



CARRÉ DES JARDINIERS | 2021

MEET THE **5**
CONTEST FINALISTS

PRESS KIT SUMMER 2021



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USEFUL INFORMATION 





CARRÉ DES JARDINIERS: THE EMBLEMATIC COMPETITION FOR THE LANDSCAPING SECTOR

Organized at Paysalia (held from November 30th to December 2nd, 2021 at Lyon Eurexpo, France), Carré des Jardiniers focuses on the values of gardeners and gardening.

First and foremost, it highlights the sector's talents and also promotes to the general public the added-value of gardens designed by professionals. The contest boosts the images and businesses of the Master Gardeners – and all the finalists!

Founded by Jean Mus, Carré des Jardiniers is the profession's top event. In 2019, the theme was "the Village Square" won by Laurent Gras who became the Master Gardener!

THE 2021 THEME:

The garden for lovers of (the good things in) life

For the 6th Carré des Jardiniers contest, the candidates are asked to imagine a “**The garden for lovers of (the good things in) life**”.

In urban environments, people want to see and feel green; in rural environments, they want to cultivate greenery and nourish their bodies and minds every day with the benefits brought by plants. Communing with nature is the only way to restore personal wellbeing and balance.

As plants are essential for awakening the senses and defying every kind of challenge in towns and the countryside, gardens are for gracious living, getting away from it all and relaxing. Since the dawn of time, gardens have always symbolised Mother Earth and gracious living.

An abundant resource for the ecosystem and biodiversity, gardens are also nourishing, delicious and generous. They protect and conserve life and allow nature to reign supreme.

In urban centres they are also the best way to fight heat pockets, to encourage people to develop their civic participation and improve living conditions.

No doubt the fertile imaginations of the finalists in this new edition of Carré des Jardiniers contest will exploit their gardens to the full.



CARRÉ DES JARDINIERS THE HEART OF PAYSALIA

Every time, Carré des Jardiniers becomes the heart of Paysalia - the “must” landscaping, gardening @ sports grounds sector trade show – to be held in Lyon, France, from November 30th to December 2nd, 2021.

The key event in the Show, Carré des Jardiniers is the beating heart of the event and the visitors’ circuit with the presentation in situ of the 5 finalists’ gardens, the visit by the jury and the award ceremony for the winner.





THE MASTER GARDENERS “PRIZE LISTS” AND THE WAY THEY SEE THE CONTEST

The Master Gardener becomes the Ambassador for the profession for the 2 years following the contest. Over and above their technical expertise, the finalists are assessed on their personal qualities and the emotions they stir in the public.

2019 | LAURENT GRAS - Jardins à Thèmes

“The contest is a great adventure you only do once in a lifetime and you should enjoy it to the full because it is truly worthwhile. Time passes very quickly too. You have to put your shoulder to the wheel. If I had to do it again, I wouldn’t hesitate!”

2017 | ANNE CABROL - Tarvel

“The interest of Carré des Jardiniers is to highlight the diversity in landscaping and promote environmental-friendliness in gardening combined with new technologies.”

2015 | SYLVÈRE FOURNIER - Passion Jardin

“In this kind of contest, the passion for our business and the need for increasingly greater creativity mean we go on designing ever crazier gardens.”

2013 | LUC ECHILLEY - CEZAE Jardin

“Carré des Jardiniers is a marvellous adventure. If you want to try it, don’t hesitate. Just do it. The contest brings a lot whether you win or lose. The main thing is to participate. You learn so many new things!”

2011 | PHILIPPE POILANE

“This adventure is truly unforgettable and motivating!”





CARRÉ DES JARDINIERS: RULES

HOW ARE THE FINALISTS *selected*?

SCORING CRITERIA

The jury assesses the technical, creative and aesthetic quality of the projects submitted:

- Is the arrangement and composition of the choice of plants relevant?
- Is the contest theme respected and what makes its interpretation original?
- Does the overall impression create emotions?
- Is the layout harmonious and top quality?
- Etc.

The candidate's social skills, values and motivations are also qualities the jury marks as the Master Gardener will be the profession's Ambassador for the next two years.

