

PRESS KIT

13^{es} Floralies Internationales - France

Flower Games

17 - 26 MAY 2024 DOMAINE DE LA CHABOTTERIE IN VENDÉE







TABLE OF CONTENTS

I. LE COMITÉ DES FLORALIES - NANTES

| An institution for over 80 years An human adventure | |
|---|----|
| All Hullian adventure | 4 |
| II. LES FLORALIES INTERNATIONALES - FRANCE | |
| Some key figures | 5 |
| Partnership links | 2 |
| A supported event | |
| Tourism and economic impact | (|
| Media impact | 7 |
| | |
| III. LES FLORALIES 2024 : "FLOWER GAMES" | |
| A new edition | 8 |
| Specifications and objectives | 8 |
| An exceptional venue | 10 |
| A theme connected to the news | 1 |
| A variation on the theme | 1: |
| A spectacle of plants and flowers | 17 |
| Animations that bring flowers to life | 18 |
| Flower trends | 19 |

I. LE COMITÉ DES FLORALIES - NANTES

An institution for over 80 years

Since 1942, the Comité des Floralies - Nantes has been formed by a team of enthusiasts, committed to a common cause and always ready to develop a multi-faceted project of character.

Association under the law of 1901: the human investment and commitment of the Committee members and teams are key elements.

A true ambassador of expertise and promoter of plants and local produce, the Committee created and organised the first Floralies Internationales in 1956. This was the beginning of an adventure that has been repeated every 5 years since.



























This popularity extends to Europe and the rest of the world, in particular to major floral events such as Euroflora in Genoa, Italy, the Taipei International Flora Exposition in Taiwan, the Floralies de Martinique and Floraliën Gent in Ghent, Belgium.



An human adventure





Through the organisation of events, the Committee and its Floralies are at the heart of a human synergy based on sharing and experience of plants.

Composed of passionate volunteer members, the Committee meets regularly at the Hôtel de l'Horticulture in Nantes. Through their professions or activities, they are all committed to the promotion of plants in all their diversity.



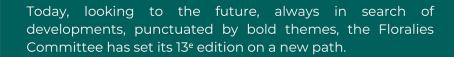
Reflecting the global professional environment according to the periods, the Floralies illustrate the market trends and the natural evolution of the plant sector.





Since 1942, the Comité des Floralies - Nantes has been working to ensure that each of its "Floralies Internationales" editions lives up to its formidable savoir-faire in the service of plants in their greatest diversity.

Recognised throughout the world, our Floralies, in addition to a strong human dynamic, are thus federative and bear true values for the good of all.





The excellent setting of the Chabotterie will highlight the work of our passionate ornamental partners, who will also be able to express themselves in harmony with nature and biodiversity.

"FLOWER GAMES" in 2024! These are the Floralies Internationales in France! And we are proud, once again, to carry this wonderful project.

F.FOURRIER

II. LES FLORALIES INTERNATIONALES - FRANCE

Some key figures

"Les Floralies, c'est un titre qui se passe de commentaires. Un bouquet d'images, d'anecdotes, de poèmes pour apprendre à aimer Nantes et ses environs"

Jean Cocteau

1Europe's main ornamental events

10 days of exhibition

200

Partners from all over France and from the 4 corners of the world, carefully selected for each edition

+ de 200 000

French and international visitors attracted every 5 years by this prestigious event

1st

Floralies Internationales in France and in Europe in terms of image and reputation

5

Years of preparation needed to organise this large-scale event

+ de 1000

Volunteers are involved for several weeks, for each new edition

This atypical event has managed to combine durability and success to become an essential meeting place for the plant world.

Partnership links



An undeniable international synergy

Exchanges of know-how, welcoming delegations, ornamental performances, etc. Over the decades, the Floralies Internationales have forged links that unite them throughout the world.

More than 60 countries have been represented in the last 12 editions, either ornamentally or through animations, such as demonstrations of the Japanese floral art Ikebana (pictured here in 2019).

