

PRESS KIT

13^{es} Florales 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	1
An human adventure	2

II. LES FLORALIES INTERNATIONALES - FRANCE

Some key figures	3
Partnership links	4
A supported event	5
Tourism and economic impact	6
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	11
A variation on the theme	12
Floral animations	17

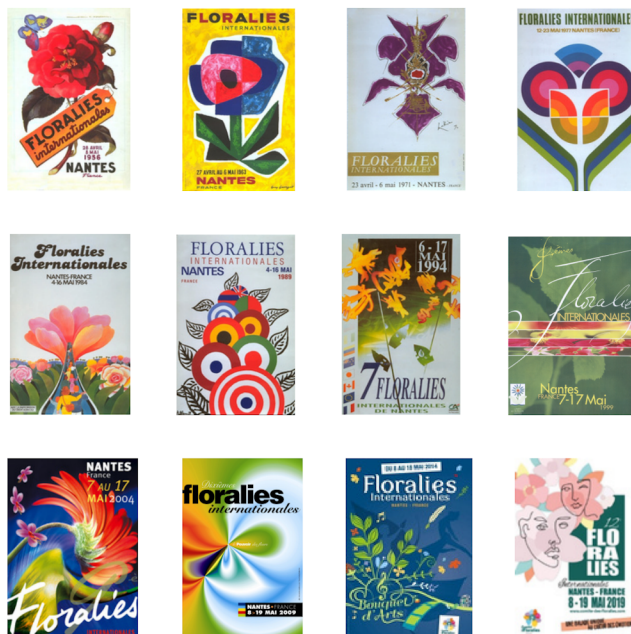
I. LE COMITÉ DES FLORALIES - NANTES

An institution for over 80 years

Since 1942, the Comité des Florales - 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 Florales Internationales in 1956. This was the beginning of an adventure that has been repeated every 5 years since.



A unifier of talents and cultures

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 Florales de Martinique and Floraliën Gent in Ghent, Belgium.

An human adventure



Through the organisation of events, the Committee and its Floralties 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 Floralties illustrate the market trends and the natural evolution of the plant sector.



A word from the President

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

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

Today, looking to the future, always in search of developments, punctuated by bold themes, the Floralties Committee has set its 13^e edition on a new path.

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 Floralties Internationales in France! And we are proud, once again, to carry this wonderful project.

F.FOURRIER

II. LES FLORALIES INTERNATIONALES - FRANCE

Some key figures

1

Europe'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

1st

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

5

Years of preparation needed to organise this large-scale event

+ de 200 000

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

"Les Florales, 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

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 Floralties. A notoriety that goes hand in hand with a real international recognition.

Because of their influence, the Floralties 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)

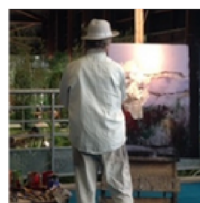
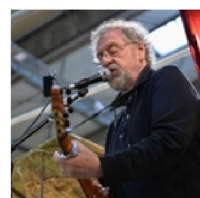
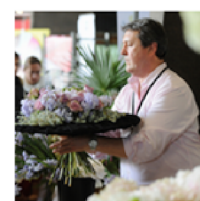
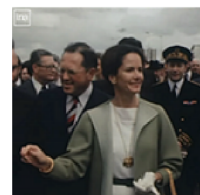
Laurent Voulzy (singer)

Marie-Claude Pietragalla (ballerina)

Anne-Aymone Giscard d'Estaing (First Lady)

And many others!

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 Floralties 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 Floralties 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 Floralties 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 Floralties - Nantes.



Involvement :



- DRegional companies



- Local businesses



- Transport companies



- Tourist sites

- Hotels

- Catering



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

Nearly 250,000 people visited the Floralties 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 Floralties 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 Florales 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 12^{es} Florales 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 Florales 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^e edition

Fully focused on the future, the Comité des Floralties - 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 13^e edition of the Floralties 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 Floralties 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 Floralties Committee - Nantes and those who will join the adventure at its side.

The goals of this 13^e 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



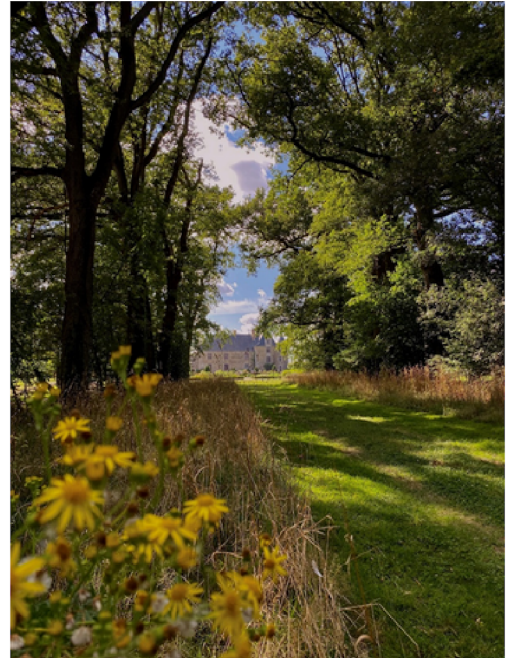
An exceptional venue

LE DOMAINE DE LA CHABOTTERIE, IN VENDÉE

The 13^e edition of the Florales 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 Florales Internationales - France will be invited to express their creativity and showcase their talents.

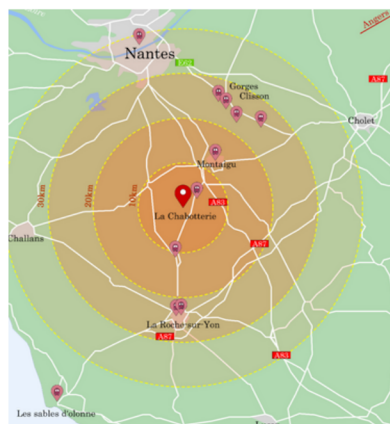
The typical charm, the beauty of the place and the natural setting with its appeasing energy provide a real screen for an authentic experience, close to nature.