THE ROUNDS IN THE CONTEST

SEPTEMBER 2020 ♦ **Opening of registration**

MARCH 2021 ♦ **Registration deadline**

APRIL 2021 ♦ **Preselection phase resulting in a short-list of 10 candidates**

MAY 2021 ♦ **Jury selection of finalists**

29th JUNE 2021 ♦ **Announcement of the 5 finalists**

26th-29th NOVEMBER 2021 ♦ **Creation of their gardens by the 5 finalists at Paysalia in Eurexpo - Lyon**

30th NOVEMBER 2021 ♦ **Paysalia opens to visitors** to see the finalists' gardens

1ST DÉCEMBER 2021 ♦ **The jury visits the gardens, talks to the finalists and deliberates.** Official award of the Master Gardener 2021 Trophy.

A JURY OF RECOGNISED *professionals*



The Carré des Jardiniers jury is made up of 16 well-known personalities passionately interested in landscaping. They can be expert professionals or use nature as their source of inspiration but they are all extremely sensitive to plants, have great artistic talent and are well-informed critics.

1 EMBLEMATIC PRESIDENT:

JEAN MUS, Landscape Gardener and Designer

6 LANDSCAPING SECTOR PROFESSIONALS

- Michel Audouy - *Landscape architect*
- Laurent Gras - *2019 Master Gardener*
- Bruno Imbert - *Nurseryman*
- Eric Lequertier - *Landscaper*
- Bruno Ricci - *Landscape gardener*
- Pierre-Alexandre Risser - *Landscaper*

4 SPECIALIST JOURNALISTS

- Philippe Collignon - *journalist for France Télévisions*
- Nathalie Degardin - *for mainstream and professional media - Intramuros*
- Sylvie Ligny - *the specialist media - GardenLab*
- Martine Meunier - *for professional media - Les Editions du Bionnay*

5 ARTISTS REPRESENTING THE 5 SENSES VIA THEIR OCCUPATIONS

- Jacques Chibois - *Chef at the Bastide Saint-Antoine hotel*
- Jean-Claude Ellena - *Perfume Creation Director at the Couvent des Minimes*
- Gary - *Sculptor*
- Dimitri Naiditch - *composer and pianist*
- Eric Sander - *Photographer*



AN INNOVATION IN 2021

A NEW PRIZE THE STUDENTS' FAVOURITE

Carré des Jardiniers is a contest which valorises the landscaping trades and aims to interest young people in our sector. In 2021, Carré des Jardiniers formed partnerships with training centres to involve students in this well-known contest and promote landscaping trades and courses.

Two students from each of the following training centres: CFAA 17 Agrocampus, Beauvais CFA-CFPPA, Lyon Dardilly Ecully EPLEFPA, CFPPA Grenoble St-Ismier Landscaping School and Toulouse Auzeville CFAAH/CFPP will form the Carré des Jardiniers “Student Jury” and award their “favourite” prize to one of the five finalists at the award ceremony on the 1st of December at Paysalia.





THE 5 FINALISTS OF THE 6TH EDITION OF CARRÉ DES JARDINIERS



STÉPHANE FRITSCH
Geispitzen (68)



GUILLAUME LACHANA
Pierre-Bénite (69)



MATTHIAS ORSI
Aubagne (13)



HÉLÈNE PEPIN
Marseille (13)



FRANCK SERRA
Coulounieix-Chamiers (24)

THE 5 FINALISTS OF THE 6TH EDITION OF CARRÉ DES JARDINIERS



STÉPHANE FRITSCH
Geispitzen (68)

HIS PROJECT

Cultivate our wellbeing

This garden cannot be understood at a single glance. Moving from one zone to another stirs the emotions as new, breath-taking ambiances appear. It creates unforgettable memories. Its composition arouses a host of pleasant feelings.

It is an invitation to visitors to relax, under a tree, close to water, in bushes or a birch forest cool down, contemplate and find individual happiness.

The layout of the “Cultivate our well-being garden” encourages dawdling in each planted patch of the garden to savour life’s pleasures – and particularly good food. For once, visitors have time to contemplate, to dream about a place more fertile in new ideas, living better closer to nature.