Belgium, Canada, China, Colombia, Ecuador, Italy, Japan, Myanmar, Netherlands, Polynesia, Qatar, Russia, South Africa, Spain, USA, etc.







Because of its aura, the Floralies project sees talented partners joining the adventure: the creators of today's plant show and the young professionals of tomorrow.

The internationals join forces with the French, forming a circle of ornamental partners and literally creating the spectacle that is the Floralies.

With the aim of providing training and a new experience, the Comité des Floralies - Nantes has joined forces with various schools and training centres: landscaping, customer reception, styling, florist, etc. Profiles with rich resources, eager to learn and forming the world of tomorrow.

A supported event

Over the years, many public figures have associated their image with the Floralies. A notoriety that goes hand in hand with a real international recognition.

Because of their influence, the Floralies Internationales have been patronised by renowned personalities over the years and the themes of the editions:

Laurent Gounelle (writer)
Gilles Pothier (Florist Meilleur Ouvrier de France and World
Champion in floral art)
Laurent Voulzy (singer)
Marie-Claude Pietragalla (ballerina)
Anne-Aymone Giscard d'Estaing (First Lady)



The successive Presidents of the Republic and their governments have also given their High Patronage and patronage to each edition, proof of official recognition of the concept and its impact.

The Floralies are also AIPH approved

International Association of Horticultural Producers

A worldwide recognised organisation and a guarantee of the highest quality, awarded to an event related to plants.

We were lucky enough to obtain this approval for the Floralies Internationales - France 2024!

Support from the VALHOR interprofession.



















Tourism and economic impact

A local and regional dynamic

Short-stay bookings, hotels, restaurants, transport, trade and entertainment are all areas in which the Floralies Internationales shine during each edition. These sectors benefit from an increase in activity directly correlated to the running of the event by the Comité des Floralies - Nantes.



Involvement:



- Regional companies
- Local businesses
- Transport companies
- Tourist sites
- Hotels
- Catering



In 2019, 72% of visitors came to Nantes specifically for the Floralies Internationales and more than 25% combined their visit with a stay in the region.

Nearly **250,000** people visited the Floralies that year, representing more than 64 departments in total.

Families, groups of friends or school groups came mainly from the Grand Ouest (65%) but the whole of France was represented as well as neighbouring countries (United Kingdom, Belgium, Germany) and further afield (China).



The professional environment is in demand

From the various preparatory
works to the ornamental
designs to the smooth
running of the event, the
Floralies are an opportunity
for many companies to offer
their products and services.
Landscapers, plant producers,
security services, plastic
artists, etc. Many fields are
involved and mobilised for the
event, some for months on
end.

Media impact

With each new edition, the Floralies Internationales arouse passion and interest. They do not leave the public unaffected and the media do not fail to talk about them in all their aspects.

On the occasion of the 12es Floralies Internationales - Nantes 2019 there are:

More than 1,500 articles in the regional and national press, daily publications, and a large number of articles in the press.

Ouest-France, Presse Océan, Magazine Nantes Passion, l'Ami des Jardins, Magazine WIK, Bricomag and many others.

Numerous multimedia reports at national and regional level, which echoed the Floralies Internationales - Nantes.

Radio Alizé, M6-Déco.fr, France 3, Radio Côtes d'Amour, Radio Prune, Radio fidélité, Alouette, Radio RCF Vendée, RTL, 20 minutes, Hit West, Silence ça pousse, France Bleu, TF1, Metronews, Europe 1, NRJ, etc.





III. LES FLORALIES 2024 : "FLOWER GAMES"

A new edition

Focus on the 13° edition

Fully focused on the future, the Comité des Floralies - Nantes has chosen to extend this wonderful human adventure that is the event to the regional level. It is in perfect harmony with nature that the 13e edition of the Floralies Internationales - France will flourish.

New horizons

Dates to remember:

Opening: Thursday 16 May 2024 The event: from Friday 17 to Sunday 26 May 2024



Specifications and objectives



The Floralies Internationales - France 2024 is above all:

An ambitious and far-reaching project with multiple impacts, supported by the convictions and commitment of the Vendée Departmental Council.

