

**Table S1.** List of species discussed in the Review, detailing which section they are mentioned in. These species are categorized as exhibiting simple or more elaborate complexity, according to whether one or more of the developmental modules discussed in this Review are modified. A summary of which of the four modules is modified to produce the observed morphological diversity is included for each species. Abbreviations: I, inflorescence architecture; C, flower colour; O, organ identity; S, flower symmetry.

Species	Order	Family	Level of complexity	Modules of complexity
<i>Antirrhinum majus</i>	Lamiales	Plantaginaceae	Simple	C
<i>Amorphophallus</i>	Alismatales	Araceae	Elaborate	I, O, C
<i>Anthriscus sylvestris</i>	Apiales	Apiaceae	Elaborate	I, S
<i>Apium graveolens</i>	Apiales	Apiaceae	Simple	I
<i>Aquilegia caerulea</i>	Ranunculales	Ranunculaceae	Elaborate	O, C
<i>Arabidopsis thaliana</i>	Brassicales	Brassicaceae	Simple	I
<i>Asclepias syriaca</i>	Gentianales	Apocynaceae	Elaborate	I, O
<i>Chirita</i>	Lamiales	Gesneriaceae	Elaborate	S, C
<i>Chrysanthemum</i>	Asterales	Asteraceae	Elaborate	I, C
<i>Clarkia gracilis</i>	Myrtales	Onagraceae	Simple	C
<i>Cornus</i>	Cornales	Cornaceae	Elaborate	I, O
<i>Daucus carota</i>	Apiales	Apiaceae	Simple	I
<i>Davidia</i>	Cornales	Nyssaceae	Elaborate	I, O
<i>Dietes robinsoniana</i>	Asparagales	Iridaceae	Simple	O
<i>Euphorbia rigida</i>	Malpighiales	Euphorbiaceae	Elaborate	I, O, S
<i>Gerbera hybrida</i>	Asterales	Asteraceae	Elaborate	I, S, C
<i>Gorteria diffusa</i>	Asterales	Asteraceae	Elaborate	I, O, S, C
<i>Helianthus annuus</i>	Asterales	Asteraceae	Elaborate	I, S, C
<i>Helleborus orientalis</i>	Ranunculales	Ranunculaceae	Elaborate	O, C
<i>Hibiscus trionum</i>	Malvales	Malvaceae	Simple	C
<i>Hydrangea</i>	Cornales	Hydrangeaceae	Elaborate	I, O, C
<i>Impatiens</i>	Ericales	Balsaminaceae	Elaborate	I, O, C
<i>Knautia macedonica</i>	Dipsacales	Caprifoliaceae	Elaborate	I, S
<i>Linaria spartea</i>	Lamiales	Plantaginaceae	Elaborate	O, S
<i>Mandragora caulescens</i>	Solanales	Solanaceae	Simple	S
<i>Marcgravia</i>	Ericales	Marcgraviaceae	Elaborate	I, O
<i>Meconopsis grandis</i>	Ranunculales	Papaveraceae	Elaborate	O, C
<i>Mimulus lewisii</i>	Lamiales	Phrymaceae	Simple	C
<i>Myosotis arvenis</i>	Boraginales	Boraginaceae	Elaborate	I, C
<i>Leucadendron discolor</i>	Proteales	Proteaceae	Elaborate	I, O, C
<i>Narcissus</i>	Asparagales	Amaryllidaceae	Elaborate	O, C
<i>Nicotiana obtusifolia</i>	Solanales	Solanaceae	Simple	I
<i>Nigella</i>	Ranunculales	Ranunculaceae	Elaborate	O, C
<i>Ophrys</i>	Asparagales	Orchidaceae	Elaborate	O, C, S
<i>Oryza sativa</i>	Poales	Poaceae	Elaborate	I, O
<i>Passiflora caerulea</i>	Malpighiales	Passifloraceae	Elaborate	O, S, C

<i>Petrea volubilis</i>	Lamiales	Verbenaceae	Elaborate	O, S
<i>Petunia hybrida</i>	Solanales	Solanaceae	Elaborate	I, S, C
<i>Pholidota imbricata</i>	Asparagales	Orchidaceae	Simple	S
<i>Schizanthus pinnatus</i>	Solanales	Solanaceae	Elaborate	I, S, O, C
<i>Senecio vulgaris</i>	Asterales	Asteraceae	Elaborate	I, S
<i>Silene latifolia</i>	Caryophyllales	Caryophyllaceae	Elaborate	I, O
<i>Syringa vulgaris</i>	Lamiales	Oleaceae	Simple	I
<i>Tagetes erecta</i>	Asterales	Asteraceae	Elaborate	I, S, C
<i>Tulipa spp.</i>	Liliales	Liliaceae	Simple	O
<i>Veronica gentianoides</i>	Lamiales	Plantaginaceae	Elaborate	O, S, C

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