The garden is composed of various zones:

a compass under the statue, a zone with a fountain for relaxation and sharing, a zone for resting, a connected “NOOKA SPACE” office, a barbecue space with its own kitchen garden and a dinner table, the whole sublimated by beautiful lighting.

“ What makes your garden a garden for lovers of (the good things in) life?

I observe that in our messed up society everything goes too quickly and people are moving further and further away from what remains essential for wellbeing - nature and what it can provide.

This garden promotes the reflex to get back to basics, to Mother Earth. Nature has accompanied mankind from the earliest times and always given the best of what it has to offer. Bee hives and kitchen gardens bear witness to nature’s generosity. Kitchen gardens bear the fruit of the Earth and the bees contribute to their sustainability.

I have a dream. In this garden let us create together spaces for serenity, wellbeing and relaxation which express a continuous quest for sensitivity, the most appropriate answers and coherent and beautiful solutions. For me this garden expresses, awakens and stimulates all five senses in perfect harmony. There are always dreams, emotions and beauty. It makes it possible to experience multi-sensorial feelings.

This garden is also a work of art with the creation of a space of absolute wellbeing. I want to move visitors and transmit emotions to enable them to express themselves and expand their own visions.”



CONTACT

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THE 5 FINALISTS OF THE 6TH EDITION OF CARRÉ DES JARDINIERS



GUILLAUME LACHANA
Pierre-Bénite (69)

HIS PROJECT

Urban gardens, country gardens, Living gardens

We want to address the question of soil fertility. Town side, on a crust of bituminous mix, a huge structure proposes above ground gardens and demonstrates our sector's creativity, making gardens possible in hostile environments. Does the structure evoke the poles we use to support fruit and vegetables, a trellised vineyard or an urban Robinson Crusoe's hut? Countryside, visitors walk "in" earth and among levitating trees. They can observe their roots and touch the earth in which they grow. On both sides of these two structures, two edge strips frame the garden: Town side, a bench has been cut into a twenty metre long tree trunk but the countryside is natural. On the other side, tree trunks have been hollowed out and laid in a line. These are "substrate tables".

“ What makes your garden a garden for lovers of (the good things in) life?

First of all, like any garden, it invites visitors to awaken all their senses and journey from an urban garden (a priori an unfavourable setting) to a garden in the countryside. In both cases, our garden's objective is to give visitors a feeling of proximity and wellbeing. Next, our garden is nourishing, a place for fruit and vegetables. At a time when concepts like "urban greenery" and "urban farms" are flourishing, our idea is to put them in a spotlight and bring them to life. Lastly, our garden will play a teaching role in particular with regard to the future of soils and aids for cultivating our gardens, especially in urban surroundings: the rarefaction of arable lands obliges us to innovate and propose alternatives which respect agronomic rules for fields that we know guarantee good plant growth.



côté ville jardin vivant



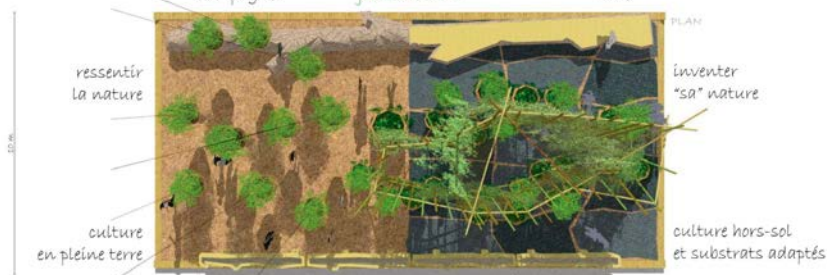
grimpantes
vivaces comestibles
légumes
petits fruits



côté campagne jardin vivant



hotte de légumes automne/hiver
"arbres et arbustes" fruitiers
de "pleine terre"



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THE 5 FINALISTS OF THE 6TH EDITION OF CARRÉ DES JARDINIERS



MATTHIAS ORSI
Aubagne (13)

HIS PROJECT

The oasis of the future

Our project is articulated around a big central work representing the genesis of gardens. This ethereal structure “captures” the water present in several of its aspects (dew, mist, rainwater, fog). Once recovered, this water is stored in several pools.

