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Floristics In Rustic Style as An Example of Practical Eco-Design in The Modern World

Rustic Style Floristics as An Example of Practical Eco-Design in The Modern World

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Abstract- The purpose of this article is to define methodological approaches and the practical application of the rustic style as an example of practical eco-design in the modern world.

The research methods used in the article include: abstract- logical method; system analysis; observation and generalization; analysis and synthesis; expert evaluation methods; and graphical method.

This study identifies the fundamental concepts and structure of the rustic style. It examines how, in floristic art, the rustic decoration direction is expressed in compositions that use wildflowers (according to season), dried flowers and cereal grasses, tree branches, moss, bark, fabrics of natural fibers such as burlap, linen, ropes, and wooden elements. Key ecological principles embodied in the rustic style are defined, including the use of local resources; recycling and reuse;

simplicity and conscious consumption. The main principles and characteristics of decorating with natural materials are determined—use of seasonal and locally grown plants; emphasis on recycling and reusing items (e.g., glass jars, wooden boxes, bottles); rejection of synthetic plastic, floral foam, and glitter; décor that influences emotions by calming, inspiring, and shaping

style. Furthermore, the study finds that one of the key features of rustic interiors is the widespread use of untreated wood, which must not be painted or varnished but only treated with special agents for pest protection. The use of rustic style in decorating modern offices, cafés, and other spaces is characterized, and its negative aspects and limitations are identified: risk of appearing careless or overly simplistic; stylistic constraints; seasonal dependence; durability issues; difficulties in cleaning and transporting décor; limited color palette; and lack of technological compatibility.

Keywords: floristics, rustic, décor, natural materials, dried flowers

Introduction

Problem Statement. Floristics is more than just creating floral compositions; it is a true art form that combines the allure of nature, human creativity, and emotion. This craft has a long history spanning thousands of years and continues to flourish in the modern world, responding to new trends and technological changes. In this paper, we explore the history of floristics, its evolution, and the contemporary directions shaping this art today.

Rustic style has gained increasing popularity for its naturalness and ease. Rustic bouquets often include meadow flowers, grasses, and leaves that evoke a sense of unity with nature. They feature elements like twine, kraft paper, and wooden accents, underscoring their simplicity and organic feel.

Today's world confronts numerous challenges—environmental pollution, climate change, and resource overuse. In response, eco-design—combining aesthetics with environmental care—has gained traction. Rustic style floristics exemplifies this trend, prioritizing simplicity, naturalness, and closeness to the earth.

Analysis of Recent Research and Publications. Practical studies on rustic style identify its defining features and potential obstacles to blending it with modern design—a topic investigated by Brent Darby, Rebecca Lawson,

Reena Simon, and Taylor Wittwer. However, comprehensive research on integrating rustic and contemporary design solutions remains limited, highlighting the need to raise public awareness and further scholarly examination.

Objective. The goal of this article is to determine methodological approaches and practical applications of rustic style as a form of eco-design in the modern world.

Tasks:

1. Investigate the main concepts and structure of rustic style
2. Identify the key ecological principles of rustic style
3. Define principles and characteristics of decorating with natural materials
4. Characterize the use of rustic style in modern offices, cafés, and other spaces
5. Determine negative aspects and limitations of rustic style development

Research Methods. The study employs: abstract-logical method; system analysis; observation and generalization; analysis and synthesis; expert evaluation; and graphical method.

Main Research Material

Rustic (from Latin *rusticus*—"rural," "simple-hearted") celebrates naturalness, unpretentiousness, and imperfect charm [1]. In floristics, it manifests through compositions using:

- Seasonal meadow flowers
- Dried flowers and grasses
- Branches, moss, tree bark
- Natural fabrics and materials—burlap, linen, twine, wood

This style expresses humanity's yearning for closeness to nature and the search for beauty in the unadorned.

Table 1 summarizes its core components:

Component	Example Use	Effect
Flowers	Daisies, cornflowers, lavender, cereal stalks	Local character, informal natural
Materials	Jute, burlap, linen, cotton, wood, bark, moss	Eco-friendliness, rich textures
Containers/	Glass jars, clay pitchers, wooden crates, baskets	Lightness, reuse, rustic vibe

Vases		
Décor	Pinecones, branches, moss, dried leaves, candles, twine, lace	Handcrafted feel, atmospheric warmth
Color	Earth tones: cream, green, ochre, brown,	Visual calm, connection with nature
Compositio	Asymmetry, loose arrangement, “imperfect”	Natural beauty, relaxed formality
Approaches	Minimalism, creativity, DIY	Frugality, individuality, low ecological footprint

Source: based on [1]

Rustic interior design often aligns with American Country and French Provence but differs in its raw simplicity.

Emerging as a reaction against hi-tech trends—gloss, glass, metal—rustic style valorizes rural simplicity and deliberate roughness.

