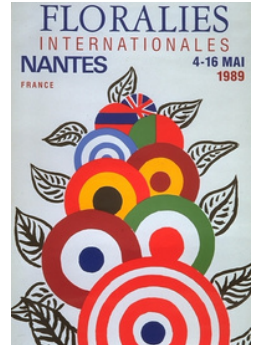
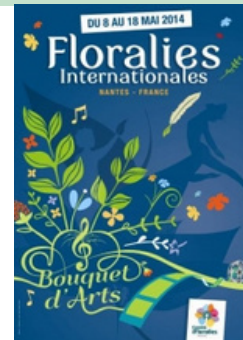
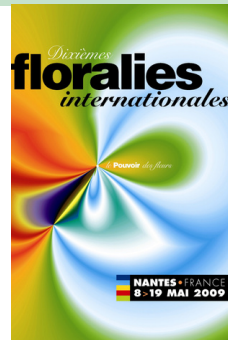


## COMITE DES FLORALIES



# The International Florales

HISTORY & CONCEPTS





# The Floralties' Committee, A 70 year-old institution

*Since 1942,  
the Floralties Committee has  
been composed of a passionate  
team of people, committed  
to a common multi-faceted  
project with strong core values.*

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**Ultimate "rendez-vous" for plant-lovers**, the Floralties Committee has been gathering professionals and amateurs, experts and beginners, greenery aficionados since **1942**.

Over the decades, this passion has been the common link between teams. It **united more than professions and sparked a true synergy** within the Committee.

As a **non-profit organization** (under the 1901 French Law), the team and members' human investment, commitment and convictions have been key elements over the years – and still are to this day - to develop and sustain the association's purpose.

Its **goals varied with eras**: at the very beginning, the Floralties Committee aimed at making Horticulture a popular domain in the eye of the General Public. Nowadays, the organization's ambition is to **promote the richness and diversity of the Plant Industry**, from the technical standpoint to the artistic concept. By emphasizing such know-hows, the Floralties Committee has proven to be a **key player both in the industry and the local market's dynamics**.



INA Archive image - International Floralties - Nantes (1971)



*Know-hows ambassador advocating for the Region, the Committee unites talents by launching the Floralties flower show and attend International plant and flower events.*

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In **1956** the Floralties Committee **launched the first edition of the International Floralties – Nantes** and is amongst the first institutions to implement such an event. Twelve editions later, the Committee remains the organizer of the undeniably renowned flower show.

*Euroflora (Genoa, Italy), Taipei International Flora Exposition (Taiwan) , Martinique Floralties (France), Floraliën Gent (Ghent, Belgium), Etc.*



True **Plant and Terroir ambassador**, the **Floralties' fame grows and spreads across Europe and in the World** giving the event an international recognition. In the pictures opposite, you can see creations of the Committee: "The compass Rose" (Martinique Floralties, 2019), "The LU Tower" (Mosaiculture International Shanghai, 2006), "Life journey" (Euroflora, 2018).





# The Human adventure

*Event organization puts the Committee and its Floralties at the heart of a human synergy based around sharing and, overall, the plant and flower way of life.*

The Horticulture Hotel, headquarters of the organization, is the meeting point for passionate discussion and idea generation for members of all ages. With common goals in mind, the Committee **is composed of engaged volunteers.**

The organization is at the heart of a human adventure, in which key market players join in on its Plant-related project. They **portray the industry trends and the natural evolution of professions** represented at the show through the editions.

From growers, nursery owners, horticulturists wildly present in the first decades, we now witness a growing presence of newer technical careers, such as landscape architect, and artistic ones, like floral designer.

Thus, the event has been - and still is - a **true reflection of the general professional environment across the eras.**

## World connections and representativeness

For the past decades, the International Floralties – Nantes have been part of an **undeniable international synergy**. Trading know-hows, welcoming foreign delegations, ornamental representations... many connections which have linked the Floralties to the international scene from the very beginning.

**Over 60 countries** have been represented in the last 12 editions, with ornamental displays or with live entertainment such as Japanese *Ikebana* floral art demo (picture opposite, 2019). Amongst the many participating countries and territories, we welcomed:

**Russia, South Africa, United States, Ecuador, Canada, Myanmar, China, Colombia, Japan, Spain, Polynesia, Qatar, Italy, Belgium, Netherlands ...**



*Thanks to its Aura, the Floralties project and adventure is joined by multiple talents: today's plant show creators and tomorrow's young professionals.*

**Internationals come together with French people, to form a team of ornamental partners, creating quite literally the spectacular show that are the Floralties.**

Companies and individuals engaging in the event project are considered partners. They are offered a free creative space of variable size by the Floralties Committee in exchange of the realization of an ornamental display with plants and flowers, inspired by a general theme.

