



# Elevating Your Holiday Arrangements

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# Agenda

Intro/Our Team

Holiday Ingredients

Our Process

Design Tips

Demonstration

- Fancying up a Wreath
- Arranging an Urn





# Who We Are



# Who We Are

Poplar Point Studio is a team of skilled horticulturalists who provide garden care services for residential and commercial customers who wish their gardens to be beautiful, healthy and worry-free.

## Our Team:

### 22 Staff

- 3 PT Office Staff
- 1 Nursery Manager
- 1 Enhancement Crews
- 3 Maintenance Crews
- 1 Container Garden Designer
- 1 Landscape Designer
- 3 Summer Crew
- 2+ On Call Gardeners





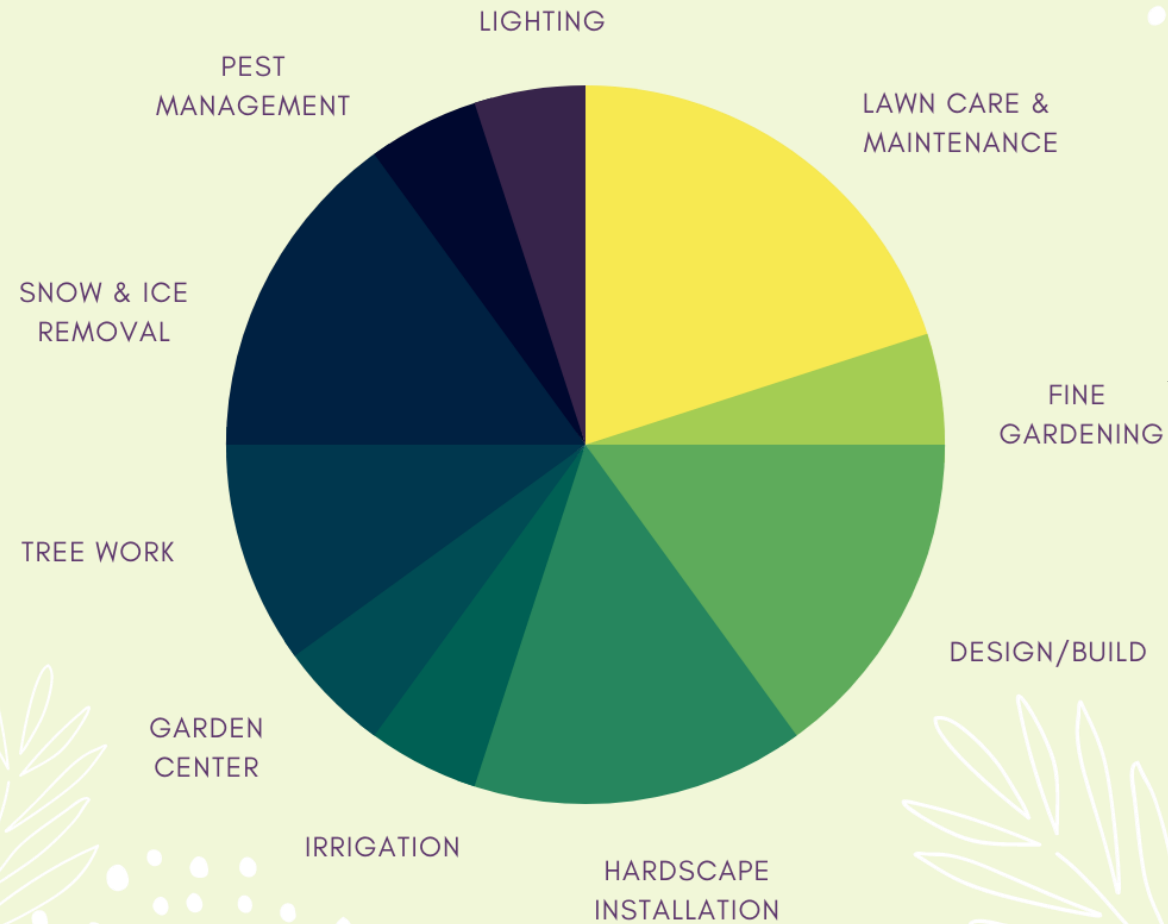
# Our Mission

To bring beauty to our clients, and the world through plants.

