

Writtle College Library
Subject Guide

Floristry

- Books, dictionaries and directories
- Journals and magazines
- Audio-visual material
- Electronic information
- Company/Product information
- Useful websites / Organisations

This guide is intended to highlight the main information sources for Floristry students – there may be other areas of the Library which are useful.



Picture by Juliebee (Flickr)

Books

Books are arranged under the Dewey class system (which runs from 000-999). Each subject area has its own number.

Quick classification Guide

Botany / Plant Science	581
Business - marketing	658.8
Cut flowers – production and handling	635.966
Floristry - all aspects	745.92
Glasshouse growing	635.028
Horticulture	635
Individual plants and flowers	635.9
Interior planting design	635.9651
Land Art	709.04076
Nursery growing	635.91

Dictionaries and encyclopaedias are available in the Quick Reference section in the Library, on the ground floor, and also on the open shelves.

AIPH International Statistics: Flowers and Plants, formerly the Yearbook of International Horticultural Statistics.

Horticultural Business Data, economic statistics from across the sector.

Horticultural Directory provides sources of supply for garden centres, commercial growers and amenity buyers

Audio-visual media

Audio-visual media are listed on the computer catalogue and can be borrowed. They are kept in the Short Term Loan room on the ground floor.

DVDs can be viewed at any time during opening hours upstairs in study room 3.

CD-ROMs We have a whole range of CD-ROMs on a variety of subjects, which can be searched for using the Library OPAC.

Journals and magazines

Journals are an excellent source of information on current research, trends and practice.

Journals are arranged in alphabetical order of title. The current ones are on display on the ground floor, back numbers on the upper floor. If you cannot find the ones you are looking for please ask, as there are some exceptions. Journals cannot be borrowed, but articles can be photocopied.

Relevant Floristry Titles:

Fleur Creatif

FloraCulture International

Florist and Wholesale Buyer

Florists Review

Flower Tech

Focal Point

Fusion Flowers

Horticulture Week

Electronic information

The Library subscribes to a number of online databases which offer access to journal abstracts, articles and reports. They can help you to locate resources that can be found in the Library or elsewhere. They can be accessed via Moodle. You can search for specific subjects, for article titles, works by a particular designer or you can browse through specific journals.

Art + Architecture Complete http://moodle.writtle.ac.uk/mod/resource/view.php?id=23616	Journal index, some with full-text access – Off-campus access with Athens Password
Business Source Premier http://moodle.writtle.ac.uk/mod/resource/view.php?id=4148	Business information (mostly full-text) – off-campus via Athens
Land, Life and Leisure http://edina.ac.uk/landlifeleisure	Land-based indexing – on-campus via direct access, off-campus via Athens
Mintel Reports http://academic.mintel.com/	UK Market Research and Company Reports – Athens login

Useful websites / Organisations

A useful starting point for searching for internet material is the Intute Subject Gateway, see <http://www.intute.ac.uk>

American Institute of Floral Designers: Information about floral design, books and publications. Examples of winning designs.	http://www.aifd.org
British Florist Association: Trade association representing nearly 6,500 florists.	http://www.britishfloristassociation.co.uk/
International Florist Organisation FLORINT: Representing the floral retail industry throughout Europe	http://www.florint.org/
Flora Holland: International Flower Trader	http://www.floraholland.com/en/Pages/default.aspx
Flower Council of Holland: Information on marketing of Dutch cut flowers and houseplants. Publications on industry matters.	http://www.flowercouncil.org
Flowers and Plants Association: Information on the UK and international market re. commercially grown cut flowers and indoor plants.	http://www.flowers.org.uk
Fusion Flowers website – leading journal on contemporary floristry in the UK	http://www.fusionflowers.com
Horticultural Development Company,	http://www.hdc.org.uk

Research organisation to support industry. Membership number and password needed to retrieve full-text publications – please ask for details	
Horticulture Week – journal website	http://www.hortweek.com
National Association of Flower Arranging Societies NAFAS	http://www.nafas.org.uk
Plants for People: Details of research on the benefits of plants in the working environment.	http://www.plants-for-people.org/eng/index.htm
Royal Botanic Gardens Kew: Also provides access to several useful databases.	http://www.kew.org
Royal Horticultural Society	http://www.rhs.org.uk
Society of Floristry: Web-site contains details of professional florists in the UK and galleries of examples of designs.	http://www.societyoffloristry.org

Please ask for help if you have any questions about Library resources.

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