Art&Subculture
FAKE PLASTIC FLOWER

Health&Wellness
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Trips
AMSTERDAM
FRESH AND GOTHIC

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Special insert
THE 7 HERBS
OF THE WITCH

fiorista
Ciao sognatori,

Fiorista avrebbe potuto essere qualsiasi cosa. C'è così tanto da raccontare sui fiori che tagliare tutte le sfumature in un unico mazzo è stato veramente spinoso!

Variopinti sono i motivi che ci spingono a comprare fiori, alcuni sono di buon auspicio, altri invece sono radici nel buio dell'esistenza terrena.

Il fatto è che la società ama i fiori più di quanto si possa immaginare, anche se bisogna ammettere che si tratta di un amore profusamente simbolico.

Fiorista strappa i petali di queste storie e ascolta il suolo che calpesta, perché senza la natura l'uomo è destinato a marcire nell'oblio.

Ciao dreamers,

Fiorista could have been anything. There is so much to tell about flowers in general, that cutting all the nuances in a single bouquet has been a real, thorny challenge!

The reasons we buy flowers are colorful and different, sometimes it’s just for good luck, but others are rooted in the darkness of earthly existence.

The fact is that society loves flowers more than one can imagine, although it must be said that it is a profoundly symbolic love.
I fiori vanno di moda.
Significa che sono sempre andati di moda in tutte le loro forme e funzioni: vivi, secchi o dipinti, non è mai mancato un fiore sull'altare della società.

A flower is like the color black: it goes well with everything.

The fact is that a flower is together life and death. Period.
IN BLOOM

Sometimes, in order to leave behind sad stories or plants that died or starved, one justifies oneself with the classic phrase: "I don't have a green thumb".

Too bad, however, that this much vaunted "talent" is not in fact a gift that only a few are born with, but a direct consequence of our will! If we decide to take care of something, this something will reciprocate us.

Plants are sensitive beings, they communicate with each other and feel the energy we transmit, so already ceasing to consider them as objects is a great achievement. We postmodernists have lost contact with nature over the centuries and it's a very sad thing.

Nature is the most important thing to take care of, and if we want to live well (and if we want to live in general), we must choose to deal with it as an ideal of life, also and above all through small daily gestures.

Even if the plants don't give a damn about us, pretending it's the opposite is something completely human and fun! And so, every new leaf or newborn flower makes us feel magically better. Is it because we unconsciously attribute the merit to this small natural success?

Honestly, the interest in plants is good for the soul! Once humans were more inclined to connect with nature, because it was all that surrounded us; probably in order to survive we also had more developed senses and we could normally see things that now, even if they are placed in front of us, we don't see.

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Illustration:

VII – Chiara Aneloni
Ah, Amsterdam.

Fiorista is good everywhere, but Amsterdam is her home town.

Every bulb or bomb-flower that we find at the supermarket unquestionably comes from Holland. Tulips are tulips, beautiful, big tulips to kiss! Every lover of flowers freaks out in Holland.

Amsterdam in particular is something crazy.

Among bell-ringing bicycles and extremely silent electric cars, spring is always present inside and outside the city.

From bike baskets to garbage trucks.

Since they do not have curtains in Amsterdam, it is easy to see how the windows are practically showcases of plants and objects exposed to savor the warmth of the sun.

There are flowers everywhere and for everyone.

Oh yes, Amsterdam is just a crooked flower princess, fresh and gothic at the same time!
La cosa che ci affascina maggiormente dei popoli indigeni è probabilmente la loro relazione ancestrale alla vita ed il legame che unisce le cose semplici alla spiritualità. Il rispetto per qualcosa di più grande e potente che sta alla base di tutta la creazione. Also, the way they are rooted to the earth and to the sky is much more than the modern man, is fascinating. They remember what we are slowly forgetting.

This concept embraces every art, and music above all: a song is a ritual, a request, a “thank you”.

Everything is dedicated or referred to nature.

BE FOREST.

The rhythm of nature beats ceaselessly, and we can only allow ourselves to be carried towards our destiny with our eyes closed.

