

Fact sheet

Name: Les Floralties internationales de Montréal 1980.

International status: Recognized by the International Bureau of Exhibitions (IBE) as a special category world exposition, in accordance with terms of the Paris Convention of Nov. 22, 1928, modified by the protocol of May 10, 1948, and of Nov. 16, 1966. The exhibition also has been approved by the Association Internationale des Producteurs de l'Horticulture (AIPH), which includes members from 19 countries.

Precedent: The Floralties internationales is the first such exhibition ever held in North America. Never before in America have the great horticultural traditions of the main continents been reunited in a single presentation.

Sites: The indoor Floralties will be held in an area of 6,000 square meters in the heart of the Vélodrome of the Parc Olympique, while the outdoor Floralties will occupy Ile Notre-Dame, the man-made island of Expo 67.

Dates: The Vélodrome exposition will run from Saturday, May 17, 1980 to Thursday, May 29, 1980; the Ile Notre-Dame exposition will open Saturday, May 31, 1980, and close Monday, Sept. 1, 1980.

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- Indoor Floralties: The indoor Floralties will consist of cut flowers, flowering plants, tropical and subtropical plants, cacti, ornamental trees and shrubs, presentations of floral art, bonsai, dried flowers, floral arrangements, etc. It will take about 2½ hours to visit the exhibits.
- Outdoor Floralties: The outdoor Floralties will feature displays of flowers, ornamental trees and shrubs, evergreens, perennials, rose bushes, and fruit trees and vegetables, horticultural landscapes, flower beds, educational and scientific exhibits, and children's and community gardens. A minimum of five visits to the site during the Summer will be required to fully appreciate the displays at the various periods of blossoming.
- Purposes: The Floralties are designed to clarify relationships between man's socio-cultural activities and his physical environment. The exhibition will encourage the development of ornamental horticulture in all its forms; illustrate the progress achieved by international and national horticulture; make known Québec flora, stimulate research in the fields of horticultural education and culture; and make the public aware of the ecological balance and the importance for man to live in a healthy, natural environment.

Administrative authority: The exposition is established under the general authority of the Secretary of State for External Affairs of Canada. The gouvernement du Québec is responsible for the organization of Floralties. It entrusted implementation to the Ville de Montréal which in turn assigned it to the Association montréalaise d'action récréative et culturelle (AMARC), already responsible for the management and operation of Man and His World. AMARC called upon the Jardin botanique de Montréal, third greatest such garden in the world, to coordinate the horticultural content.

Organizer: Ville de Montréal.

Delegate: Association montréalaise d'action récréative et culturelle (AMARC).

Horticultural coordination: Jardin botanique de Montréal.

Commissioner-General: André Boily, appointed by the Secretary of State for External Affairs of Canada on the recommendation of the Ministère des Affaires intergouvernementales du Québec.

Headquarters: 360 Saint-Jacques Street, Suite 310, Montréal, Québec, Canada H2Y 1P5, telephone (514) 873-7375.

Admission prices:

		Advance Sale To April, 1980	Regular Sale May 1-Sept. 1, 1980
Season Passports			
Indoor and outdoor Floralies	Adults	\$12.50	\$15.00
	Special*	\$ 7.00	\$ 8.00
Outdoor Floralies	Adults	\$ 8.50	\$10.00
	Special*	\$ 5.00	\$ 6.00
Outdoor Floralies and Man and His World 1980	Adults	\$15.00	\$18.00
	Special*	\$ 8.50	\$10.00

One-day tickets

Indoor Floralies

Week days

Adults \$3.00  
Special\* \$1.50

Weekends, nights and holidays

Adults \$5.00  
Special\* \$2.50

Outdoor Floralies

Adults \$4.00  
Special\* \$2.00

\*Children, students and Golden Age (with card), handicapped

Cultural, educational impact:

Floralies is expected to produce considerable repercussions on the beautification of cities and villages throughout Québec and the whole of Canada while visitors to the exposition itself will be exposed to the most spectacular achievements in horticulture throughout the world.

Economic impact: It is anticipated that Floralties will give a major shot in the arm to the emerging horticultural industry in Québec and Canada. Nurserymen, landscape gardeners, greenhouse producers and florists will be stimulated through contact with foreign technology.

Tourism impact: The Floralties will accentuate Montréal's vocation as a centre of tourism, adding a major new dimension to the unique complex of Man and His World.

Foreign participation: Space sites will be provided free of charge to national participants. Their presentations may be collective (by various producers) or individual.

Canadian participation: Canadian horticultural societies also will be provided with free sites for the presentation of flowers, decorative plants, and horticultural landscapes.

Foreign representatives: Any government of a country officially participating in the exposition will be represented by a commissioner-general of section delegated to the Government of Canada.

Participants and exhibitors: The list of exhibitors is expected to include producers and organizations of producers of horticultural goods from various parts of the world; foreign and Canadian organizations principally involved in horticulture, nursery gardening, landscaping architecture, ecology, the environment, and the protection of nature; scientific institutes and public or private research centres in the fields of horticulture, silviculture and arboriculture; botanical gardens, horticultural

and phytological teaching institutions, municipal services responsible for urbanism and green areas; persons, associations, industries, foreign and Canadian establishments involved in cultivating, treating, improving or commercializing horticultural products; and persons, industries, foreign and Canadian business involved in the manufacture and/or marketing of machines, tools, accessories, etc. designed for horticultural use.

Private participants:

Horticultural companies will be able to rent sites for their presentations.

Prizes and awards:

A series of prizes in cash, trophies and objets d'art will be awarded for the best exhibits, to be determined by international juries.

Commercial content:

At the Vélodrome, 1,000 square meters will be earmarked for the display of tools, equipment and materials used in horticulture; at Ile Notre-Dame, a similar exhibit will be staged in the former pavilion of France and will cover 2,000 square meters.

Other attractions:

Participating nations will be invited to organize entertainment, presentations, conferences, or meetings relating to the general program of Floralties. Concerts, theatre presentations, and fine arts exhibitions are planned.

General facilities:

Restaurants, snack bars, a children's nursery, an information centre, and rest and picnic areas are among the other facilities being planned.

Arrangement and maintenance:

Sites will be arranged by exhibitors at their own expense. The cost of transportation of plants and exhibited goods, as well as their arrangement, are the responsibility of the exhibitor. Maintenance will be assumed by the organizer.

Commercial concessions:

Rights to carry out commercial activities at the exhibition sites will be granted to public and private concessionaires and Floralties will collect a commission. Concessions will be strictly controlled to maintain high standards.

Customs:

Special provisions have been adopted by Canada to allow the admission, after inspection, of flowers, plants, etc. of foreign participants and exhibitors. A copy of the special regulations is available upon request.

Future:

As a result of the exposition, Ile Notre-Dame will permanently remain a garden--one of the largest in America--as well as a recreational park dedicated to mass ecological education and culture.