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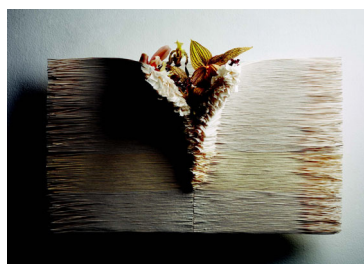
Hiroto Inoue

Funny Style

Hiroto Inoue. Photography by Kiyokazu Nakajima

Hiroto Inoue studied architectural engineering and worked at a construction company for ten years before changing careers. He opened a flower shop and dedicated most of his time to commercial flower designs, especially wedding flower decoration. The designs in this book show Hiroto Inoue from a different, far more personal side. Whether his background in engineering has something to do with it or not, Inoue excels in creating intricate geometric designs and compositions that often seem to defy gravity. He constructs solid and firm backdrops for his flowers with the thinnest and humblest of materials: slender blades of grasses, orchid roots, slithers of bamboo, strips of wood veneer and especially paper. These fascinating, carefully constructed backgrounds are adorned with few or just one single flower. It results in stunning designs that perfectly balance manmade and natural materials, structure and spontaneity.

Hiroto Inoue werkte tien jaar als bouwkundig ingenieur toen hij een radicale carrièreswitch maakte. Hij opende een bloemenwinkel waar hij zich vooral toelegde op commercieel werk, in het bijzonder decoraties voor huwelijken en events. De ontwerpen in deze eerste monografie tonen Hiroto Inoue echter van een andere, meer persoonlijke kant. Of zijn achtergrond als ingenieur er iets mee te maken heeft of niet, Inoue blinkt uit in het creëren van complexe geometrische vormen en composities die de zwaarte kracht lijken te tarten. Met de slankste en nederigste materialen - grassprietten, orchideeënwortels, stroken bamboe, houtfi neer en vooral papier - construeert hij solide achtergronden waartegen zijn bloemen, of vaak een enkele bloem, in al hun eigenheid kunnen stralen. Het resultaat zijn fascinerende ontwerpen met een perfecte balans tussen structuur en spontaniteit.



HIROTO *Funny Style* INOUE





Japanese floral artist Hiroto Inoue, whose delightful charm and witty nature earned him the nickname 'Funny' in the floral design universe, excels in creating intricate geometric designs and compositions that often seem to defy gravity. His floral creations pair an incredible sensitivity with impeccable technique and testify of his boundless love of nature as well as his inner gentleness.

Hiroto Inoue constructs solid and firm backdrops for his flowers with the thinnest and humblest of materials: slender blades of grasses, orchid roots, slivers of bamboo, strips of wood veneer and especially paper.

These fascinating, carefully constructed backgrounds are adorned with few or just one single flower. It results in innovative designs that perfectly balance manmade and natural materials, structure and spontaneity.

HIROTO *Funny Style* INOUE







NATURE IS A TREASURE | 宝物
VIOLA, HEUCHERA, CAREX, LOBULARIA MARITIME, PELARGONIUM GRAVEOLENS, BEGONIA,
JASMINUM POLYANTHUM, PRIMULA, CALLUNA, PRUNUS MUME



COMPLEX RELATIONSHIP | 複雑な
PHYLLOSTACHYS INGRAM, ZANTEDESCHIA,
RANUNCULUS, TRACHYMENE COERULEA,
CENTAUREA CYGNUS, GLORIOSA,
ALLIUM SPHAEROCEPHALON



SIMPLE RELATIONSHIP | シンプルな
XANTHORRHOEA, PAPHIOPEDILUM, MILTASSIA









PRAYER 祈り
KOYORI, PHALAENOPSIS, CATTLEYA



RIDING ON THE WIND | 風に乗って
CRATAEGUS CUNEATA, COSMOS ATROSANGUINEUS, CLEMATIS, VIBURNUM OCVLUS ROSEMARY,
HELICHRYSUM, GLORIOSA, STEMONA JAPONIKA





SEASONAL WREATH WINTER TURN | 冬
KOYORI, MILTASSIA, CATTKERIA, PAPHIOPEDILUM, PRUNUS MUME



“SLINKY” | スリンクキー
OCHROMA PYRAMIDALE, ZINNIA, COSMOS ATROSANGUINEUS, CLETHRA, CAPSELLA BURSA-PASTORIS,
CLEMATIS, LAGURUS OVATUS, LATHYRUS LATIFOLIUS, PETUNIA, HEUCHERA



PAPER TABLE DECORATION | 紙のテーブルデコ
PAPER, PHYLLOSTACHYS INGRAM, BEALLARA, EPIDENDRUM, GLORIOSA,
ONCIDIUM, IONOPSIS, MILTASSIA, JASMINUM POLYANTHUM,



