

love is change

This installation, commissioned to celebrate the inauguration of President Barack Obama, uses the ancient language of flowers to encompass the spirit of our current changing, uncertain and exciting times and the heightened need for leadership, guidance and collaboration across the globe.

The colours and species of the flowers have been specifically selected for their symbolism and significance: Red, white and black are all present in flags from Obama's varied heritage. Red carnations are used to demonstrate Obama's characteristic passion and love for his people, alongside the danger and importance which accompanies the power of presidency. In order to combat this, bark has been included to symbolise protection.

Roses are a highly evolved species connected with our hearts and spirit. To the Masai tribes of Kenya and Tanzania the colour black is associated life and prosperity. Here, the Bacarra or black rose symbolises strength and protects love, bids farewell to the past and welcomes the future. The Kenyan roses are Fairtrade certified as part of the Flower Labelling Programme.

Pussy Willow represents cyclical energy, birth and death, and the intention to create change. The Anemone signifies the global sense of anticipation surrounding Obama, with the sphere representing the potential positive effect America has on the planet.

Please let us know your thoughts?

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ETHICAL FLORAL INSTALLATION

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About your designer

Young social entrepreneur Lauren Craig is a leader in holistic thoughts concerning equity throughout humanity, ethical global business practice, enterprise and management in the creative Arts, therefore fusing creativity to alleviate social, cultural and environmental issues. She is a University of the Arts London Graduate, Cultural Leadership Programme and Schumacher College alumni Fellow of the School for Social Entrepreneurs, as well as a member of Wise Women and London Community Recycling Network and the Fair Flowers and Fair Plants Association.



About Thinking Flowers?

Thinking Flowers? founded 2003 is an ethical floral design consultancy, which highlights certain unethical elements of the cut-flower industry and offers an alternative - namely floral design with a conscience meaningful, minimal and modern design concept.. Clients have included the Tate Modern, Banqueting House, BAFTA, Westminster Cathedral, Royal Festival Hall, British Library, Emirates Stadium and the House of Commons.

Thank you for Thinking Flowers?

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