



CARRÉ  
DES JARDINIERS  
| 2023

2023 PRESS KIT

# The 7<sup>th</sup> Carré des jardiniers contest

Biodiver'Cité :

How shall we live  
in tomorrow's town?

PRESENTING  
THE FOUR FINALISTS



# Contents

**4**

**Carré des Jardiniers  
in a nutshell**

**The 2023 theme**

**7**

**Presenting  
the four finalists  
and their projects**

**14**

**The 2023 judges**

**5**

**Contest calendar**

**Facts & figures**

**13**

**Master Gardener  
Hall of Fame**

**A look back at Franck  
Serra's experiences**

**15**

**The Sponsors**

## The Carré des Jardiniers contest in a nutshell

**Carré des Jardiniers has been giving outstanding gardens a place of honour in the public eye since 2011, with its organization of a unique contest open to landscape contractors and designers from all over France.**

Every two years, this iconic competition in the sector invites professionals to form a mixed team of experienced profiles and young talents who, given a specific theme, collectively apply their minds and create **a remarkable 200 square metre ephemeral garden.**

Live at the Paysalia trade show, teams who make it to the final will compose their garden and present it to a panel of expert judges and an audience of professional visitors.

The judges deliberate and agree on a winner, who is crowned Master Gardener and bears the profession's standard for the next two years.

## In synergy with the Paysalia and Rocalia trade shows

**At the centre of the Paysalia trade show, rubbing shoulders with sister show Rocalia, will be the 7th edition of the Carré des Jardiniers contest. Both these trade shows run from 5-7th December, 2023 at France's Eurexpo Lyon.**

The joint organization helps contestants extend their visibility, as each edition of Paysalia and Rocalia attracts all stakeholders in the sectors of natural stone, landscapes, gardens, and sports grounds in France. In 2021, the 1,481 suppliers and brands present welcomed almost 29,000 visitors common to both shows.



### THE 2023 THEME

## Biodiver'Cité: an invitation to get to grips with the town of tomorrow

**For 2023, contestants vying for the title of Master Gardener have been invited to work on the theme of the responsible green town of the future: the "Biodiver'Cité".**

Nowadays, one French person in every three lives in urban surroundings. Dynamic, bustling, and noisy, city life can give rise to feelings of stress, anxiety, even solitude. How can landscape development, notably through parks and gardens, play a greater part in reconfiguring urban life; what new approaches can it

try to make it spread across all the districts of a town? When a town takes to the garden, how do gardens permeate the town and become a place for devising and building the city of tomorrow: the Biodiver'Cité?

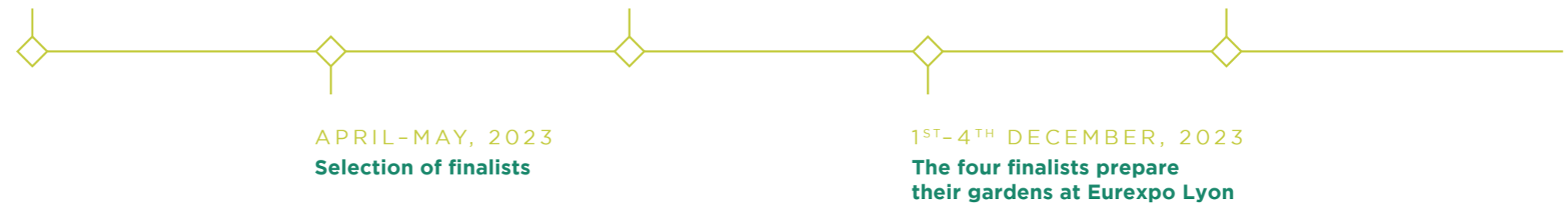
These are all questions the finalists of the 7th edition of Carré des Jardiniers will try to answer when creating their ephemeral garden live at Paysalia. In doing so, they will reveal their personal interpretation of the Biodiver'Cité.