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"

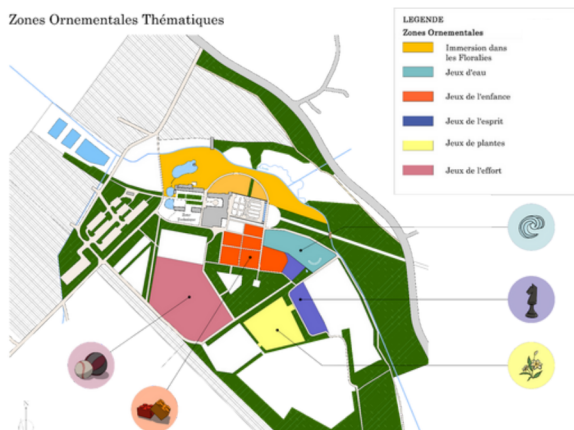
An essential part of all cultures, play is one of the oldest forms of human social interaction.



Les 13^{es} Floralties 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 Floralties, 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

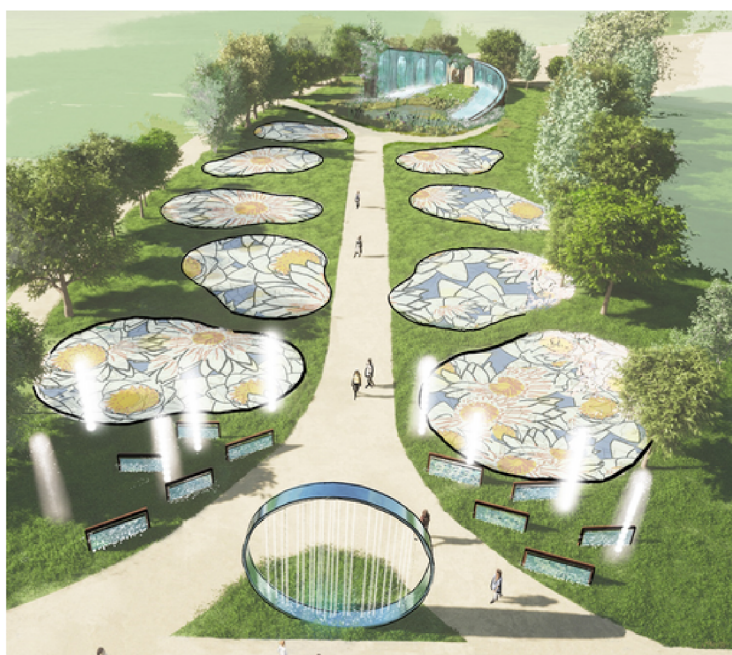


Who has never jumped into a puddle or started a water fight?

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.

Key words:

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





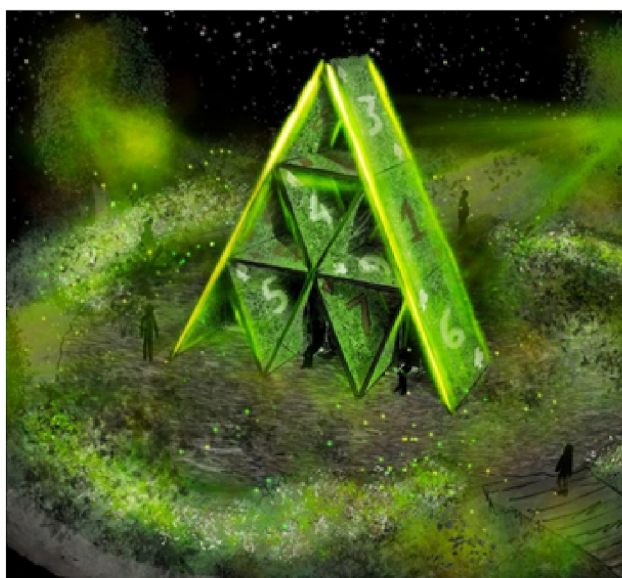
CHILDHOOD GAMES

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.

Key words:

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





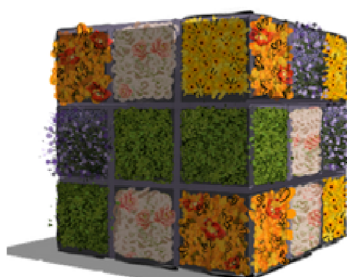
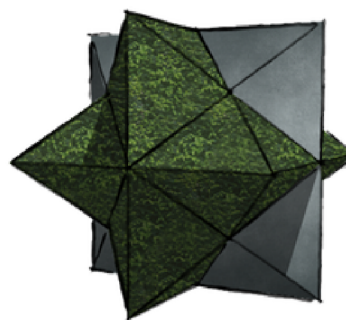
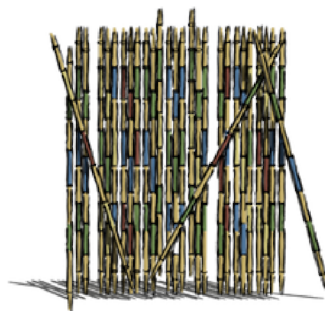
INTELLECTUAL GAMES

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.

Key words:

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





GARDEN GAMES

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.

Key words:

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





PHYSICAL 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.

Key words:

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



Floral animations



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.



Zone de repos, petite restauration et marché aux fleurs
Ambiance pittoresque et conviviale

Picturesque and friendly atmosphere



Key words:

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

ORGANIZER



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