



## Hideyuki Niwa

### Japanese Contemporary Floral Art

Hideyuki Niwa

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- Beautiful photographs capture this artist's original approach to floral design

Surrounded by flowers from a very young age, the decision to become a floral designer was an obvious one for Hideyuki Niwa. To keep on challenging himself, Niwa often takes part in competitions and tries creating and photographing a new design every day to get a thorough understanding of the characteristics of flowers and their possibilities. His classic, linear style and minimalist expression with careful placement of plant materials, quintessential characteristics of the Japanese aesthetic concept *wabi sabi*, rightfully won him a Bronze Leaf in the 2010/2011 edition and the Gold Leaf in the 2012/2013 edition of Stichting Kunstboek's prestigious *International Floral Art*. Text in English and Japanese. Also available: Ryusaku Matsuda, *Contemporary Floral Art* ISBN: 9789058562999 Naoki Sasaki, *Japanese Contemporary Floral Art* ISBN: 9789058562647