# #plantjoy



# LANDSCAPE INDUSTRY SERVICES



This is US!





*Fine Gardening Services*



# Maintenance Services

- Winter Pruning
- Spring Bed Cleanup
- Summer Maintenance Route
  - Weekly, Bi-Weekly, Monthly
- Fall Bed Cleanup
- Specialty Pruning
  - Roses, Boxwood, Vines





## *Container & Seasonal Color*

- 4 Seasons of Color (Containers)
- Container Maintenance
- Bedding Plants
- Bulb Planting
- Holiday Decor
- Vacation Watering
- Interior Plantscaping





## *Enhancement Services*

- Conceptual Landscape Design
- Plant Selection & Sourcing
- Project Management
- Installation of New Garden Beds
- Renovation of Existing Garden Beds





# Ingredients of an Arrangement

What are all the elements we use to design for the Holidays?



# Materials Used

- ★ **Base Greens:** Noble Fir and Silver Fir Boughs and Tips





# Materials Used: FANCY GREENS

Western Cedar



Carolina Sapphire



Boxwood



Gold Tip  
Cedar

White Pine





# Materials Used: SPECIALTY STEMS



Magnolia



Seeded Eucalyptus



Red Huck



Baby Blue Eucalyptus



Podded Silver Bells Eucalyptus





# Materials Used: STEMS + BERRIES

Curly Willow



Red Twig Dogwood



Yellow Twig Dogwood



Birch Poles



Winterberry



# Materials Used: DECOR STEMS (NATURAL)



Badam Pods



Mahogany Pods  
(Bullets)



Lotus Pods



Pomegranates



Pinecones



# Materials Used: DECOR STEMS (Artificial)



Ornaments



Vine Balls



Ting Ting



Fern Sprays



Faux Berries



# Design Elements

Things to think about as you arrange



# Proportion

## 01

Your arrangement should be in proportion with space where you will display it, as well as with the container it is arranged in. A planter arrangement should be in 1:1 ratio with the height of your container. The width should be 1.5:1 ratio.

### Common Mistake:

Branches and twigs come in much larger than needed and a designer will not cut them before putting them in.



Textbook



Bad, by request



So so



Bad, but easy to fix





## Shape 02

Shape is created by utilizing each of the elements for their role within the design. Height is created with greens tops, twigs and poles, body is created with fir boughs and dried flowers, trailing gestures are accomplished with floppy cedar and pine boughs. All combine to form an abundant shape.

### **Common Mistake**

We often see new designers utilize materials for the wrong role ie. using a floppy cedar as an upright centerpiece.



# Balance

## 03

Balance in a winter design doesn't mean it has to be symmetrical. Putting one tall element on one side of a window box without adding a trailing element on the opposite throws off the balance of the composition. Make sure elements aren't able to blow over or lean.

### Quick Tip

Check your arrangement from all angles. If your design looks off balance to you, counterbalance the arrangement by adding or removing



Textbook



Bad



Bad





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# Focal Point

## 04

An effective design employs a focal point, a stunning large or unusual accent or cluster that draws the eye. The focal element is often more expensive than the rest of the filler accents in the arrangement. A faux pomegranate, bow, berry spray, or sugar cone will draw the eye and be complemented by other elements.

### Quick Tip

It can be tempting to use tons of expensive and unique accents to create an arrangement. You can blow your budget very quickly. Squint your eyes, what do you see here?



# Texture

## 05

Textural contrast exists in both the evergreens and accents. Evergreens have some basic textures. Small sturdy needles, long feathery needles, webbed foliage, large glossy, rough and leathery, and small broadleaf. Accents can be finely textured buds, glossy round berries, spiny cones, and airy blooms.

### Quick Tip

Think in black and white. Is the composition interesting?







Good use of dark tone



"Riding the gradient"



Incomplete, no depth



Use of green berry

## Contrasting Color

### 06

Combining bright and dark elements is a common way to give an arrangement extra eye appeal. We like to use dark undertones, green berries and white flowers as they can play an important role in contrast. They pop out against both warm and cool hues.