From there, the water is gradually fed to the garden by a series of fountains, pools and ditches.

By its influence, its intensity and its usage, the water nourishes specific species of vegetation and shapes a succession of gardens. The further away you get from the central art work, the less water is present, rare and even totally absent at the garden borders.

THE GARDEN INCLUDES:

- 1 • the hanging garden:** climbing plants using the central structure as their support + aquatic plants in the pools
- 2 • the luxuriant garden:** a halo like a green cocoon around the central water structure
- 3 • the vegetable garden** watered by a closed circuit ditch system
- 4 • the dry garden:** here, there is no water at all > like you find in the steppes, aromatic ground cover grows between big concrete flagstones recycled from a demolition site.



“ *What makes your garden a garden for lovers of (the good things in) life?* ”

By following and understanding the water cycle in nature, we create a garden using water and imagine an original 22nd century oasis by considering water as a treasure in the garden it shapes: water that is collected, stored and used with nothing brought in from outside.

The garden comes to life just by using this natural resource. Diversified vegetation takes root, grows, opens out, flowers, produces, and evolves over time, in “symbiosis” with the gardener.

In the focal point of the garden, the structure which collects the water provides shade and supports fruit-bearing climbing plants, bringing coolness and a place for fun, sharing, rest, relaxation and wellbeing.





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THE 5 FINALISTS OF THE 6TH EDITION OF CARRÉ DES JARDINIERS



HÉLÈNE PEPIN
Marseille (13)

HIS PROJECT *A table !*

We imagine a garden dominated by a reworked prototype table. The garden is organised around bushes bearing fruit in profusion. This is the heart, the life centre, the core of our garden. Everyone is welcome to come and sit at the table. You can sit down and look in any direction, have private chats, or simply contemplate the frenzy of Paysalia happening around you.

The garden is the place for all the movements of the visitors, its ergonomics ensure they can meet and pass by without hindrance. It is focussed on life and Gracious Living. On the edges of the garden, humus - decomposed life - forms a carpet like the fertile underbrush nourishing forests.

“ **What makes your garden a garden for lovers of (the good things in) life?**

One approach used by landscape designers is compositions based on edible plants. Eating is always a pleasure! And when one stirs an emotion, it is always memorable. To share our passion for plants through edible plants seems to be a good approach to the contest theme.

For us, a garden is determined by what it is used for. And what could be nicer than meeting around a table, in a luxuriant garden with fruits within reach?





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THE 5 FINALISTS OF THE 6TH EDITION OF CARRÉ DES JARDINIERS



FRANCK SERRA
Coulounieix-Chamiers (24)

HIS PROJECT *Human & Sensual*

Today we are all seeking sense, pleasure and a way to get back to nature. A garden for lovers of (the good things in) life must be environmentally-friendly and a place in which one feels good. We propose a virtuous and sustainable garden in harmony with nature. The garden will be made up of components under our feet, with permeable, natural, fertile and nourishing soils: quite simply alive. Biodiversity will be symbolised by a canopy, an architectural arch inviting you to discover a space for Gracious Living and a seat at a shared “table” to promote friendliness, bathed in and fed by the nourishing theatre symbolising food springing from Mother Earth. The wellbeing garden is structured around the water table, symbolising life. Organic relaxation cocoons will welcome visitors in a luxuriant, benevolent and natural forest.