**The organization and the ornamental exhibitors are accompanied by key committed partners, faces of the future: schools and training centers.**

With the aim of training and having people experience a fun yet professional project, the Floralties Committee partners with establishments of different expertise: landscape design, customer service, fashion design, floristry... A variety of resources and profiles, ready to learn and take on the professional world, making them precious partners to share exclusive know-hows with.



*Over the years, many public figures have associated their image to the Floralties event. This popularity goes together with the international recognition.*

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Over the years, the themes and the editions, many **well-known public personas** have endorsed the International Floralties – Nantes, such as: Laurent Counelle (writer), Gilles Pothier (Florist *Meilleur Ouvrier de France* and Floral Art World Champion), Laurent Voulzy (singer), Marie-Claude Piétragalla (star ballerina), Anne-Aymone Giscard d'Estaing (First Lady), Maud Fontenoy (sailor)...

Each edition was also held under the successive French Presidents and their Governments' **High Patronage**, proof of official recognition for both the concept and the event's impact.

**The Floralties were also officially approved by AIPH** (*International Association for Horticultural Producers*) – the renowned international institution guaranteeing the highest quality level for plant-related world shows. They awarded the Floralties with the C Category Approval, certifying ornamental events between 4 and 20 days, measuring at least 6,000 square meters.



## A local and regional dynamism

*The event's popularity unquestionably impacts economical and touristic activities in a beneficial way.*

Short-stay bookings, hospitality industry, restaurant industry, transports, shops, leisure... These domains greatly benefit from each edition of the International Floralties – Nantes. Their activity growth is directly correlated to the event organized by the Floralties Committee.



### **Economy and regional impact**



- Regional companies involvement,
- local shops,
- transport companies,
- tourist sites,
- hospitality industry,
- restaurant industry...

**72% of visitors** declared on the event survey\* they **came to Nantes specifically to attend to Floralties event**, and over **25% of people paired their visit with a short stay in the Region** – proving the International Floralties – Nantes initiate some type of regional dynamism.

Close to **250,000** people attended the 2019 Floralties, ranking the events amongst some of the most visited in France. Families, friend groups and even school groups were mainly coming from Western France (+65% of visitors) but most French regions were represented, as well as neighboring countries (the United Kingdom, Belgium, Germany) and ones further away (China).

\*Survey conducted in May 2019 toward 15,000 visitors. Results issued from a 2,387 people sample based on the quota method.



### **Supporting the professional environment**

From preparatory work and ornamental displays to the smooth running of the event, the Floralties period is the opportunity for numerous companies to sell their products and services. *Masons, plants growers, security services, plastic artists...* Many branches show interest and engagement and are mobilized for the Floralties event, some of them for months at a time.



# Ornamental & greenery: Staging and spectacular shows



Photo : Joël Estrade

*Bring Joy &  
surprise the public:  
these were the International  
Floralies - Nantes' goals  
since the first beginnings*

In the fifties and sixties, the first flowery and colorful flowerbeds installed on the **Champs de Mars** (Nantes) aimed at showcasing the Plant industry professions in a poetic way.

In 1971, the newly-built La Beaujoire **Exhibition Park** got to host the third edition of the International Floralies - Nantes, giving the event more dimension.

The Floralies' format then evolved through the years to get to how it looks now. **A main theme and its variations, conceptualized spaces:** turning the event into **an ornamental show**, offering a true immersion in a plants and flowers *extravaganza* every five year.

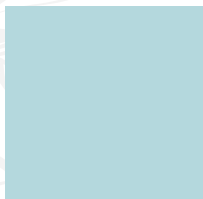
Over time, the Floralies sustained a **never-ending surprise effect** surrounding itself with talented artists and main live entertainment such as **Naturya**, the first floral Musical, **flower-inspired runways**, a 700 meter-long **interactive digital corridor** with exclusive technologies never-seen in Europe, a **show on the Erdre River**...

In a time the access to information and "beauty" appears endless with new technologies, it seems crucial to keep on dreaming, daring and surprising, offering ever more innovative concepts...



# The International Floralties

Our upcoming projects...



With **a team strengthened from complementary profiles and experiences** such as: landscape architect, teacher, florist, company coordinator, vegetable grower, accountant, nursery owner... The Floralties Committee wishes to be in alignment with the industry, the trends and the interest in the current activity.

As mentioned, the power of the members' **commitment** will allow the Floralties Committee to honor its Heritage and proudly fly its colors in the new projects...

The renewed objectives shall be in alignment with the ever-evolving general and global context, taking into consideration different points of view, such as social, professional and environmental...

The **Soul and core values** - based on **human synergy, plant and flower emphasis and international connections** - will be the guiding principles of the Floralties Committee and those who will join the Journey alongside the team.

**RENDEZ-VOUS IN 2024 !**





**COMITÉ DES FLORALIES**

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**REALIZATION**

Comité des Floralies

**PHOTO CREDITS**

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