



Les Florales internationales de Montréal

Du 17 mai au 1^{er} septembre 1980

LES FLORALIES INTERNATIONALES DE MONTREAL 1980
A Rendez-vous of world horticulture
By Pierre Bourque, horticulturist in chief for the Florales

Montréal and Québec generally will be at the heart of world horticultural activity in 1980 through the presentation here of North America's first Florales internationales.

An exceptional event inspired by the great European Florales, this will bring a new impetus to horticulture through the cooperative efforts of Québec's Ministère de l'Agriculture, Québec horticulturist private industry and the technical, physical and human resources of the city of Montréal and its Botanical Garden.

A MAJOR EVENT

The importance of the exhibition is underlined by official accreditations granted by the International Association of Horticultural Producers and the International Bureau of Exhibitions. The significant budgets put forward by the province and the city must also be noted, along with choice of the prestigious Olympic Velodrome and Ile Notre-Dame sites.

Montréal's Florales will allow millions of Canadians and Americans to acquaint themselves for the first time with this important horticultural event, which forms an important part of the cultural patrimony of such nations as Belgium, France, Germany, Holland and Italy. To better mark our entry into the world of international horticulture both indoor and open-air exhibitions will be presented.

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A- The indoor Floralties, May 17 to May 29, 1980

Montréal's Velodrome is among the architectural marvels created for the 1976 Olympic Games and this event will see it transformed into a valley of flowers, measuring 6,000 m², to be created by horticulturists from around the world. Specialists from some 20 countries will compete in theme and imagination with Canadian and Québec producers to render homage to the beauty and diversity of cultivated plants for the pleasure of hundreds of thousands of visitors.

Cut flowers, potted plants in bloom, tropical and sub-tropical plants, cactii and succulent plants, bromeliads and orchids, tree nursery saplings, presentations of floral art, bonsai, dried flowers and landscaping will be combined in the indoor Floralties. Displays can be accepted only from national representatives and from national or international horticultural associations. An official Québec entry will be the responsibility of Montréal's Botanical Garden.

B- The open-air Floralties, May 31 to Septembre 1, 1980

Some 40 hectares of Ile Notre-Dame which was built up out of the river for Expo 67, will be developed to its definitive vocation as a floral park presenting the latest in landscape art through the open-air Floralties. In addition to the permanent exhibition, represented by a selection of the best trees, shrubs, and cultivated flowers, Ile Notre-Dame will be turned into a complete recreational park dedicated to the popularization of ecological and cultural subjects. The major characteristics of the open-air Floralties include:

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- 1o) an international section where the principal horticultural countries will create gardens and present local horticultural specialties; this area, the Floralies' most important, will offer trees, shrubs, evergreens, rose bushes, annuals and perennials of all shapes and colours. A system of canals and one km of rock gardens, seven bridges, four public squares adorned with fountains, and thousands of trees and shrubs will link the various exhibits.

- 2o) and institutional section, two hectares in size, will be devoted to displays tied to scientific and cultural themes, through which visitors will be given a greater awareness of ecology and respect for the environment. Government departments, research centres and scientific and popular associations will bring to the Floralies scenes taken from nature.

- 3o) a private section, also two hectares in size, will primarily showcase horticultural producers from Québec and Canada. Here the infinite facets of urban landscaping will be presented in lots measuring 50 to 500 m².

- 4o) a Québec section, created by the Montréal Botanical Garden, will offer a magnificent garden that includes a rocky cliff, a pine wood with ericaceous and rhododendrons, a garden of perennial plants, a maple grove and grove and great masses of annual plants. This landscaped garden alone will include several thousand species of plants.

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- 5o) a peat-bog: in a world-wide "first", created between March 15 and April 15, 1979, the Botanical Garden, in cooperation with the Société d'Energie de la Baie James and four Québec carriers, succeeded in reconstituting half an acre nordic garden, transported block by block from the province's northern territories. This garden, which is expected to be among the major attractions of the open-air Floralties, will allow visitors to enjoy a living display of representative flora from the northern regions, the "taiga".

With a round saw mounted on skies, 1,300 blocks of frozen turf, each measuring 1 m x 1 m x 0.4 m, were cut and transported out of the wilderness in groups of 40. Meanwhile, on Ile Notre-Dame, some 1,500 km to the south, Botanical Garden specialists prepared the site with sand, an insulating membrane and horticultural peat. They installed the blocks of turf, watered them to keep the pH balance at 4.2, and - in June, 1979 - were rewarded with the blossoming of thousands of sub-Arctic flowers and plants. The evolution of this fragile garden is constantly monitored by a scientific team in preparation for its 1980 rebirth.