MY FAVORITE MATERIAL.
"KOYORI" | こより
KOYORI, MILTASSIA



"WASHI" | 和紙
WASHI, KOYORI, PAPHIOPEDILUM,
MILTASSIA, STEMONA JAPONICA,
DIANTHUS BARBATUS



Biography

Writing now

Certified Skilled Professional on Flower decoration , Grade 1

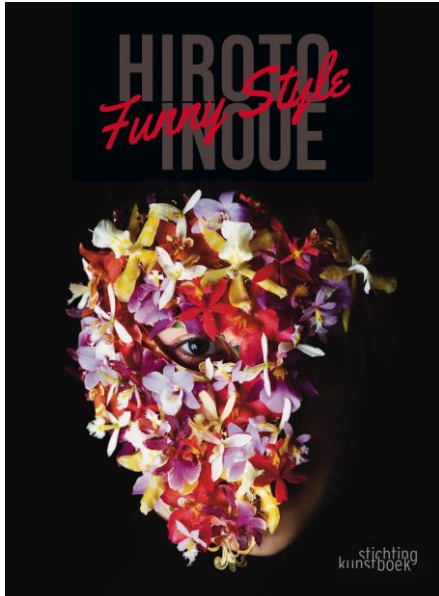
Career highlights

- 2000 NFD Grand Prix 2001- Golden Flower Award
- 2001 NFD Japan Flower Design Award 2001-Hand tide Boutique-2nd
- 2002 Demonstration in Taiwan
- 2003 NFD Japan Flower Design Award 2003-Hand tide Boutique- Incentive Award
- 2004 NFD Japan Flower Design Award 2004-Arrangement-1st,Blue ribbon Award
- 2005 8th Wafa RUNNER UP TO BEST IN SHOW
- 2006 NFD Japan Flower Design Award -Arrangement WA -2nd
Fuji Flower ship Grand Prize
- 2007 NFD Japan Flower Design Award 2007 -Objects- 3rd
Demonstration in Taiwan
- 2008 - Japan Florist of the Year 2008 -3rd
NFD Grand Prix 2008- Gold Award
- 2009 NFD Japan Flower Design Award 2009 -Arrangement free -2nd
Japan Florist of the Year 2009 -3rd
Flower Expo in Korea Demonstration()
- 2010 NFD Japan Flower Design Award 2010 -Objects-3rd
- 2011 NFD Japan Flower Design Award - Grand Prize
NFD Grand Prix 2011- Gold Award
- 2012 NFD Japan Flower Design Award -2nd
- 2015 Flower Japan Cup - Best in Show
International Flower Design Contest Japan - Silver Award
Tokyo Flower Award -2nd
Certified Skilled Professional on Flower decoration National convention - Silver Award
- 2016 Fusion Flowers International Designer of the Year - Winner & Platinum Award
- 2017 Fusion Flowers International Designer of the Year - Silver Award
Flower Japan Cup - Gold Award
International Flower Design Contest Japan - Silver Award
Certified Skilled Professional on Flower decoration National convention- Bronze Award
FDSS DREAM BALL2017 (Singapore)
- 2018 Flower Japan Cup - Best in Show
International Flower Design Contest Japan - Bronze Award
THE12th China International Orchid Show (China)
Royal FLORIA PUTRAJAYA 2018 (Malaysia)
- 2019 Flower Moments 2019 Color Award(Korea)
Workshop in PHS; Philadelphia Flower Show(USA)
Workshop in Shanghai (Original qualification)
- 2020 Workshop in San Francisco; Occasion (USA)

Special thanks

Writing now

NAJAAR 2020



HIROTO INOUE Funny Style

Auteur: Hiroto Inoue

Fotografie: Kei Yamada, Kiyokazu Nakajima

33 x 24,5 cm

96 p, hardcover

+60 illustraties

Tweetalige editie: Engels/Japans

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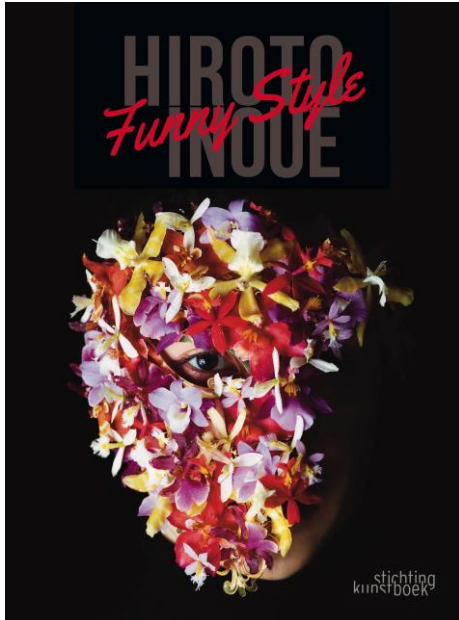
€ 39,90

Verwacht: november 2020

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FALL 2020



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Photography: Kei Yamada, Kiyokazu Nakajima

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Bilingual edition: English/Japanese

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