“ **What makes your garden a garden for lovers of (the good things in) life?**

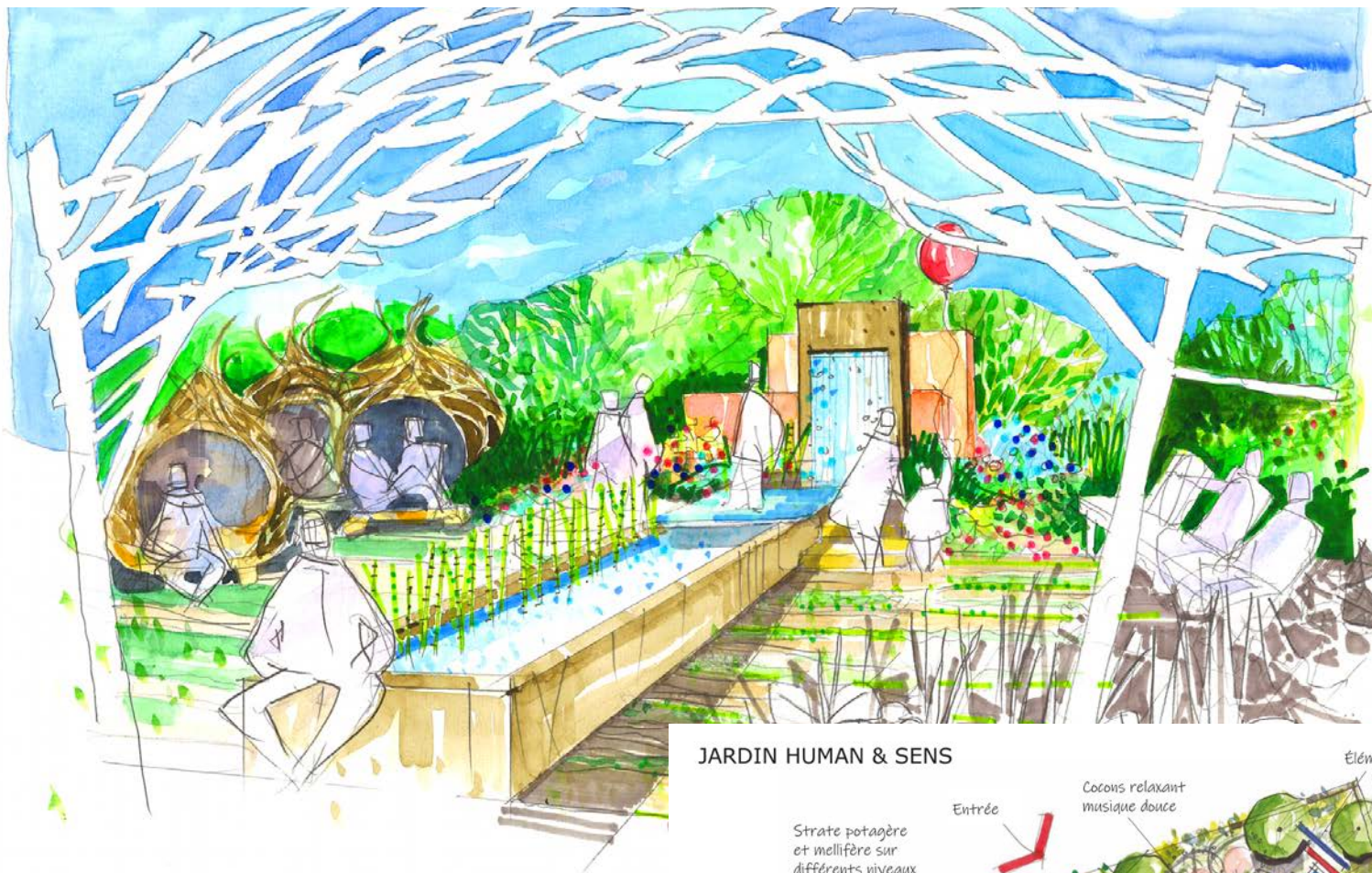
Our garden is for lovers of (the good things in) life because it unites the abundance of a kitchen garden and the sharing of the produce with guests around big tables.

A togetherness space we all want. A garden for lovers of (the good things in) life because it is eco-friendly by the choice of the materials and plants and the way it is built.

