

by Fred Russell

BEING A GREEN Steward

Larry Kramer, AIFD, advocates for environmentally-friendly designs when possible.

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Larry Kramer's, AIFD, passion for flowers started early in his childhood helping in his grandfather's garden. That love grew into his pursuit of starting a floral business and opening up a shop, Big Sky Floral in Big Sky, Mont.


In addition to running a successful shop, Larry really enjoys teaching design classes. And while attending designing seminars and industry events, he tries to learn himself. He looks for opportunities from all designers to take home some new idea or design twist.

Larry also sees the importance of looking at the environment and how it relates to our industry. "It is important to be environmentally responsible because we owe it to future generations," says Larry. "In recent years, the reality of environmental problems has come to the forefront in our everyday life and we have to examine the way we do things in the floral industry from the grower to the retail flower shop." When applicable, Larry tries to avoid floral foam and uses glass and recycled materials for containers.

In this arrangement on the right, the varying colors of pinks and greens create great contrast. The hydrangeas provide a wonderfully natural element with the curly willow in the vase. Larry explains "your customers will enjoy the good color harmony and the textural appeal provides interest."

The hydrangeas provide a natural armature and all the elements interact well with each, which Larry says is very important to him. The swan river myrtle is very

branchy and spidery and meshes well with the hydrangeas so there is no need for foam because they grip securely. The anthuriums are placed last and are inserted through the myrtle and the hydrangeas will hold securely in this grid work.

Larry finishes by adding, "its not a lot of varying materials to try and account for. Use bunches of flowers and foliage in consistent numbers so that the math is easy, and you are not left with random amounts that you try and shove into an arrangement." 



Designer:
Larry Kramer

Exposure:
2004 Presidential Inauguration

2008 Presidential Inauguration

SAF Design Team

Rose Bowl Parade designer (multiple years)

Designer for 2006 Academy Awards



>>> Along with using sustainable hard goods, Larry adds subtle colors and texture to his designs.

ARRANGEMENT NECESSITIES

* **HARD GOODS** recycled aluminum

* **FRESH** 2 stems hydrangeas; swan river myrtle; 5 stems of small anthurium; and 3 small wartah protea

