

Flower Power Floristry

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'The Language of Flowers'

March 06, 2019

Overview

Inspired by the upcoming Women's Day and the spring, which are just some of the awesome occasions to make surprises and gifts on, our company decided to send a message translating the language of flowers, so that we help people read what their gifts say and be aware of it when they are the ones giving. We will publish an article on this topic in 'Positive News' magazine together with the photograph we will ask you to create.

Objectives

We need expressive still-life photographs of a number of the following flowers, conveying the meaning of each through the lighting, decorations and backgrounds used.

- **Calla Lily** is a symbol of magnificence, beauty, purity and innocence
- **Hyacinth** = symbolizes playfulness and a sporty attitude and in its extreme rashness. Blue hyacinth stands for constancy, purple for sorrow, red or pink for play, white for loveliness and yellow for jealousy
- **Iris** stands for eloquence. The purple one symbolizes wisdom and compliments, while the blue iris means faith and hope. The white one stands for purity, and the yellow - for passion.
- **Daffodil** symbolizes regard and chivalry, new beginnings (=spring) and eternal life. A single daffodil foretells misfortune, but a bunch of daffodils indicates joy and happiness

- **Roses** are a symbol of love in its various forms- different colours express different types of feelings. Find more information here:
<https://www.theflowerexpert.com/content/aboutflowers/flowermeanings/rose-flower-meanings>
- **Stalice** is symbolic of remembrance. It also symbolizes sympathy and success.
- **Sunflower** signifies pure thoughts. It symbolizes adoration and dedication. It is symbolic of dedicated love. It is however also symbolic of haughtiness
- **Daisy** symbolizes innocence and purity. It conveys loyal love and chastity and transformation. Gerbera Daisy specifically conveys cheerfulness. Daisies are sometimes given to congratulate new mothers.
- **Poppy flowers**, besides their medicinal and edible qualities, symbolize recovery, consolation for a loss, remembrance and messages delivered in dreams.

Specific Requirements

We need only one image for the publication, but we would like to see 5 different images from the photoshoot prior to choosing the final photograph among them. Once we choose it, we may ask you to edit it and send it back again to us.

Flowers need to be real in order for the message to be efficiently conveyed. You can choose and find a minimum of 5 different flowers to shoot from the list given above.

Style

We are looking for an atmospheric image that represents the flowers in an effective enough way to express their symbolic meanings. Colour photographs will contribute to this. Feel free to use lighting, complimentary props, backgrounds and decorations at your discretion. Studio and lights are provided by the company. Other necessary equipment could also be supplied at place. Health and Safety instructions can be found inside the studio.

Image Format

Please send us by email the 5 best photographs of your choice in .TIFF format. The final image will be placed on a single page in the magazine, next to a page with the written article, so please include both a landscape and a portrait version of the photographs among the 5 you will send us at the end.

Inspiration

Web resources to learn more about the flowers:

- <https://www.theflowerexpert.com/content/aboutflowers/flowermeanings/rose-flower-meanings>
- <https://www.theflowerexpert.com/content/aboutflowers/flower-meanings>
- <https://www.teleflora.com/meaning-of-flowers>
- <https://www.ftd.com/blog/share/daisy-meaning-and-symbolism>
- <https://www.matagalan.club/tienda>

Books:

- 'Meaning of Flowers' by Gretchen Scoble
- 'Voiceless Lips' by Neil Warren

Visual Inspiration:

- <http://www.norimichi.com/flower>
- <https://www.botanicaetcetera.com/gallery>

Budget

£ 50/hour; Shooting supplies included (reshoot will be £ 10/hour)

Location

*Edinburgh Napier University Merchiston Campus
10 Colinton Road
EH10 5DA
Studio D16-17-18*

Unfortunately we cannot provide transport to the location.

Access

You will be provided with access cards to the studio. There will also be a store (room D15) from which you can borrow any necessary equipment with those cards and technicians to help in case of technical problems.

Contact Details

Your contacts for all aspects of the shoot are Cecilia Volpi, James Nicol and Dina El Sharafi ('Flower Power' Floristry Managers):

Tel: +44 799 999 4518

Email: flower.power.floristry@gmail.com

Timescales

The studio for the shoot can be hired for 3 hours maximum either on 27th March or 3rd April, after which we would like to see the photographs by 7th April at the latest. In case something does not go by plan, we can hire the studio for an extra 3-hour shoot in the week 8th-12th April.

Any other information

There will be credits given for the photographer in the publication page. Artist's copyrights reserved.