



ISSUE 15

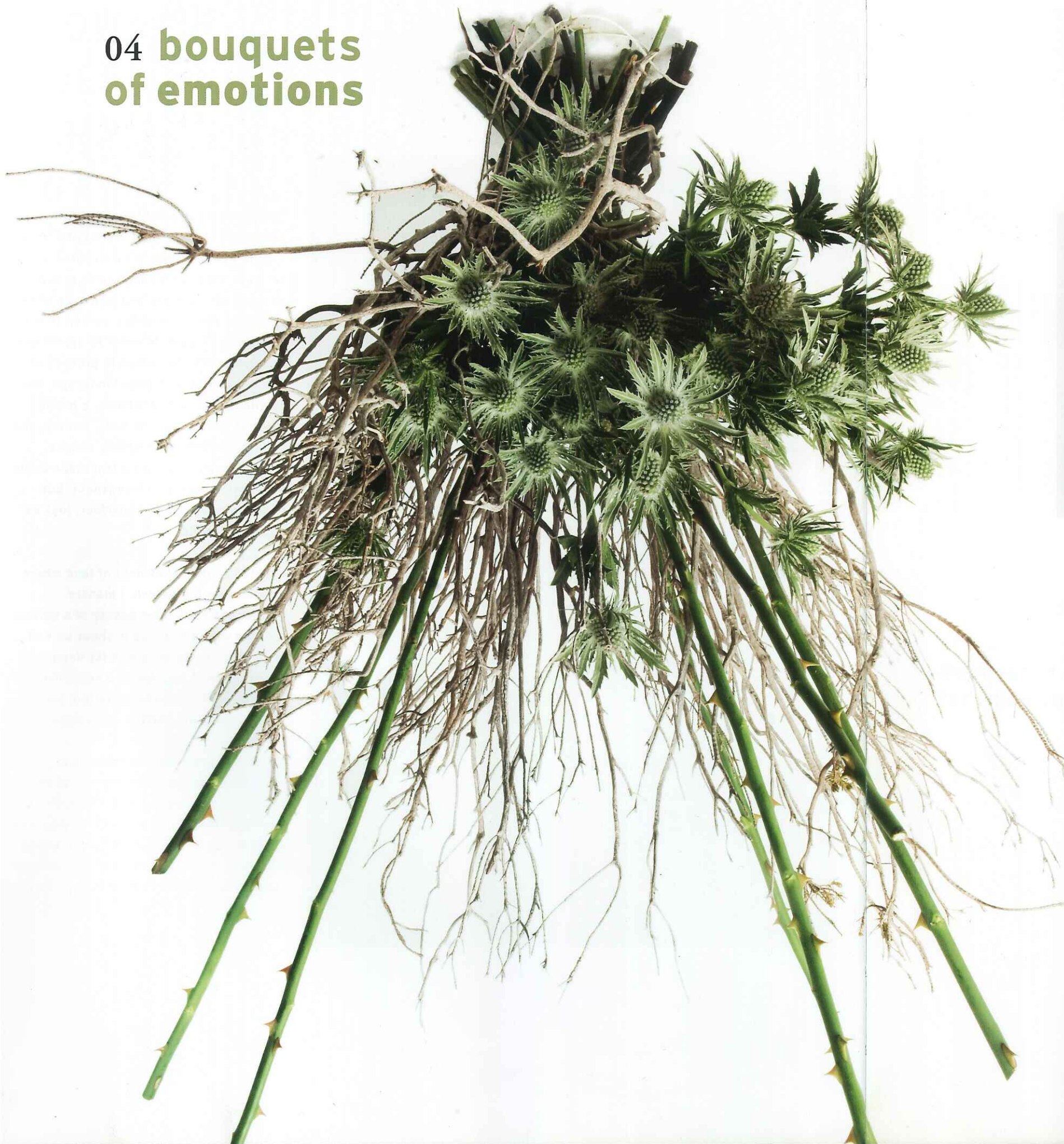
# hortroom<sup>®</sup>

a horti-cultural view

*curiosities*



## 04 bouquets of emotions





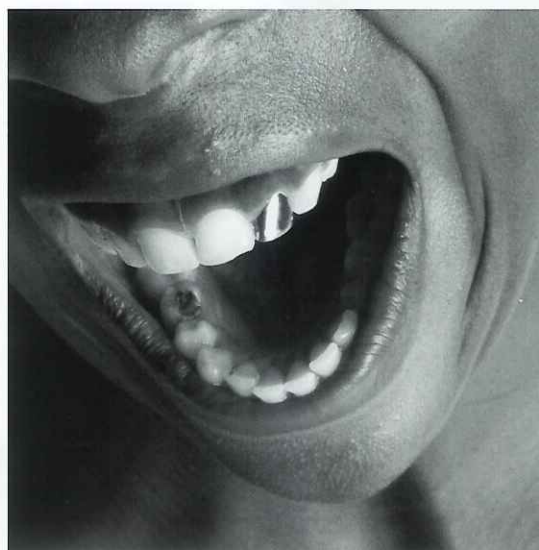


**Bouquet of Anger:  
to express a feeling of injustice**

The ancient language of flowers speaks the meanings of the heart. To choose a flower or several and offer them is to deliver a potent message. And as with all languages, the art of saying what we mean is one of nuance. What flower or plant conveys what? Furthermore, what is our feeling actually composed of?

How is it arranged? When we say "I feel happy", what elemental emotions come together to result in that expression? Dutch design partners Miriam van der Lubbe and Niels van Eijk have delved into the plant lexicon to design Bouquets of Emotions that are fluent in this language of feelings. The vocabulary of their bouquets goes far beyond the customary, widening the expressiveness of a botanical offering to include strong emotions of unexpected kinds, and making use of plants and arrangements that surprise with their evocative power.





**Bouquet of Jealousy:  
for when you are green**

Each of these floral creations is available to order at local florists across the Netherlands via the Fleurop network. Every Bouquet is carefully composed with ingredients chosen for the symbolism of their flowers, forms and colours. The Bouquet of Love, for example, is composed of 100% love: all roses. The Bouquet of Happiness, though, is composed of 25% fun, 25% love, 25% pleasure and 25% delight, with flowers like the joyous gerbera and the festive chrysanthemum to speak these meanings. Feeling absolutely furious? Offer a Bouquet of Anger, composed of various woody materials, eryngium, and the flowerless stems of roses, for a mix of 80% anger, 10% moodiness, and 10% disappointment. With this Bouquet, its unsettling presence is such that we are not far from spell-casting: thorny, thistly, bristling rage emanates palpably from this explosion-like arrangement. Emotion indeed! With a Bouquet like this, mere words become superfluous.





## Bouquet of Gratitude: to say thank you



....various sensory elements of flowers combine, even serendipitously, to directly affect mood. The effect would occur even if a flower were a de novo event in a human experience. Using this explanation, flowers prime positive psychological responses because they are "super-stimuli," directly affecting moods through multi-channel sensory interactions.

From An Environmental Approach to Positive  
Emotion: Flowers, **Evolutionary Psychology**,  
17 April 2005, by Haviland-Jones, Rosario, Wilson  
and McGuire