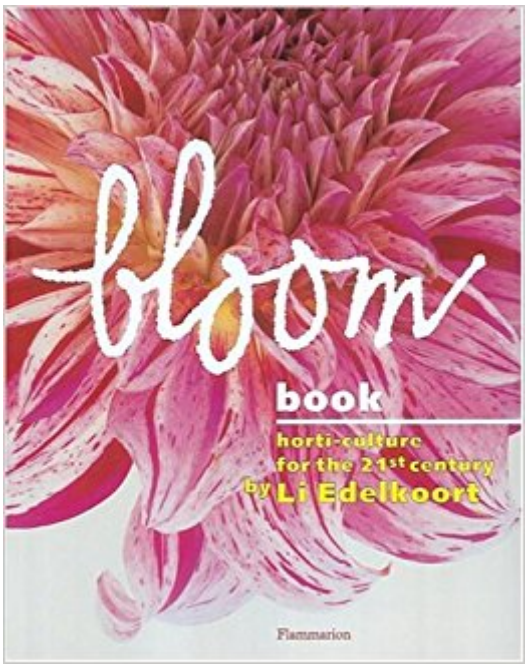
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# Bloom




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## Synopsis

The inspiration behind Bloom Book was the much-admired Bloom magazine founded in 1998 in Paris by Li Edelkoort to explore the fusion of plants and fashion. The concept behind both the magazine and the book puts the ’culture’ into ’horticulture’. Flowers, vegetables and trees are an endless source of inspiration for design, fashion, cosmetics and cuisine, which in turn open new perspectives for our vision of the world of plants, more creative today than ever before.From the symbolism of flowers to the seasonal cycles of death and rebirth, from homeopathic beauty treatments to edible blossoms, the plant kingdom is a starting point for much of human experience. Bloom explores these issues in a quest for a new understanding of nature: a return to our roots, allying the sap of life and the zest of human creativity to create a true Art Noveau.

## Book Information

Hardcover: 160 pages
Publisher: Flammarion (October 19, 2001)
Language: English
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Product Dimensions: 9.7 x 0.8 x 12.5 inches
Shipping Weight: 1.6 pounds
Average Customer Review: 5.0 out of 5 stars 2 customer reviews
Best Sellers Rank: #509,931 in Books (See Top 100 in Books) #52 inÃ Â Books > Arts & Photography > Photography & Video > Nature & Wildlife > Gardens #506 inÃ Â Books > Arts & Photography > Photography & Video > Nature & Wildlife > Plants & Animals #2906 inÃ Â Books > Crafts, Hobbies & Home > Gardening & Landscape Design

## Customer Reviews

"Like Bloom magazine, this first Bloom Book give a new and unique sense to the contemplation of nature, a way to embrace plants and flowers with a fresh eye and to witness how much the natural world inspires, and even takes inspiration from, the rest of the creative world."--Li Edelkoort

Li Edelkoort calls herself a ’trend seeker’. Others see her as a guru of all things fashion and design. She moved from her native Netherlands to Paris in 1975, and never looked back. She is Director of the Design Academy in Eindhoven, the Netherlands, but it was in France that she launched her trend-watching magazines iNview (on design), View on Colour (fashion) and Bloom (plants and

flowers).Lisa White is American. She studied political science at Georgetown University and has been working with Li Edelkoort for over ten years. She is Editor-in-Chief of iNview, View on Colour and Bloom magazines, and was behind the Glassex design project that was shown in the Pompidou Center in Paris as well as in Milan and Cologne. She is a member of IDSland, a group at the forefront of new design research.

Very nice book, condition as advertised. Thanks.

As with any garden venture, a little digging may be required to find a copy of this big, beautiful book, but I can absolutely guarantee the succulent harvest is more than worth the effort! Flammarion is a French publishing house known for its lavish art volumes and Bloom Book, lush in both concept and delivery, is no exception.At 190 pages and generously sized at 10" x 13", the hot pink paper cover on the hardbound volume hides an elegant, pure white binding, which gives no clue of the deep, rich, almost surreally pop and always artful, photos within.Part of the allure is in the surprise of scale within these pages. An exquisite blossom which may be only a few inches across in reality as we know it is oh-so-much larger than life here, a full-bleed from border to border, and trading some of its small intricacies for an in-your-face floral experience. Here and there, somewhat shockingly, a human figure intrudes, dripping in wet, floral-inspired, and color-infused pigment, or dancing a cancan, headless, in a vivid yellow petal skirt.The text is poetic and the inspiration palpable. Bloom expands the sensual boundaries of any ordinary garden book and once you've had it sitting on your coffeetable, all others will pale in comparison.

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