Renewed objectives in line with the constantly changing societal, professional and environmental context.

The following key words: human synergy, enhancement of the plant world and internationalism, which will drive the Floralies Committee - Nantes and those who will join the adventure at its side.

The goals of this 13° edition

- To invite international actors of the plant world to participate in a collective ornamental show of superior quality.
- To offer visitors a high-level ornamental show to disorientate them, surprise them and arouse their interest. The aim is to generate emotion, to encourage the public to appreciate the natural and plant environment, essential elements of life.
- To represent the colours of plants in all their diversity.

General goals

- To maintain a confirmed success by producing a high quality event and obtaining a high satisfaction rate from all stakeholders (partners, participants, visitors, members).
- To enable local stakeholders to be satisfactorily involved in the event in terms of image, reputation and impact (local authorities, tourism and economic sectors, etc.).
- To act in the basic actions concerning the improvement of the living environment (flowering, greening, environment).
- Reconnect with nature and organise an event in symbiosis with it.
- To establish itself in a new territory and promote the Vendée Department (major partner).

Specific goals



An exceptional venue

LE DOMAINE DE LA CHABOTTERIE, IN VENDÉE

The 13° edition of the Floralies Internationales - France will flourish in this major Vendée site, located between Nantes and La Roche-sur-Yon.

It is in total immersion in this unique and natural environment of 48 hectares that the actors of the Floralies Internationales - France will be invited to express their creativity and showcase their talents.

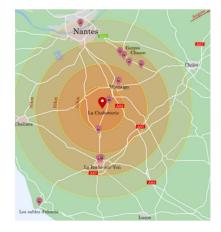
The typical charm, the beauty of the place and the natural setting with its appearing energy provide a real screen for an authentic experience, close to nature.



Meadows bordered by hedges and woods, orchards, labyrinths, a veritable theatre of greenery, an unprecedented source of inspiration for ornamental and floral displays.

La Chabotterie : Saint-Sulpice-le-Verdon, 85260 MONTRÉVERD

- Motorway A83 Nantes Niort "Montaigu" n°4
- Montaigu La Roche-sur-Yon expressway, exit "Logis de la Chabotterie" D763
- 20 min from La Roche-sur-Yon
- 30 min from Nantes
- 50 min from Puy du Fou
- 4h from Paris







A theme connected to the news

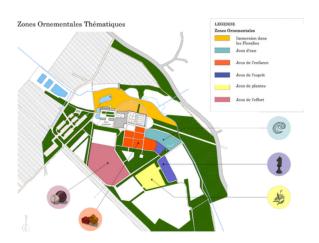
"FLOWER GAMES"

An essential part of all cultures, play is one of the oldest forms of human social interaction.

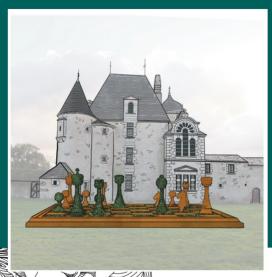
Les 13es Floralies Internationales - France, A nod to the Paris 2024 Olympic Games

Water games, childhood games, intellectual games, plant games, effort games

So many variations that echo the different disciplines of the Olympic Games and invite us to sublimate this original and playful symbolism through a formidable ornamental and floral artistic scenography.







As soon as they arrive, visitors will be immersed in the world of games. A giant chessboard, present at the entrance, sets the scene.

A symbol of the international dimension of the Floralies, the chess game brings visitors together in the same way as players from all over the world who, for the duration of a game, speak the same language.

The variation of the theme



Who has never jumped into a puddle or started a water fight?

Water, a playful and dynamic element, is at the heart of this space and plays with visitors. Fresh and revitalising, this place will also highlight wetland and aquatic plants.

- Water walls
- Water curtains
- Random water jets
- Water movements
- Waves
- Aqueducts
- Wetland plants











What game did you play as a child?

A scent of nostalgia, a child's laughter, a shared complicity can be found in this colourful space, full of vitality and carefreeness. Plants with vibrant colours and strong scents will be there to awaken visitors' senses and take them back in time.