The trend toward living in harmony with nature has fueled its popularity. Owners of rural homes often leave authentic elements untouched for budget reasons, which adds unique charm to wooden interiors.

Rustic style favors nearly untreated materials over plastics, metals, and glass. Ideal for country homes and cottages, it also creates a unique, relaxing atmosphere in urban apartments [2].

Ecological Principles in Rustic Floristics:

1. Use of Local Resources. Bouquets made from locally grown flowers reduce carbon footprint.
2. Recycling and Reuse. Bouquets feature recycled packaging—glass jars, egg-carton boxes, wooden crates reducing waste.
3. Simplicity and Conscious Consumption. Aesthetic focus on atmosphere and nature; often no floral foam, which harms the environment [2].

Rustic floristry contrasts with commercial floristry’s reliance on artificial preservation and plastic. It offers sincerity over sheen, cozy aesthetics over luxury, and mindful respect for nature [3]. This is evident in weddings, events, and home décor, where eco-friendly solutions are increasingly valued.

Principles of Decorating with Natural Materials:

- Use seasonal, locally available plants
- Emphasize recycling and reuse (e.g., glass jars, wooden boxes)
- Reject synthetic plastic, floral foam, glitter

- Décor should calm, inspire, and shape atmosphere

Eco-style interiors address environmental challenges, harmony between humans and nature, and people’s innate need to interact with their surroundings. Rustic style fulfills both aesthetic and functional roles, emerging during times of urbanization when natural simplicity was longed for [3].

A key feature is extensive use of untreated wood, treated only for pest protection. Ideally, interiors appear handcrafted by you or your ancestors—though this bespoke work can be costly.

Applications in Commercial Spaces

Cafés. Combine rustic with Boho, Ethno, Scandinavian Minimalism. Accents:

1. Dried flower bottles on tables
2. Eucalyptus or pinecone garlands
3. Mini planters with moss, cacti, aromatic herbs
4. Bark panels and jute rope décor with dried flower/coffee bean accents
5. Live plants in woven baskets—urban jungle trend [4]

Creates a cozy, natural, sincere atmosphere ideal for relaxed coffee and conversation.

Eco-Stores. Blend rustic with Eco-Minimalism, Zero-Waste, Wabi-Sabi. Features:

1. Burlap displays, wooden crates, dried grasses
2. Hanging bundles of mint, lavender, thyme
3. Natural paper labels adorned with dried flowers
4. Green walls or vertical gardens
5. Rattan light fixtures decorated with pinecones and foliage [4]

Fosters trust, naturalness, and environmental awareness. Offices. Pair rustic with Biophilia and

Modern Minimalism. Ideas:

1. Desktop terrariums—glass with branch, moss, stones
2. Office “green oasis”—potted sansevieria, spathiphyllum, ficus
3. Bark and flower mobiles or panels as art installations
4. Seasonal décor—willow in spring, acorns/rowan/maple leaves in autumn
5. DIY team-made eco-compositions to boost engagement [5]

Enhances mood, reduces stress, and improves productivity.

Additional touches: linen or cotton textiles—napkins, curtains, throws; soft, diffused lighting—rattan string lights, lamps; ceramic pots, wooden plaques, wicker baskets [7].

Educational and Daily Integration

Education: Integrate into craft, ecology, and art lessons; eco- projects; school holiday décor [5].

Everyday Life: Simple eco-decor—kitchen dried plant arrangements, wildflower veranda bouquets, wooden-vessel candles.

Limitations:

1. Risk of looking careless or oversimple
2. Style may not suit urban/corporate events
3. Seasonal constraints—best in autumn/winter
4. Durability issues—natural elements age and shed
5. Cleaning/transport challenges—fragile eco-décor
6. Narrow color range—hard to match bright branding
7. Incompatibility with LED displays and modern tech [6]

Summary: Rustic style is excellent for intimate events, weddings, and eco-initiatives but requires careful tailoring to context, location, and audience. Its drawbacks can be mitigated by professional design and blending with other styles (Scandi, Minimalism, Boho).

Conclusions and Future Directions. Rustic style floristics transcends mere decoration; it embodies conscious living, reverence for nature, simplicity, and locality. In an era of sustainable development, these principles guide a future where beauty, modernity, and ecological

mindfulness coexist.

In floristic compositions, this direction uses seasonal meadow flowers; dried flowers and grasses; branches; moss; bark; natural fabrics like burlap, linen, ropes; and wooden elements. It reflects the human quest for harmony with nature, natural aesthetics, and rejection of artificial embellishments.

Rustic style favors natural, unprocessed materials over plastic, metal, and glass. It suits country homes, cottages, and urban dwellings, creating a unique, tranquil atmosphere.

Despite its virtues, rustic style has cautions: risk of oversimplicity, stylistic limits, seasonal dependence, durability issues, and tech incompatibility.

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