

parasol

THE TRAVELER'S GUIDE TO INSPIRED PURSUITS

SEPTEMBER | OCTOBER 2013

VIRTUOSO LIFE

\$5.95

HOW
TO

HOW TO
TAKE GREAT
TRAVEL PHOTOS



TRAVEL
BETTER



HOW TO SEE
THE WORLD
LIKE A VIP

275+
INSIDER
TIPS

HOW TO PACK
LIKE A PRO



Outlet: *Virtuoso Life*
Date: September 2013
Media Impressions: 1,006,000
PR Value: \$87,450



How To
CREATE A HOTEL FLOWER ARRANGEMENT

BY DONNA STAIN

Flower manager at Barcelona's Hotel Arts

YEARS AS A PROFESSIONAL FLORIST: 24

FAVORITE FLOWER: "Iceland poppies are a joy from their bud to when they drop their pastel, crepe-paper-like petals on the table. The color of every flower (undetected within the bud's green capsule) is a surprise, much like fireworks!"

Barcelona's Hotel Arts is known for stunning floral displays, among other things (like its beachfront location and restaurant Enoteca). Here are Stain's tips for how to make your home arrangements pop.

1 FIND A STAR: "Pick a leading flower and plan around it. For example, if peonies are in season, I'll choose them as the star, and the flower recipe may include sweet avalanche roses, pale pink carnations, and beautiful pink hydrangeas. A blushing blend!"



2 PREP RIGHT: "It's like cooking. Choose the freshest flowers and prep everything first. Line up your ingredients on your workbench and measure the length of each flower before cutting them and placing in a clean vase of water."

3 KEEP IT SIMPLE: "Our flower-arranging classes [offered quarterly to hotel guests] demonstrate the beauty of simplicity – a family of recycled glass water bottles grouped together with one flower or leaf in each, or a beautiful vase and one floating rose."

4 BARE IT ALL: "Remove leaves from stems that will be immersed for a more professional look. After some loving attention, you'll find beauty below the waterline too!"

5 MUST-HAVE TOOLS: "Two items that will immediately improve your home arrangements are a comfortable pair of flower scissors and a bottle of bleach. A drop of bleach per vase goes a long way toward keeping the water clean."



6 CONSIDER THE VASE: "Picking flowers without thinking of the vase is a rookie mistake. Take lilies: They need a tall, straight, and narrow vase to support their stems and stay together – but not too narrow. You want them to have space to bloom and be glorious!"

7 STOP FIDDLING: "When you just can't get the arrangement to feel right, clean your area and take a look at your flowers after a few minutes. Fresh eyes will tell you. Usually it just needs a tweak."

Two Ideal Fall Dinner Party Arrangements

❖❖ "I can't find them here in Spain, but I'd love to see big branches of dogwood and all things forest – oak leaves, branches with berries, red copper birch, or branches with lichen. Put them in tall glass vases accompanied by several ceramic bowls of floating flowers in burgundy and pink tones."

❖❖ "In one fall flower class, we turned pumpkins into pretty vases. Cut about a six-inch circle out of the top, just big enough to hold your water container. Scoop out all the flesh, set your container inside, and fill it with fall-toned flowers and foliage – orange, brown, and berry reds look best."

(FLOWERS AND FLOWERS) MARGARET STEPHEN; (ESPRESSO BAR) WATTED CARASALE/SIVE/ESTOCK PHOTO; (BEAUTY ICON) DAVID LARSEN/THE NOUN PROJECT