# Contest calendar

DECEMBER, 2022  
TO MARCH, 2023  
**Entry registrations**

20<sup>TH</sup> JUNE, 2023  
**The four finalists revealed  
along with their projects**

6<sup>TH</sup> DECEMBER, 2023  
**The judges inspect the gardens  
and hear the finalists' accounts.  
They deliberate and officially  
award the title of "Master  
Gardener" 2023**



## Facts & figures



**2011**

The Carré des Jardiniers  
contest is born



**6**

Master Gardeners  
named



**4**

finalists for  
the 2023 edition



**96 H**

hours to realize  
each garden

A lush garden scene featuring a wooden deck, a stone path, and various plants. The garden is filled with greenery, including tall evergreen trees on the left and a variety of smaller plants and flowers on the right. A stone path leads through the garden, and a wooden deck is visible in the foreground. The background shows a building with a wooden facade and hanging lights. The overall atmosphere is warm and inviting.

**Presenting  
the four finalists  
and their projects**



## Vincent Grunewald

Vincent Grunewald  
(Mâcon) with Cheval  
Paysages (Valence)

### WHO IS VINCENT?

With a professional diploma in landscape development and after a sabbatical year spent travelling, Vincent Grunewald completed his studies at the ITIAPE engineering institute. In 2017, a year after obtaining his degree, he founded his company in the southern French town of Cavaillon. Having always had a protective outlook on the environment, Vincent naturally aligned his garden architecture business with the ecological transition of outdoor spaces. Now based in Mâcon in Burgundy, he thoughtfully guides and assists clients in their future-responsible choices. He promotes work methods based on cooperation with clients and craft specialists. A real plant lover, he likes to take special care of existing vegetation, dissolving the boundary between the emerging garden and its containing landscape. What's his extra something? Vincent is a big proponent of material reuse and proves that with creativity, everything can be made to fit today's tastes.

### CONTACT :

Vincent Grunewald  
+33 613 86 95 50  
info@vincent-grunewald.fr  
www.vincent-grunewald.fr

### HIS PROJECT

## L'Entre Deux Bruits Between two noises



There's no one-size-fits-all model for towns. They nonetheless often share an intensity of flows as well as essential activities that enable its habitants to get from A to B, to eat and drink, to be housed, and to enjoy life. Intensity usually means noise, and noise is often synonymous with annoyance.

Parks and gardens are therefore a kind of cocoon where the relentless city rhythm has no purchase.

That was the starting point of my idea: How can inhabitants unwind in a place shielded from urban clamour?

The sustainably expansible town is a thing of the past.

These days it must be reconstructed from within, freeing up abandoned or unfrequented spaces, optimizing the use of square metres, reusing whatever is there, protecting the existing vegetation. Our proposition is therefore to take over small spaces to provide citizens with a nearby offering of greenery and respite.

The "L'Entre deux Bruits" garden has two main features: a noise-damping wall and a large wooden structure in the middle.



