

FROM LEFT: David Kurio has been making spaces beautiful for 30 years; A bouquet from Marveille shows off its attention to detail.



FLOWER POWER

The use of the proper floral decor can transform any space. **BY CARLA AVOLIO**

When it comes to marking momentous occasions, fresh flowers are a must. There is something about their fleeting beauty that reminds people that the day is special. With a bit of clever design, they can transform a space and speak volumes about a host's personality. Austin has no shortage of talented florists who specialize in weddings and events. Here are their suggestions to best prepare for the big day.

KNOW YOUR FLORIST. Flowers are important, but the florist is really what can make or break the success of floral decor. While it's essential you connect with a vendor on a design and personal level, there's even more you should know about them. David Kurio, whose David Kurio Designs business has been in the industry for more than 30 years,

suggests asking a potential florist these questions: How many events do they have booked on the day of your event? Do they have a professional workspace? How many staff members will be at the installation?

GET INSPIRED. Pinterest is your friend. Creating a board of images depicting your taste—such as color, types of flowers or overall style—will make it much easier for your florist to recreate your vision. You can even send the link before meeting a potential florist so he or she has time to prepare. That said, Lea Wood of Blackbird Floral says its OK not to include flowers. “Let your tastes in other areas like fashion, home decorating, books or music be your starting point for inspiration,” she says. “Anything that sets the mood will work.”

CONSIDER THE SEASON. Some flowers can be more expensive and harder to source at certain times of the year (think red roses in early February). Instead of being tied to a particular variety, Carrie Beamer of Flora Fetish suggests sharing a color palette with your florist so he or she can pick something that fits both your style and the season.

IT'S MORE THAN THE FLOWERS. You'd be surprised how many things determine the overall look of floral decor.

CENTERPIECE PHOTO BY JERRY HAYES; BOUQUET PHOTO COURTESY OF MARVEILLE.

Amy Bodle of Merveille Events puts venue at the top of the list. “Choose somewhere that fits the style of your wedding to prevent the flowers from looking forced upon a background,” she says. Bodle also urges people to finalize the food before the floral decor. “Believe it or not, food affects the flowers by defining the amount of space available on the tables,” she says.

KNOW WHAT YOU'RE ORDERING. Make sure your florist provides detailed contracts listing every item he or she will be using, from ribbons to candles to containers. Abby Daigle, owner of STEMS Floral Design, says, “Nothing should be a surprise on your big day, and you should be loving every single thing in that contract.” ●

TOP OF THE LIST

BLACKBIRD FLORAL Using nature as inspiration, owner Lea Wood designs arrangements that are both timeless and effortlessly beautiful. blackbirdfloral.com

BOUQUETS OF AUSTIN Having grown up in the industry, Stephanie Barro has a wealth of experience in creating classically beautiful bouquets. bouquetsofaustin.com

DAVID KURIO DESIGNS With 30 years of experience, Kurio and his team can transform any space into a show-stopping setting. davidkuriodesigns.com

FLORA FETISH A group of artists creates

chic pieces that run the gamut from vintage to modern. florafetish.com

THE FLOWER STUDIO Award-winning designer Coby Neal has 15 years of experience crafting pieces. cobyneal.com

MERVEILLE EVENTS With attention to detail and creative use of color, Merveille can customize floral arrangements to suit any individual style. merveilleevents.com

STEMS FLORAL DESIGN Abby Daigle and her staff create gorgeous pieces for clients including Neiman Marcus. stemfloral.com

UNEXPECTED ELEMENTS The designs are fresh, fabulous and can be brought any-

where in Texas. unexpectedelements.com

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