#### Quick Tip

I love using a dark burgundy berry which can appear nearly black in some lighting. Place your darker tones beside a white or lighter hue, so they don't recede into the darkness.



# Radiation

## 07

We still focus on centerpiece, upright, mounding, and trailing habits, but create the shape in a much different way. Unlike other seasons that rely on live plant material to create the composition, all winter elements in our designs are cut.

### Common Mistake

Placing accents too uniformly spaced makes the composition feel contrived. The way your stems radiate should appear natural; it isn't necessary to have perfect spacing between each stem.





# Repetition

## 08

Just as repetition in a garden creates unity to the design and enhances its appearance, so does repetition in a container planting. You may have several bright berries scattered throughout the design or the cones dotted throughout the display. Too many distinct items without repeating can be distracting and take away from any sort of cohesion or hierarchy.







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# Rhythm

## 09

An arrangement with good rhythm will make your eye wander across the entire design, rather than just causing you to glance at the focal point and look away. Think about creating visual continuity between accents stringing the notes into a melody.

### **Quick Tip:**

Try using dried flowers to enhance the accents in a design and connect them with an airy visual pathway. White stands out among the deep green backdrop and creates a river connecting the accents.



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# Variety

## 10

We have all seen pictures of arrangements that utilize one or two elements to create a dramatic composition. It's also very easy to fall back on staple Fraser Fir, Winter Berries, and Dogwood. We believe that a winter arrangement should be so much more. Winter is all about abundance, variety, and creating a bountiful composition of color in the cold grey months.

### Quick Tip

Increasing the combination of elements makes for a more exciting arrangement.





# What We Can Make

From Window Boxes, Porch Pots, Wreaths & More!







