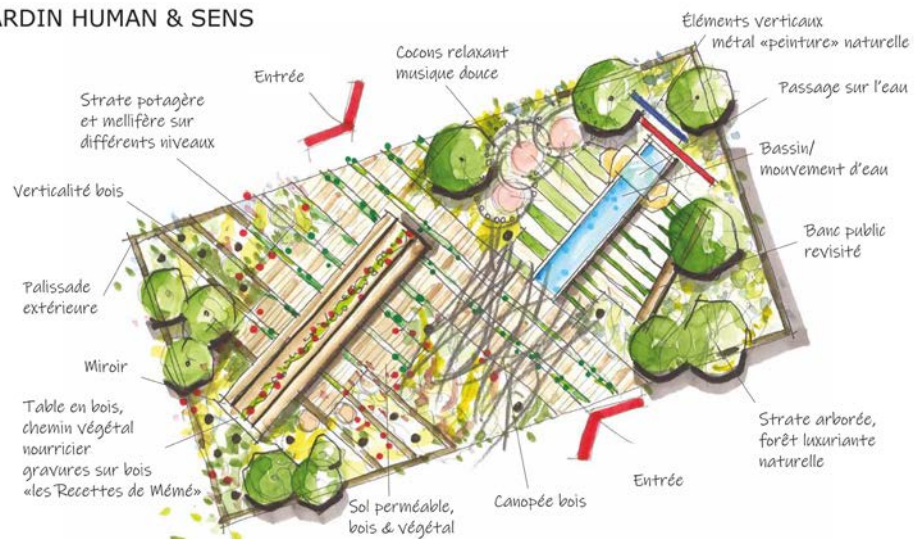
A garden for lovers of (the good things in) life because it demonstrates that creativity can be combined with the urban greening and the wellbeing of all. A garden for lovers of (the good things in) life because it is alive.

The whole garden respects the living world and creates friendly surroundings for people who like to live well. Laid out around a Gracious Living space and a Wellbeing space, the whole garden is a response to mankind’s quest for sense and direction.





JARDIN HUMAN & SENS



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CARRÉ DES JARDINIERS OFFICIAL PARTNER

Every two years, VAL'HOR is the official sponsor of Carré des Jardiniers contest at Paysalia which highlights and rewards gardeners.

In 2021, the topic “**a garden for lovers of (the good things in) life**” underlines the use of gardens to grow food – and the generosity of their creators. Nourishment is just one of the many benefits of plants. As the Covid period we have just been through revealed, our need for nature is essential in our daily lives as is the presence of living plants and the professionals who make gardens possible. To relax, get together and draw on new reserves of strength, gardens - public, private or shared – enabled people in lockdown to maintain social links and find peace and enjoy their leisure.

More than ever we must defend plants and the professionals who cultivate, plant and sell them.

Now more than ever before plants are essential to life - and cities!

So once again, it is quite natural for all the professionals involved in horticulture, floral sales and landscaping to assist the organizers of Paysalia through their Trade Association as the official Carré des Jardiniers 2021 sponsor.



WHAT IS VAL'HOR ?

Since 1998, VAL'HOR has been recognized by the French public authorities as the Interprofessional organisation for horticulturalists, florists and landscaping professionals.

It brings together 52,000 specialized companies, with sales of over 15 billion Euros employing 175,000 people. It federates the professional organisations representing the production, distribution and retail sectors of horticultural, landscaping and gardening business.

VAL'HOR's main mission is to develop the consumption of products and services through collective advertising and promotion. VAL'HOR also sponsors the short programme broadcast by the M6 group on French TV and the Web called “Mission: végétal”, sponsors “flowers for the bees” week, the French “Green City” programme to develop urban greening and organizes the Victoires du Paysage contest.

In 2021, VAL'HOR will again be present at Paysalia to highlight the buoyancy of the French landscaping sector through:

- Exclusive partnership with the Master Gardeners' excellence contest, Carré des Jardiniers;
- Organization of the Final of the French Plant Recognition competition, with the expected participation of a hundred young people, agricultural education pupils and also working professionals;
- Presence in the French Producers Village, where close to 40 exhibitors will be grouped under the “Fleurs de France” banner.

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 **LOXAM**

USEFUL INFORMATION

DATES

November 30th
to December 2nd, 2021

VENUE

Eurexpo, Lyon, France

“MASTER GARDENER 2021”



awards ceremony
Wednesday, December 1st, 2021
04.30 PM

CONTACT

paysalia@gl-event.com
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LANDSCAPE, GARDEN & SPORT EXHIBITION

NOTES





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To discover the gardens created by the 5 finalists in the 2021 edition on the theme “a garden for lovers of (the good things in) life” at Eurexpo in Lyon, France, book the dates from 30th November to 2nd December.

There is also a new Web site:
carre-des-jardiniers.com

Follow us on social media:



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