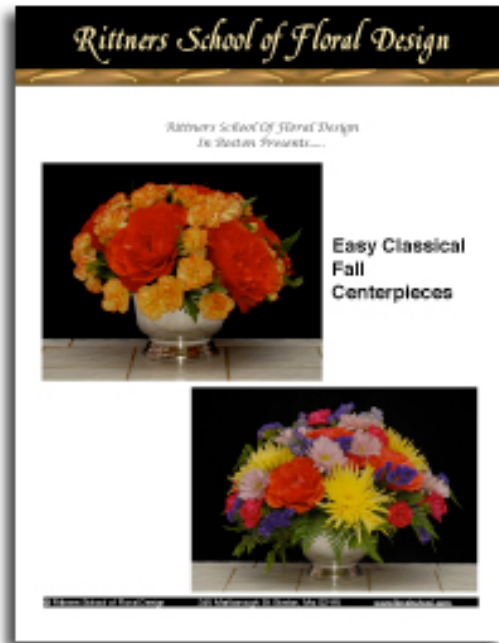
053 Awareness Ribbon: Yellow

Remembrance Ribbon--The old rock song proclaimed, "Tie a yellow ribbon 'round the ole oak tree..." Yellow ribbons have become symbolic of waiting for the return of a loved one, and showing support....It symbolizes support for our troops....But the yellow ribbon is but one example of a large number of awareness ribbons.... Awareness ribbons can be spectacular floral art. They can be used for centerpieces, fund raisers, or as tributes. In this e-book we teach you how to make an incredible yellow ribbon of flowers. (36 pages)

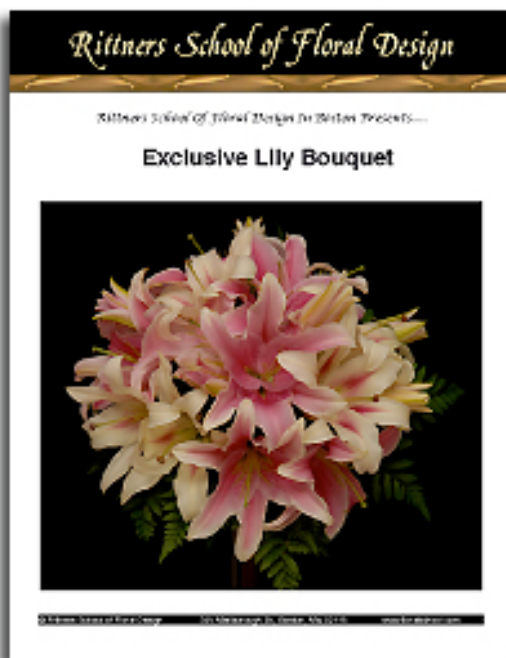


054 Contemporary Floral Fun With

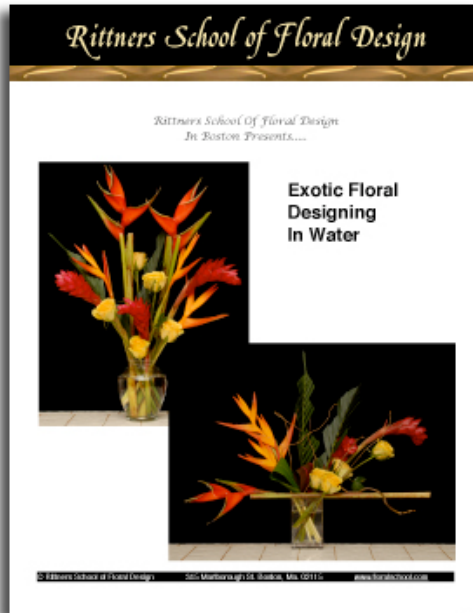
Tropical Flowers--Tropical flowers bring very unique structural/architectural qualities to the design table...They can easily be used to create floral art with a futuristic look. In this "how-to-do-it" you will learn just how fun and easy it is to incorporate these wonderful flowers into your designing. Exotic floral materials are used to make a **contemporary style, water based floral design**, and a **rather wild foam based unit**.... Impress your friends. Wow your clients! Earn bragging rights! (30 pages)



055 Easy Classical Fall Centerpiece Designs--People do tend to entertain a lot during the fall season. Making sure the home is lovely is especially important. We feature **five centerpieces** with fall colors. The emphasis is on quick and easy designs that are beautiful and impressive, yet not labor intensive. Designs presented here can be easily adapted to just about any time of the year. (38 pages)