## Antoine De Lavalette

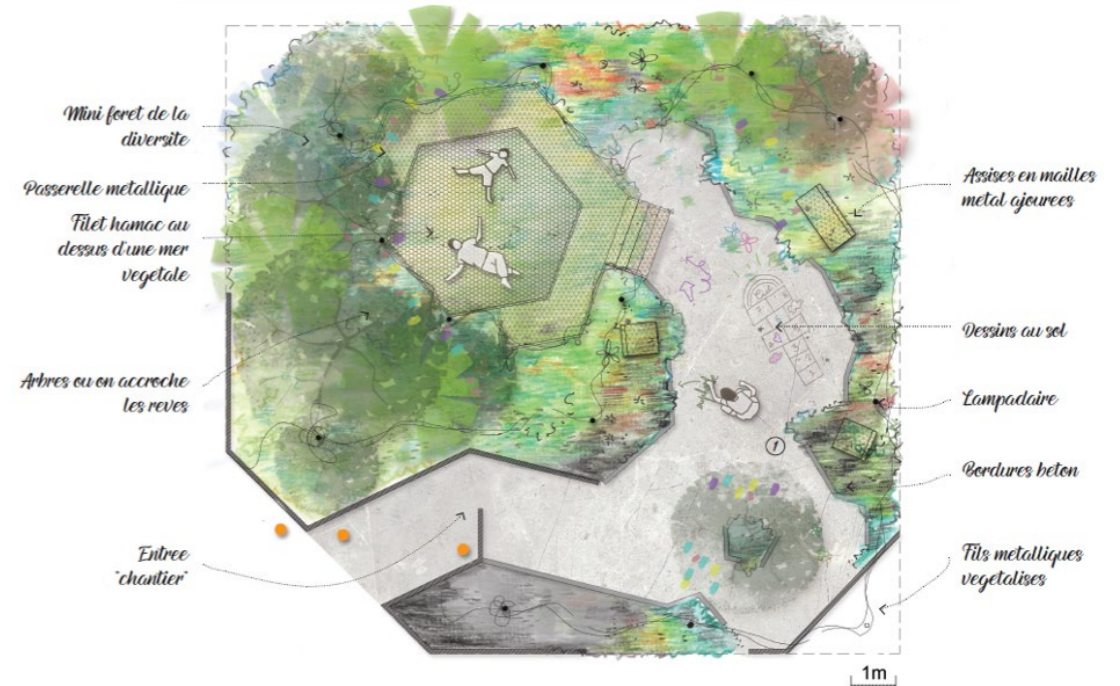
Nature & Création  
(near Toulouse)

### WHO IS ANTOINE?

With a childhood stretching from France to Thailand, Antoine De Lavalette grew up with two different visions of nature. After his initial leaning toward law and language studies, a yearning for freedom and love for the Earth changed his course toward gardens. After graduating with a diploma from the Higher National College of Landscaping, Antoine De Lavalette took his first steps alongside landscaper Camille Muller before continuing up the learning curve with his father and his uncle in the family business near Toulouse. Today, he has carved a place among the gardening teams and taken over the reins at landscaping firm Nature & Création alongside his cousin, with a 13-strong staff. Antoine now creates gardens that allow nature to express itself, that mirror his thoughts, and are soaked in memories still present in his dreams.

### CONTACT :

Antoine De Lavalette  
+33 561 83 28 63  
nature-creation@wanadoo.fr  
www.nature-creation.com



## HIS PROJECT L'im.pas.si.sage

A clever portmanteau that translates to "the impudent blind alley". When you set foot inside, disorder lies in wait: an air of abandon, cracked earth, broken pavements. A forgotten worksite of an alley, whose entrance

looks like the outcome of a fight between building and nature. A sad-looking place crying out for life to move in.

So how about allowing nature to unpack its bags there?

So how about seeing it in a different light?

How about choosing to guide it instead of constricting it?

Step by step, as the visitor advances in

the alley, the decor changes and nature pokes its nose into the scene. All by itself, nature advances and evolves. All by itself, it starts filling in the gaps and working its way into all the corners. The cracks, the flaws, all the shortcomings of concrete give way to vegetation. And the street becomes a garden as though mankind had chosen to live with it.

And the blind alley springs to life!

Plants colonize the town, our alleyway soon becomes a space for awakening our curiosity, and we venture in. Nature now seems living, freer, wilder. A forgotten blind alley that we rediscover as a not-so-sage passage: an "im.pas.si.sage".

The public space now belongs to everyone!

The plants have taken up position; now it's the people's turn to become protagonists, adding their contributions and taking ownership of this urban environment to feel a bit more at home there. A communal area becomes fun and creative. People and nature rub shoulders in a town that seems made for their cohabitation, a long-awaited "Biodiver'Cité".

And what if plants became an instinctive reflex?

What if we designed the town of tomorrow around them?



