

CLUTCH CHOICE FOR CREATIVES

> When he's designing an event and needs to "turn heads," Joe Guggia, AIFD, reaches for one of the most understated flowers: the calla. That's because few blooms rival the durability of these cylindrical beauties, said the owner of JP Designs in Santa Maria, California. "They hold up for hours and hours, even when a water source isn't available, which allows florists to use them in so many creative ways," from boutonnieres and corsages to "the flower walls that have become so popular," he said. Furthermore, callas can blend seamlessly in shabby chic styles or stand alone in "extremely contemporary pieces." Guggia likes to dangle them from the ceiling or tall props, a technique BJ Dyer, AAF, AIFD, shared with Floral Management in 2013 (find detailed video instruction on [youtube.com/safvision](https://www.youtube.com/safvision)).

Several florists echoed this sentiment. "Callas fit every occasion, from the womb to the tomb, whether they're the star of the show in a monobotanical

design or a 'backup dancer' in a mixed bouquet," said Neville MacKay, CAFA, PFCI, of My Mother's Bloomers in Halifax, Nova Scotia. Callas' hardiness make them his go-to choice for floral jewelry, as he can trust they'll hold up through a night full of dancing at a prom or wedding.

"They're easy to manipulate," said Lisa Weddel, AIFD, PFCI, of Lisa Weddel Design in Highland Ranch, Colorado. "You can bend them, re-cut them, and they'll stay in the desired shape." She also loves that callas come in a broad spectrum of colors and are available year-round. The white ones, in particular, look particularly fetching for winter parties. Weddel suggests placing tiny blue acolytes inside the callas' throats for an "icy" look.

Here are some of the latest and greatest varieties to take your event work to the next level. 🌸

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GOLDEN STATE BULB GROWERS



'FLIRT'

Flamingo Holland



'PUMPKIN'

Flamingo Holland



'BLACK CRUSADER'

New Zealand Bloom



'GABRIELLE'

New Zealand Bloom



'GOLD FINGER'

New Zealand Bloom



'HOT SHOT'

New Zealand Bloom



'RED DELICIOUS'

New Zealand Bloom



'ACAPULCO GOLD'

Sun Valley Farms



'BLACK STAR'

Sun Valley Farms



'CAPTAIN MARRERO'

Sun Valley Farms



'MERCEDES'

Sun Valley Farms



'VERMEER'

Sun Valley Farms