056 Exclusive Lily Bouquet--This digital floral cookbook teaches you how to stylize an incredible lily bouquet that says "grace, dignity and exclusivity..." Understated elegance is the the word when creating floral masterpieces like this... The mechanic is a foam holder. Tricks of the trade when creating bridal bouquets with lilies. This is one you will definitely want in your collection! (27 pages)



057 Exotic Floral Designing in Water-- In this “how-to-do-it” we cover two areas of interest: the use of exotic flowers in floral art and water based floral designing in clear glass.... **You will learn two designs** with different looks. One is more classical, the other a bit more funky... (33 pages)



058 Floral Designing Is Fun--There are many folks who have never designed with flowers and find the entire process intimidating and scary!! Believe it or not, creating floral art can be quite easy and fun....especially when taught by the experts of the Rittners Floral School team. **Six floral designs** ranging from elementary to more complex are broken down step by step for your comfort and enjoyment. Gain confidence playing with flowers. If you have never touched a flower in your life, or think that you just don't have what it takes.....Think again....and buy this one! Great for folks with a little background as well. (32 pages)



059 Funky Line Arrangements. “Line arrangements” refer to a genre of vase arrangement based on geometrical form. Verticals, horizontals, upside down T’s and triangles are amongst the many shapes typically found in line arrangement or high style design. This digital floral cookbook shows how you can take **two line arrangement shapes and create contemporary floral art** totally unlike classical linear arrangements. (34 pages)



060 Glug.....Glug..... Two very different designs stylized in a water base. We call this “glug...glug...” because most of the floral designing is being done under water!! If you are seeking an interesting and different look for party and function designing that is easy to do, yet nonconventional, this “how-to-do-it” is worth serious study.... These designs look complex but with the expert instruction of the Rittners Floral School team are really quite easy to achieve! (35 pages)



061 Huge Winter Basket--You need an arrangement appropriate for the winter season. You need to make that arrangement huge and impressive. It could be for a wedding, a party, buffet or even as a tribute. This will teach you how.

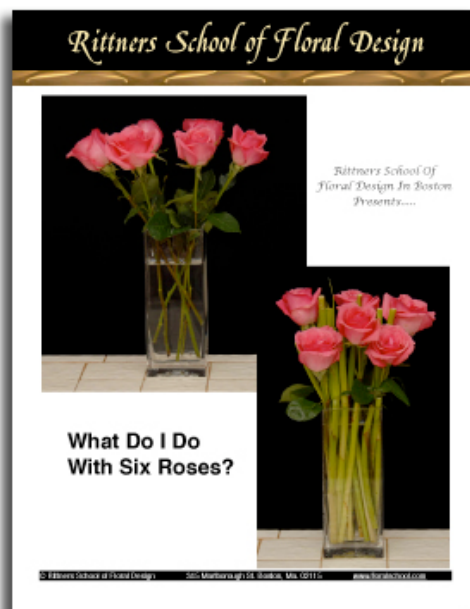
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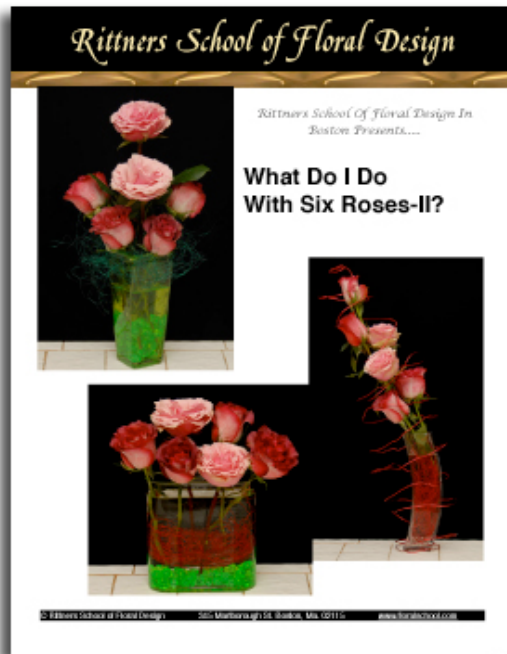
062 Incredible Cornucopia. The cornucopia is a specialty design that is the symbol of plenty and abundance. It does however have very some interesting quirks. In this e-book you will learn how to design an incredible cornucopia with a lush and lavish look. How do we use this unusual shape container, yet still achieve maximum visual impact? Buy this one!! It will teach you how! (27 pages)