## Simon Freitag

La Couleur des Jardins  
(Moselle)

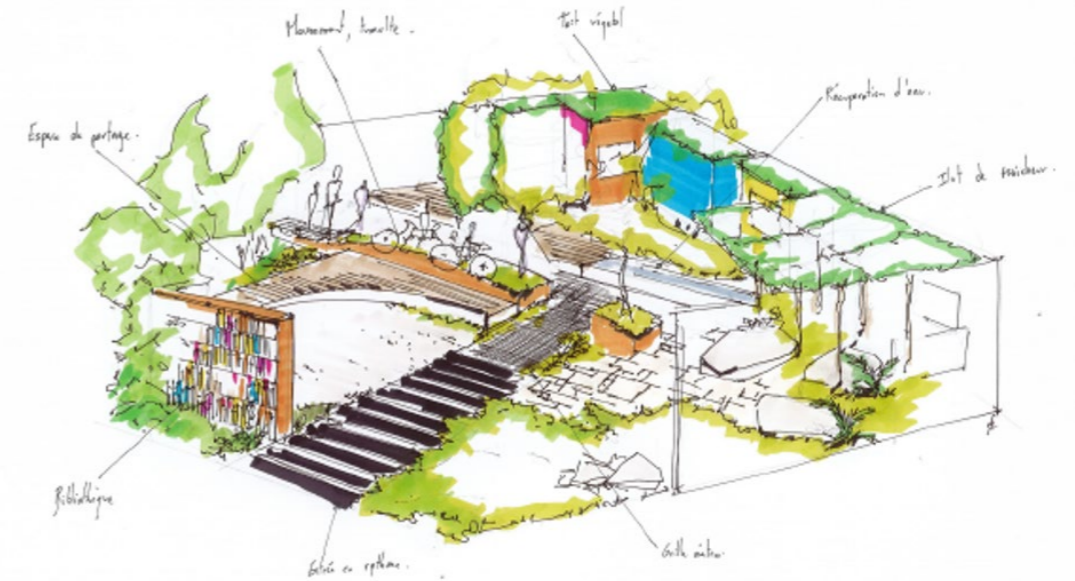
### WHO IS SIMON?

Simon Freitag became excited about his future trade while still at school, as soon as he set foot in the vocational course on landscape development. After acquiring a professional diploma then a degree, he joined forces with a friend from his academic years to create “La Couleur des Jardins” in the Moselle department. Eight years down the line, the firm has roughly thirty employees split between two sites: Forbach and Lutz, near Thionville.

Staunchly rooted in Lorraine in the east of France, La Couleur des Jardins teams work mostly for private individuals, designing and building gardens from A to Z for them. For Simon, who tickles his customers’ fancy with hand-drawn impressions and provides assistance throughout the project, the way to cultivate the garden art is to take one’s time and open the door to complementary trades like horticulture and decoration.

### CONTACT :

Simon Freitag  
+33 387 87 82 71  
contact@lacouleurdesjardins.fr  
www.lacouleurdesjardins.fr



### HIS PROJECT

# La vi'll'e de demain the town (and life) of tomorrow

Urban development has limits, nature has rights, and people have duties.

Our garden sets out to temper the breakneck rhythm of our lives by restoring nature to the centre of our concerns so we can enjoy its gifts. We chase away the city commotion at the garden entrance, along a path resembling a piano keyboard. Everyone can explore the inside at their own rhythm.

We chase away the city stink with the pleasant odour of plants growing under grilles that remind us of basement vents. We bring meaning to our creations.

We learn from the past to construct a better future: a real library symbolizing learning provides our welcome to this

garden: what have been mankind's actions on its environment? What mustn't we repeat, what must we change, or indeed, what must we persevere with?

We take our time and create a time of sharing: A long bench, sweeping around the mini-plaza in a great arc, invites intercourse.

We counteract the heat of urban materials with islands of cool: a plant-covered roof on the buildings and a living pergola made of shade trees.