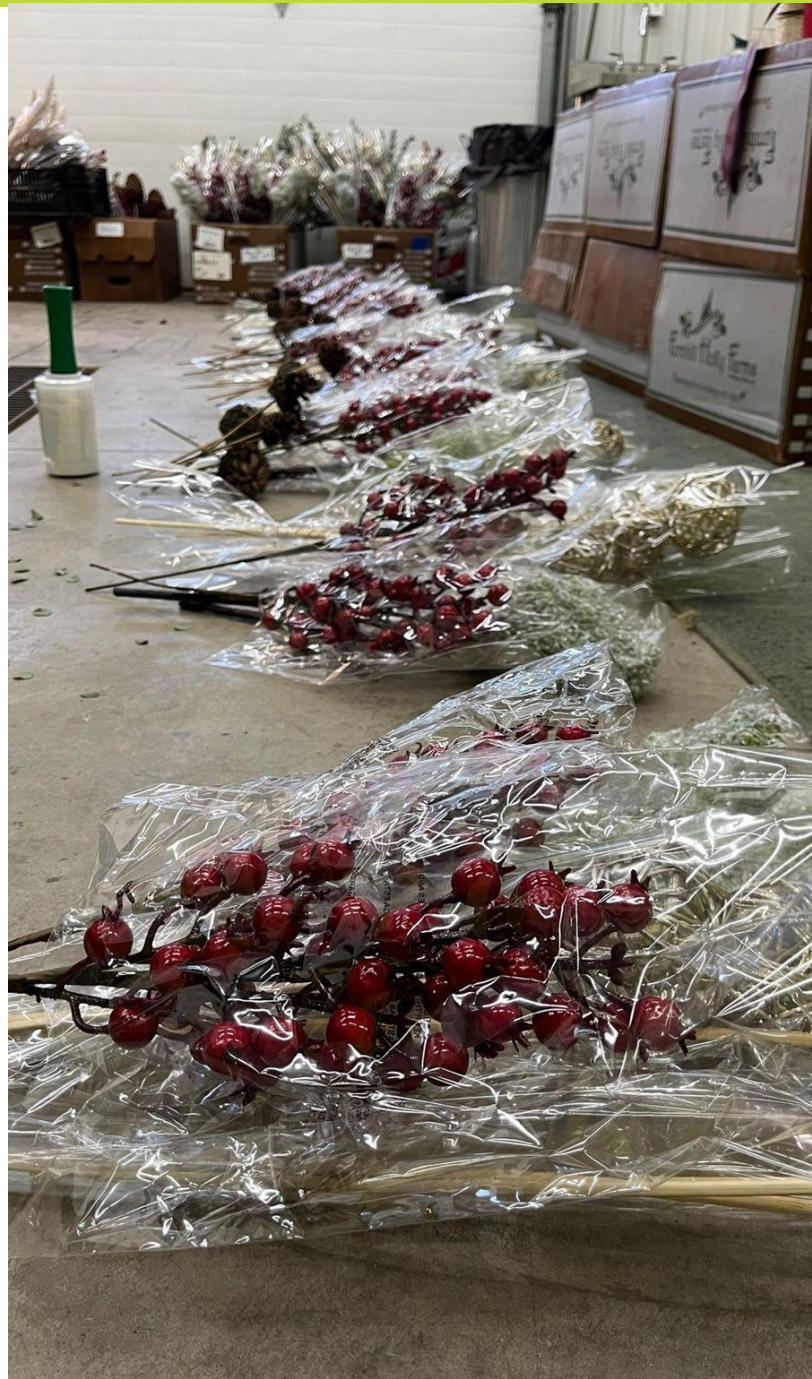
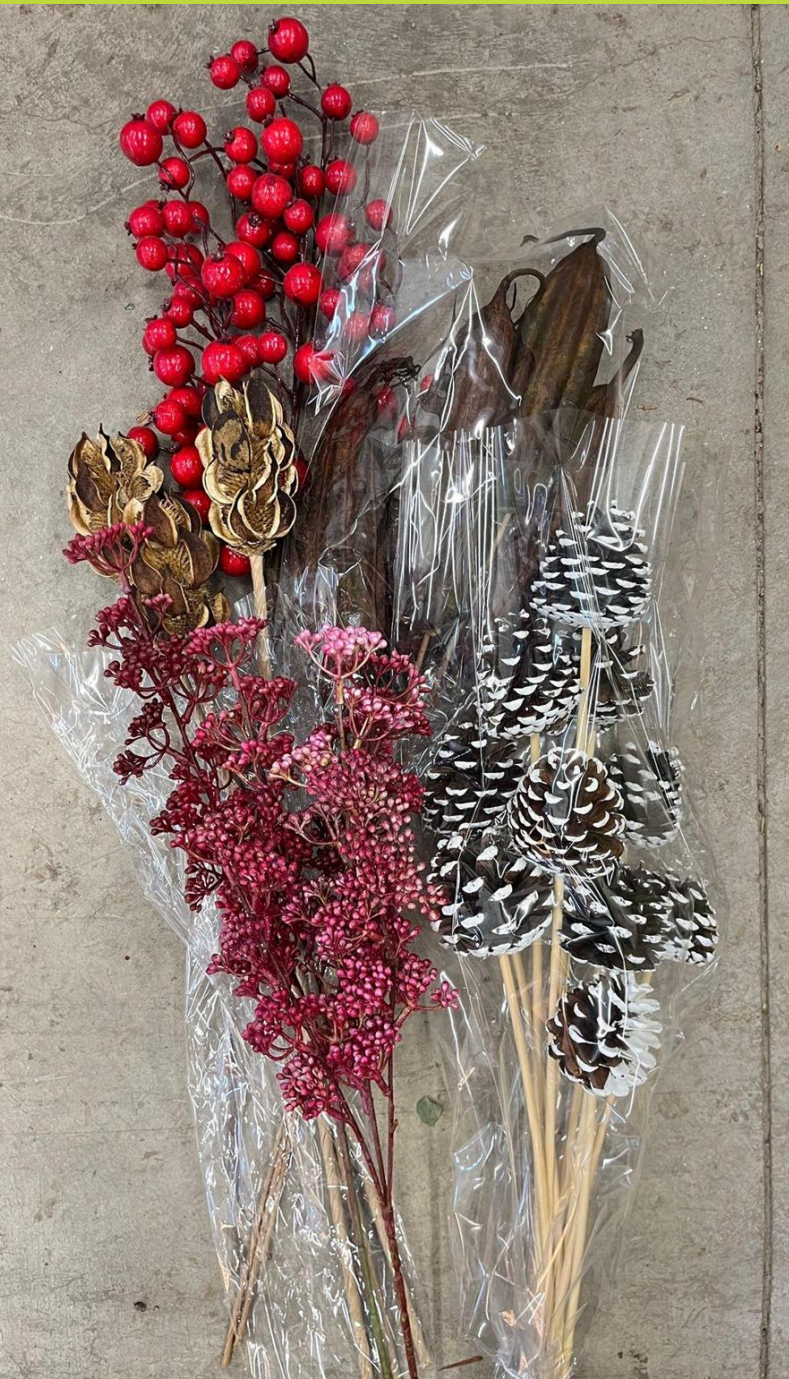