- Orchards
- Orangeries
- Board games
- Dice games
- Construction games
- Little trains with plants
- Castles of cards
- Labyrinths
- Green theatres
- Colourful and fragrant plants











Intellectual games are an invitation to reflection.

Puzzles, riddles and word games will arouse curiosity and challenge visitors. This area is an ideal opportunity to discover curious, unusual and new plants.

- Humour
- Expressions
- Puzzles
- Rubik cubes
- Puzzles
- Logic games
- Giant Mikados
- Intriguing plants
- Carnivorous plants

















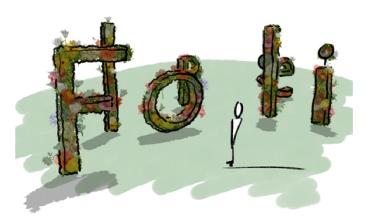
Garden games have a strong interactive and educational dimension.

The plants play with the visitors by means of contrasts, environments, perspectives and illusions, always oriented towards the environment.

- Topiary art
- Optical effects
- Illusionary games
- Interactive games
- Games of environment
- Perspective games
- Contrast games











Physical games are a reflection of the games of action, where one spends and surpasses oneself.

This space will awaken the spirit of competition and challenge in visitors. Bold and graphic plants, symbolising resilience, will be displayed to represent a sport, a challenge, a performance.

- Olympic Games
- Circus Games
- Fighting games
- Sports
- Ancient and Roman games











A spectacle of plants and flowers

LYRIADE FLORALE

Immerse yourself in a world of floral poetry with the brand new Floralies 2024 show: Lyriade Florale!

Prepare to be transported to a marvellous universe where poetry and nature merge in a symphony of enchanting colours and fragrances. The flowers will dance to the rhythm of intoxicating melodies for a moment of intense escape.



A truly original creation!

A series of 5 paintings based on the beauty of plants will make our theme resonate and dance "Flower Games":

- Childhood games
- Intellectual games
- Water & light games
- Physical games
- Love games







Dates and times:

Every evening from 17 to 25 May at 8.30pm 26 May at 6.30pm Duration: 1 hour 40 minutes



So are you ready for an unforgettable sensory journey?

Animations that bring flowers to life

In the heart of the "théâtre de verdure", at the bend of a path, artists will show their art, to give life to unforgettable works. Sensory strolls with music, cooks who awaken the taste buds with flowers and magnificent floral walks await you.

Keep your eyes opened for hidden animations.







Every day, floral art demonstrations will showcase techniques and skills unique to the world of flowers. International floral designers will be showcasing their talents to create and display the most beautiful floral arrangements imaginable.



Our floral designers:

- Frédéric Dupré
- Gabor Nagy
- Alex Segura
- Isabelle Brethomé
- Grégor Lerch
- Max Hurtaud





For the more inquisitive, plant-related workshops will be held along the way to learn more about flowers and how they work. An opportunity to learn even more about the beauty of the natural world around us.

Flower trends



Orchards - Déco Floralies

Spaces dedicated to garden decoration and outdoor design, where the latest garden trends will be presented.

The Floralies déco aisles, adjacent to the children's games, will be immersed in a fresh, light and carefree atmosphere, allowing a smooth transition.











The Flower market

Space dedicated to the sale of plants and to the discovery of plants.



Picturesque and friendly atmosphere









Key words:Orangery Orchard English garden table Bench Espalier tree
Terracotta pot Potted fruit tree



PRESS CONTACT

Simone BOURGAREL

Tél : 06 16 34 40 60 Mail: think@bourgarel.eu



Comité des Floralies - Nantes

Hôtel de l'Horticulture 7 quai Henri Barbusse 44000 NANTES

+33(0) 2 40 14 58 60 accueil@comite-des-floralies.com presse@comite-des-floralies.com

MAJOR PARTNER





Crédit Photos & Illustrations . Comité des Floralies - A.Mahot - M.Leclerc