- 6o) Ile Notre-Dame Park: completing the landscaped section of the open-air Floralties is a 5 hectare park of greenery and relaxation.
- 7o) Pavilions: pavilions left over from Expo 67 have been restored to serve as indoor spaces for a variety of purposes, including a day-care centre, a horticultural information booth, lecture halls, animation areas and commercial displays.

C- Commercial horticultural displays

Adding to the Floralties' general appeal will be two major commercial exhibitions dealing with horticulture. During the indoor segment at the Velodrome, an area measuring 1,000 m² will serve private firms showing and selling a wide range of tools, equipment and materials. A similar commercial display, this time on a 2,000 m² site in the Floralties pavilion on Ile Notre-Dame, will accent the open-air segment of the exhibition.

D- Horticultural schedule

Organizations of plant-lovers and professionals in the field are invited to participate in the Floralties' schedule of lectures, special days, and seminars. There, in addition to prizes worth several 1000 dollars which will be awarded to the best national or local displays, hundreds of other prizes will be given out for best specimens in 22 categories of plants. Ten categories will be included in the indoor Floralties and 12 in the open-air segment. A list of categories follows:

1. INDOOR FLORALTIES (Velodrome)

Friday, May 16, 1980: Prizes of Honour and Thematic Prizes

Saturday, May 17, 1980: Official opening

- Category XI: Cut, greenhouse flower
- Category XII: Potted flowering plants
- Category XIII: Green plants and plants with decorative foliage
- Category XIV: Bromeliaceae and Orchidaceae
- Category XV: Cactaceae and other succulents
- Category XVI: Bonsai, dried flowers and terrarium
- Category XVII: Floral Art and Miniature Gardens
- Category XVIII: Summer flowers in pots
- Category XIX: Nursery plants
- Category XX: Best educational presentation

Lectures and seminars on displayed plant groups will be held parallel to the Floralties, primarily at the Botanical Garden. For example, an international seminar on floriculture (production, transportation and conservation) will be held at the Botanical Garden May 22, 23 and 24, 1980. Another, on Japanese floral art, is being organized for May 20, 1980.

2. OUTDOOR EXHIBITION (Ile Notre-Dame)

Friday, May 30, 1980: Prizes of Honour

Saturday, May 31, 1980: Official opening

- Thursday, June 5: Ericaceae - Category VI
- Thursday, June 12, 1980: Iris and peonies - Special category
- Thursday, June 19, 1980: Best educational presentation -
Category X
- Thursday, June 26, 1980: Roses - Category VII
- Monday, June 30, 1980: Hemerocallis - Special category
- Thursday, July 3, 1980: Conifers - Category IV
- Thursday, July 17, 1980: Ornamental trees and shrubs -
Category V
- Thursday, July 24, 1980: Perennials - Category III
- Thursday, July 31, 1980: Bedding plants, annuals -
Category I
- Thursday, August 7, 1980: Tubs and baskets, jardinières -
Category VIII
- Thursday, August 14, 1980: Flowering bulbs and tubers -
Category II
- Thursday, August 21, 1980: Fruit trees and vegetables -
Category IX
- Monday, September 1, 1980: Closing

E- General information

- Special rules to ease the entry of plants into Canada have been arranged by the federal Department of Agriculture.
- Season "passports" to the Floralties are already on sale at major horticultural production outlets throughout Canada.



E- General information (continued)

- Montréal's Floraliés internationales has been arousing great interest in the United States as it will be the first meeting of European and American traditions.
- The Floraliés has been or will be advertized by displays in Valencia (SPAIN), Fort de France (MARTINIQUE), Paris (FRANCE), Bonn (WEST GERMANY), Atlanta (UNITED STATES), Toronto (CANADA), Pasadena and San Diego (UNITED STATES), and Ghent (BELGIUM).
- * The Iris versicolor, a Québec wild flower, has been chosen as the Floraliés' theme flower.
- Venturex, a subsidiary of Air Canada, has been chosen as the official travel agent for the Floraliés.

F- Production

The government of Québec is responsible for organization of the Floraliés. It has passed production responsibilities to the city of Montréal which, in turn, delegated the Association montréalaise d'action récréative et culturelle (AMARC), normally charged with running Man and His World. AMARC called on the city's Botanical Garden, the third most important facility of its type in the world, to coordinate horticultural work. The exhibition as a whole falls under the general authority of Canada's Secretary of State for External Affairs.

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For official entry forms please contact:

Mr. André BOILY
Commissioner General
360 St. Jacques Street
Montréal (Québec) CANADA H2Y 1P5

For technical horticultural information, please contact:

Mr. Pierre BOURQUE
Horticulturist in chief for the Floralties
Botanical Garden
4101 Sherbrooke Street East
Montréal (Québec) CANADA H1X 2B2