# Behind the Scenes

How we build our custom holiday arrangements



































# Finding Inspiration

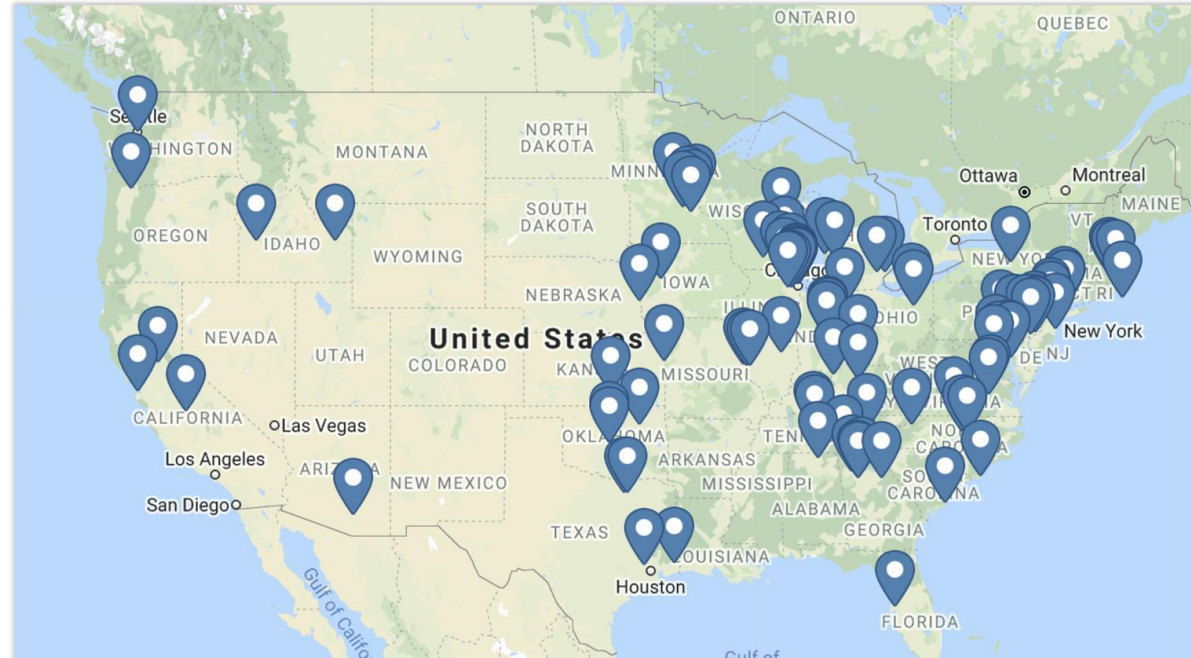
How to get great ideas for containers



# BONUS

Where to find  
inspiration...

From other  
Container Designers!



<https://diggingingathering.com/>

<https://www.instagram.com/diggingingathering/>



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# BONUS

Some of our favorite designers!



Christina Salwitz  
@personalgardencoach



Howard Nemeroff  
@plant\_parenting



Enliven Planters  
@enlivenplanters