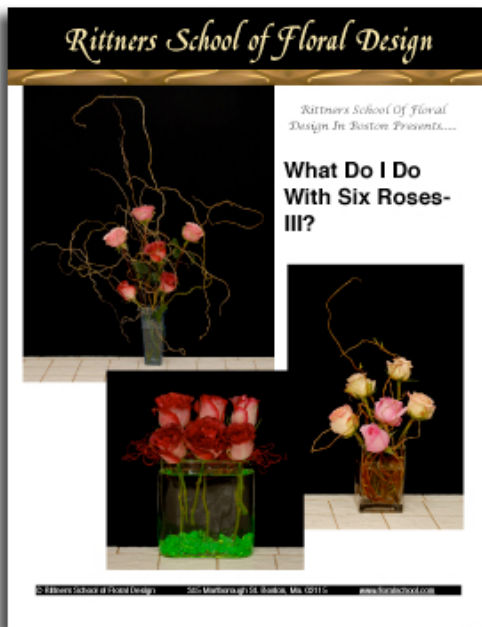
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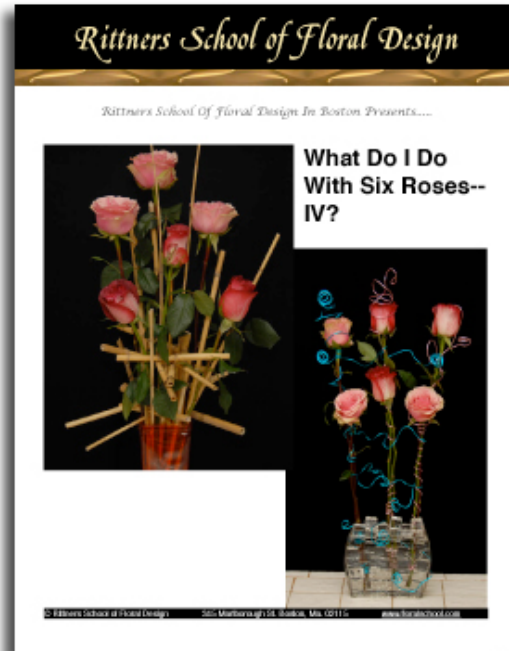
064 What Do I Do With Six Roses?--Floral designs made of six flowers, are economical both in terms of labor and cost. They allow the pro to be very competitive providing options in a lower price point. And believe it or not, you can do some really neat things with only six flowers. This instruction for the pro or for the hobbyist, **presents three floral design options in detail.** Alternatives selection chart for variations included. (30 pages)