The new phase of the moon is called “Knocturne”, also the title to the new Be Forest album: a gloomy, shy and ineffable creature; one of those rare flowers that only blooms at night, while witches anxiously wait this event for centuries.

The artistic work of this band expands its roots in the sacred soil of an unmistakable style, and even if these three dreamers are not vain, every new act is a manifestation of something personal and at the same time universal.

Who is not afraid of growing up?

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Who is not afraid of growing up?
WITCH'S HAND

Florist bases its knowledge on ancient traditions handed down over the centuries by tapered, dirty and muddy hands. Florist’s ancestors were the “Herbane”, with their skillful little hands they would pick up any wild herb and knew exactly what to do with each of them.

However, since the phases of the moon were extremely important to them, they preferred the night time to go and search in the woods. Also for this reason, they were often accused of witchcraft.

These hippies of darkness have nurtured a magical imagery of all respect, which still nurtures the wild fantasies of the post-modern world. (We will not enter the meanders of the new age cults and neopaganism because we would fall into an endless dark spiral)

Whether it’s white or black magic, nature has always been the generating energy of the vibes.

The power of plants is the elixir and the talisman of society, but also a powerful poison for those who do not know its darkest sides.
A plant with sweet flowers of a beautiful blue, but poisonous like few others, because it contains one of the most lethal natural poisons in the world: aconitine (aconitine). Used to scare away werewolves.

It is a plant linked to the Moon and was used, in the right doses, to promote birth and relieve menstrual pain. From the flowers of the Artemisia absinthium we get the “drug of the cursed poets”: a bitter principle that in the past was used as a drug, causing hallucinations, delirium and sometimes even death.

Violet bell, as sweet as it is lethal. It takes its name from the Greek Moira who had the task of severing the stem of human life. The second name “Belladonna” derives from the Venetian popular jargon of the 1500s, in allusion to the fact that the juice of its berries was used by women to widen their pupils in order to make themselves more attractive.

Candid flower that opens during the night, exhaling a strong irresistible smell for the moths. Everything is poisonous of this plant, which hides its hallucinogenic power in its exotic beauty; it’s called the “plant of the devil” because of the high it gave the sorcerers who used it to connect with the afterlife.

The flowers shown here are extremely toxic or highly poisonous. If you find them do not try to touch them, or they will make you bite the dust!

THE 7 HERBS OF THE WITCH

1. ACONITUM
A plant with sweet flowers of a beautiful blue, but poisonous like few others, because it contains one of the most lethal natural poisons in the world: aconitine (aconitine). Used to scare away werewolves.

2. ARTEMISIA
It is a plant linked to the Moon and was used, in the right doses, to promote birth and relieve menstrual pain. From the flowers of the Artemisia absinthium we get the “drug of the cursed poets”: a bitter principle that in the past was used as a drug, causing hallucinations, delirium and sometimes even death.

3. ATROPA BELLADONNA
Violet bell, as sweet as it is lethal. It takes its name from the Greek Moira who had the task of severing the stem of human life. The second name “Belladonna” derives from the Venetian popular jargon of the 1500s, in allusion to the fact that the juice of its berries was used by women to widen their pupils in order to make themselves more attractive.

4. DATURA STRamonIM
Candid flower that opens during the night, exhaling a strong irresistible smell for the moths. Everything is poisonous of this plant, which hides its hallucinogenic power in its exotic beauty; it’s called the “plant of the devil” because of the high it gave the sorcerers who used it to connect with the afterlife.

5. HELLEBORUS
Green winter flower, it opens when the others are closed. Its name is composed of two words deriving from the Greek: “to die” and “nourishment”. Toxix and stinging, it was once thought to be a remedy against madness. Harvested with the full moon, it favors invisibility in magical rituals.

6. HYPERICUM PERFORATUM
Yellow flower that grows spontaneously, in uncultivated fields and along country roads. Its popular name is “scacciadevoli” (fuga daemonium) because in ancient times it was used in exorcisms and to ward off ghosts, lightning and nightmares.

7. MANDRAGORA OFFICINALIS
Hallucinogenic and aphrodisiac, it is one of the most used plants in witchcraft. Its root looks like a person and screams like crazy when it is torn from the earth.
fiorista