



# Per Benjamin : Elements

Per Benjamin, Helen Pe



Swedish master florist Per Benjamin won the Swedish championships in 1997, the Scandinavian championships in the year 2000 and became world champion in floristry in spring 2002. According to Per Benjamin, floral art is all about emotions. Bringing flowers to the people is creating emotions, is showing them that the future has always something good, something beautiful to offer. He considers himself as privileged to work with flowers every day. His favourite botanical material is an immense variety of grasses. He likes to work in a minimalist way with one material in several different variations to build an exciting, complex but at the same time clean and simple object. Craftsmanship and ingenuity are two key words in his work. Most of his arrangements are rather discrete. They never try to dominate and even the bigger objects are light and somehow transparent. However, they always manage quite easily to draw ones attention, in an elegant, charming way. Per Benjamin is without any doubt one of the

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