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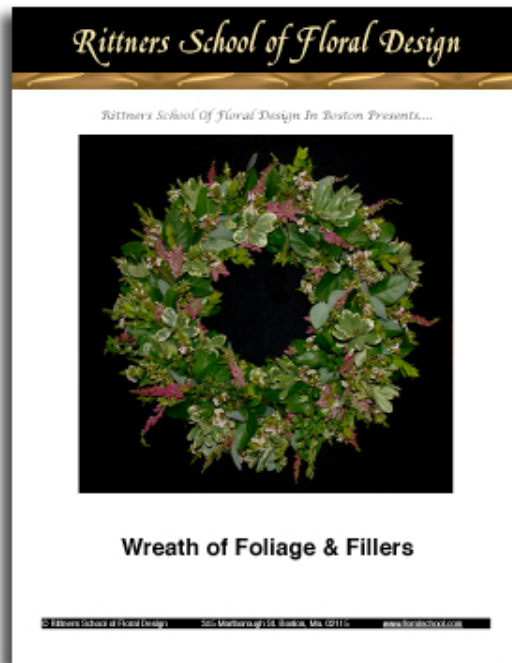
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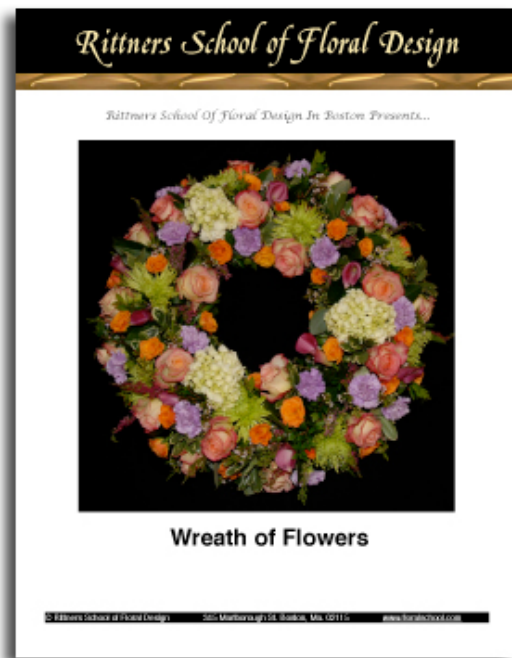
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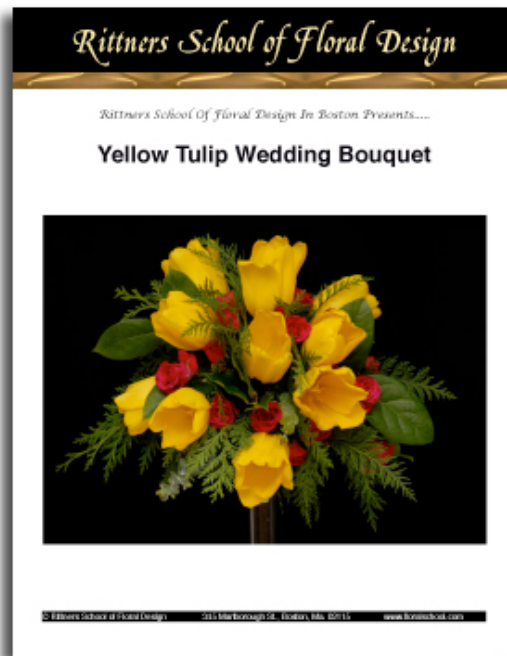
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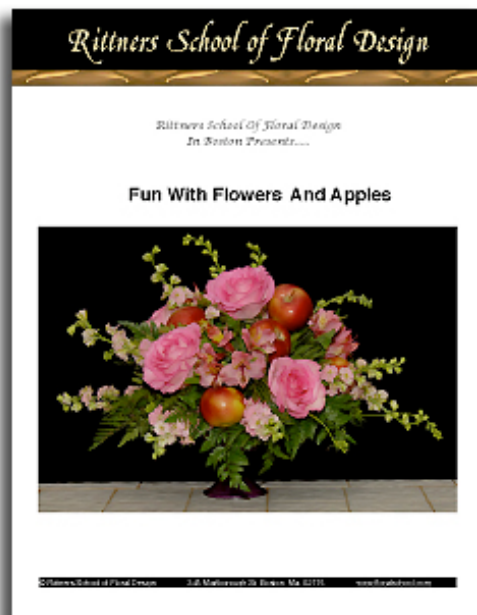
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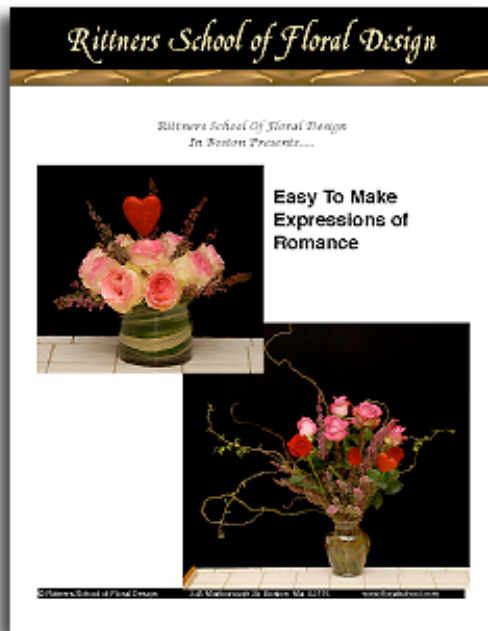
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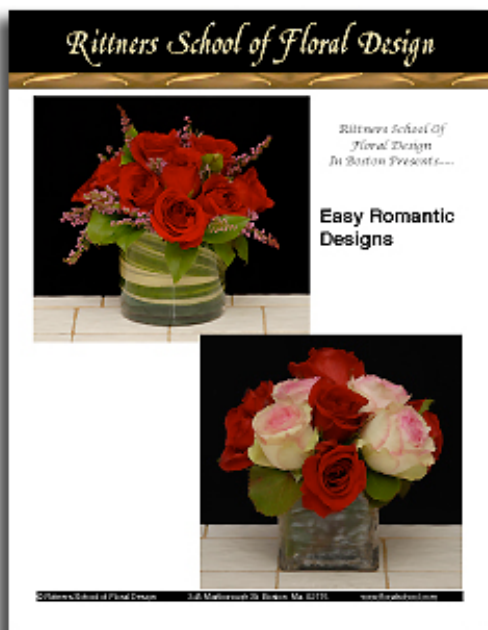
073 Winter Bouquet in Water II-- More In Your Face--- We all love water based designs in glass. In this "how-to-do-it" you will learn how to make a spectacular water based design appropriate for the winter season. Learn how progressive changes in color and content can result in eight bold variations on a theme. (39 pages)



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At Ritners Floral School in Boston we provide floral design instruction that includes a wide range of different styles and techniques.

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Ritners Floral School
345 Marlborough St. Boston, Ma. 02115
Tel: 617-267-3824 Email: stevrt@tiac.net
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