



# Flower Flash

by Lewis Miller



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PAGES: 240

TRIM: 9 1/2 x 11 1/2 inches

ILL: 550 color



**“You need to add [Flower Flash] to your reading list. . . . [It] traces Miller’s floral journey from the first installation to now through behind-the-scenes snapshots and explanations of each creation.”**  
—VERANDA

**“Lewis Miller, who has, under cover of night, turned the city’s bedraggled mascots, the waist-high metal mesh garbage cans, into giant vases — is taking the most evanescent of the decorative arts into places it has rarely gone. Unlike graffiti, which is meant to leave its mark on mostly urban environments for as long as possible, these installations attempt not to defy but to chronicle nature’s mutability.”**  
—NANCY HASS, *T: THE NEW YORK TIMES STYLE MAGAZINE*

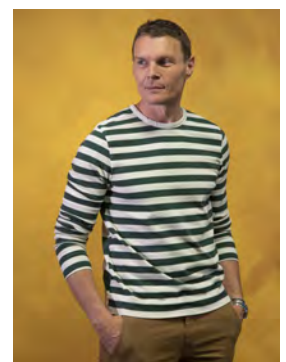
**“The Banksy of floral design.”**  
—*THE NEW YORKER*

**Flower Flash**, a new book documenting beloved floral designer Lewis Miller’s hugely popular guerrilla flower installations is a gorgeous and poignant behind-the-scenes look at nearly 100 installations. The book’s kaleidoscopic, collage-like design reflects the spontaneous energy of the Flashes, the dynamic spirit of New York City, and the myriad art historical sources from which Miller draws inspiration.

Divided into three heavily illustrated sections—The First Flash, Beauty Before Dawn, and Beauty in the Dark—this must-have book tells the story of the early tentative Flashes in fall 2016, the confident Flashes up until early 2020, and the Flashes of the pandemic to the present.

## About the Author

Lewis Miller was born and raised in California farm country amid olive, almond, and peach orchards, and developed a respect for nature early on. At eighteen, he moved to Seattle where he studied horticulture and landscape design, and after seven years of successfully pursuing his interests in design, flowers, and event planning, Miller moved to New York, where he worked for one of the city’s top floral boutiques.



In March of 2002, Miller’s vision of a country life in a metropolitan setting inspired him to create Lewis Miller Design. Since striking out on his own, Miller has created stunning floral designs for the Met, the Whitney, Tiffany, Ferragamo, Versace, Viktor & Rolf, and Bergdorf Goodman. In 2016, Miller invented the Flower Flash—a guerrilla flower installation—and has created more than 90 since.

**#flowerflashbook**

# Flower Flash - PR & Marketing



The press campaign initiated with a PR newswire announcement in June that reached 145M total potential audience across 104 outlets including, Yahoo and the Associated Press

## CONFIRMED PRESS

### **National:**

Martha Stewart Living (circ. 2 million), Vogue (circ 1.2 million), Flower Magazine (circ. 50,000), House Beautiful (circ. 812,000)

### **Regional:**

Luxe Interiors + Design (Greater New York area), Modern Luxury Manhattan (circ. 61,000), Dolce Magazine (circ. 58,000; Canada)

### **Digital:**

Vogue Online (7.6 million UVM), Veranda Online (630,000 UVM), Cool Hunting (150,000 UVM), The Slowdown (10,000 UVM), Gotham Magazine Online, Guest of a Guest, Frederic Magazine (Schumacher online magazine)

### **International:**

Bloom magazine (UK), FT How to Spend It (UK)

### **Additional pending:**

air mail, Architectural Digest, BBC Gardeners' World Magazine, Country Homes and Interiors, Country Living, Design Crush, Dujour, Elle Decor, Galerie Magazine, Garden Design Journal, House Beautiful, L'Officiel, The Telegraph, Untapped Cities, Washington Post, Veranda, Town & Country, Harper's Bazaar

## EVENTS

### **Confirmed events include:**

June 10, 2021: Virtual Monacelli Preview event with a flower flash installation outside the Cooper Hewitt Museum

October 26, 2021: Launch party at Tory Burch, New York, NY

November 4, 2021: The Garden Conservancy presentation to members nationwide (virtual)

December 3, 2021: Aerin Lauder event, Palm Beach, FL

March 10, 2022: Garden Club of Memphis presentation and book signing

March 15, 2022: New Canaan Garden Club x Darien Garden Club presentation and book signing

May 10, 2022: Charleston Garden Club presentation and book signing

### **Additional potential events with partners including:**

Vogue, Fotografiska, NYBG, The Strand, Bergdorf Goodman, the Guggenheim, Rowing Blazers, Tory Burch (Palm Beach, FL)

## MARKETING

**TV:** November 4, 2021: Lewis Miller will be a guest judge on Project Runway - book to be mentioned in his introduction

**DIGITAL:** October 2021: Garden Club of America (18K members) - Lewis Miller to be featured in video series, 30 minutes with a book component and link to purchase

**AD:** Garden Club of America Bulletin (18K members) - Half-page book ad, fall issue

## SOCIAL

Hudson Grace (32.7K IG followers) - IG Live interview about the book with Lewis Miller + email promotion (40,000 customer database)

NYDC - New York Design Center (47.6K IG followers) - Instagram book talk, with opportunity to gift the book at holiday

**Endorsement targets include:** Tory Burch (2.7M IG followers), Elaine Welteroth (668K), Whitney Robinson (92.7K), Chloe Sevigny (906K), Amy Astley (228K), Harling Ross (82.8K), Dear Anabelle (10.4K), Darcy Miller (91.3K), Kit Kemp (The Crosby Hotel and The Whitby Hotel) (79.4K), Bette Midler (1.3M), Tabitha Simmons (323K), Lauren Santo Domingo (332K), Wendy Goodman (35K), Karlie Kloss (9.3M), Gucci Westman (234K), Stellene Volandes (83.1K), Peter Som (45.9K), Veronica Beard (202K), Deborah Pagani (28K), Rebecca Minkoff (912K), Christian Siriano (1.7M).

### **Museums with artwork represented in the book:**

Metropolitan Museum of Art

Cooper Hewitt Smithsonian Design Museum

New York Public Library Digital Collections

Yale Center for British Art

Getty Museum

Rijksmuseum