



# Modern Traditions

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Traditional sympathy tributes have long been a staple in the local flower shop. Our customers continue to order them, our sales staff continues to sell them and so our designers continue to create them. What exactly does the term traditional sympathy tribute mean? These types of tributes are referred to as funeral sprays, trads, and funeral baskets. Historically the traditional sympathy tribute tended to consist of a one-sided equilateral triangle or fan shaped arrangement, often created with palm, gladiolus, carnations and some variety of mums. Higher end versions might include lilies, roses and other premium flowers. They are often used as end pieces to be placed at the head or foot of the casket. If this sounds all too familiar to you it is probably time to rethink your perception of what constitutes a traditional sympathy tribute.

What characteristics really define this category of sympathy design? Well, let's look at what purpose they serve in the funeral. Traditional sympathy tributes, make a big statement and many times are sent to represent family or other close

relationships with the deceased. This tells us that the perceived value is of key importance, so the characteristics like being one-sided serves to maximize the impact of the flowers. The equilateral triangle and fan shapes that have been so popular do create a big impact; however other shapes or forms can achieve the same results. The important elements that these older forms provide include the height and width that creates a big visual impact. They are effective in conveying a perception of value and making a statement, but exactly what statement are we making? We have all been to services where the traditional arrangements sort of blend into each other becoming non-descript with the only thing truly setting them apart is the sheer size of some of them. As professional designers we need to look at how we interpret these orders and help the "traditions" evolve into modern expressions. Even the very best traditions need to be updated to keep pace with changes in trends and consumer preferences.

Remember to continue to incorporate more cost-effective materials with premium flowers to help control your COGS while still achieving a dramatic look.



The effective use of negative space and line are vital to establishing dramatic visual impact when creating modern sympathy tributes.

