



Keri Murphy chosen as national ambassador for flowers week

Tawa florist Kerri Murphy from Twisted Willow drew on her experiences with depression to create a design as an ambassador for New Zealand Flowers Week.

Given the emotion "sorrow" as inspiration, Kerri wanted to convey something less obvious than death.

Three decreasing circles of more than 400 tightly woven flowers rest over a textured background of green foliage.

A sea of white petals spill down from the circles onto the floor.



The arrangement depicted Kerri's own experience with depression.

The circles showed different mindsets; black for depression, grey for hope, and white for the light in the distance.

Five florists met in Auckland on October 9 and created large-scale installations which were then photographed for display.

This year's theme is "the power of flowers", and each florist was given an emotion for inspiration.

Flowers could represent dark times, but could be made beautiful in a different way.

The six hours spent on Kerri's design over two days were an "emotional but passionate" experience.

Kerri hoped people would realise there was always light. "It's a bloom towards hope." She described her style as textural, and she always aimed to create an emotion in the viewer.

"We're lucky in NZ, we have an amazing contrast of foliage."

In her 30 years as a florist, Kerri learned it was easier to create an arrangement with a person or "vibe" in mind.

"It's always easier when you meet the person," she said. "It's hard when people ring and say, 'Make me something.'"

Kerri studied for five years to get a diploma in floristry.

People often didn't realise how much work went into a floral arrangement, but she loved the work.

"It's your happy place. You go into your zone."

All the flowers used for the week were grown in New Zealand and supported local businesses.

"It's a celebration of the industry," she said.

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