



Marthine Søyland Hoel

Floria Moria

Grow beautiful bouquets

Hooked on flowers? Learn how to easily grow your own, locally grown and organic flower bouquets!

Marthine Søyland Hoel is a trained gardener and runs the flower farm Floria Moria in Tønsberg. There, she grows unique, nostalgic cut flowers in a sustainable way.

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Here you also get good advice on tying flower bouquets, what it takes to make beautiful flower decorations and how to dry flowers. The book also contains good guides to everything from collecting seeds, how to extend vase life and proper harvesting techniques.

This is a book for both garden enthusiasts and flower growers in the starting pit, for those with a large garden and those with a few pots on the balcony – all adapted to Norwegian growing conditions.

"This is the book for those of you who love flowers and dream of your own lush cut flower garden – whether you are an experienced garden enthusiast or a flower grower just starting out."

- Cecilie Louise Berg, Boligdrøm

Marthine Søyland Hoel

Marthine Søyland Hoel (b. 1981) is a trained horticulturist, has a master's degree in plant science and has been fascinated by everything that sprouts and grows for as long as she can remember. Hoel currently works with community development in Tønsberg municipality in addition to running the flower garden Floria Moria, combined with course work and writing assignments for Norsk Hagetidend.

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