We escape the dullness of tarmac with plants dominating every item of urban equipment. We enlarge the space with coloured mirrors on building facades dancing with the scenery

We inspire meditation with the soothing sound of rainwater trickling off roofs to fill the pond. If we give Nature back the place we owe it, it will pay us back a hundred fold.

**We just have to give it time.**





## Matthieu Carla

Les Jardins de Matthieu  
(near Toulouse)

### WHO IS MATTHIEU?

While he was still studying for a technical diploma in livestock production, Matthieu Carla started his own landscaping firm. It was a big gamble for a 20 year-old who just wanted to be in contact with the earth and lend a hand to the people around him. Little by little he became more professional, specializing in landscape creation and managing to grow his business. Nowadays, he and his wife run Les Jardins de Matthieu together, employing eight workers and two apprentices in Cugnaux, right next door to Toulouse. This family business has made a priority of offering bespoke solutions to customers that match their desires and needs while conforming to the house style and the garden's immediate surroundings. And the end goal? To bring happiness and well-being to those who like spending their time outdoors.

#### CONTACT :

Matthieu Carla  
+33 681 79 10 74  
contact@lesjardinsdematthieu.fr  
www.lesjardinsdematthieu.fr



### HIS PROJECT

## Jardin suspendu the suspended garden

This creation sets out to extend and upvalue the landscape gardener's outreach by providing access to a new creative platform.

His work therefore consists in finding new action paths for his sector to incorporate vegetation at every storey.

"All this work should raise awareness within our sector and help converge building and local administration activities.

It's our responsibility to address tomorrow's issues in the landscaping world and to see the ecological and green transition through to a satisfactory conclusion.

The purpose of our entry is to project ourselves into this future and show how our towns can stop creating green lungs because they have become lungs in themselves.

With our project, we want to show new constructions made of new materials, like the "building" using CLT (cross-laminated timber) technology: large boards that can be used by landscapers as well as builders to create service cabins, waste bin pens, garden shelters, and other items limited only by one's imagination.

We have taken much delight in working on this "Biodiver'Cit " theme, and we plan to take up the future challenges of the landscaping world: how to make tomorrow's towns live with plants as room-mates.

# “Master Gardener” Hall of Fame!

2011



**PHILIPPE POILANE**

2015



**SYLVÈRE FOURNIER**

Passion Jardin  
(Provence)

2019



**LAURENT GRAS**

Jardins à Thèmes  
(Nantes)

2013



**LUC ECHILLEY**

CEZAE Jardin (Provence)

2017



**ANNE CABROL**

Terideal (Lyon)

2021



**FRANCK SERRA**

Serra Paysage  
(Dordogne)

## A LOOK BACK at Franck Serra’s 2021 Master Gardener experiences



**For the contest’s 6<sup>th</sup> edition in 2021, Carré des Jardiniers invited candidates to cogitate on the theme of “le jardin du (bon) vivant” - the living garden (for good living). After the judges’ deliberation, Franck Serra, boss of the Dordogne company “Serra Paysage”, was crowned Master Gardener for his “Human & Sens” (human and sensual) project.**

“I still have amazing and indelible recollections of my participation in the 2021 Carré des Jardiniers!”

I’d heard talk of the Carré des Jardiniers contest through fellow professionals and the trade press. And when my team and I discovered that the theme was “garden for the bon vivant”, which struck a chord with us, we really felt up to it.

I approached Carré des Jardiniers in the perspective of a fully-fledged enterprise project, one in which I could involve all the members of my multi-skilled team in a common endeavour.

It goes without saying that I recommend all landscaping professionals to embark on the Carré des Jardiniers adventure. No matter whether the outcome is finalist or Master Gardener, everyone comes away a winner in terms of visibility, recognition, networking, team cohesion, and more. This contest is a true gift to our profession!”



## On what criteria do the judges select the finalists ?

The judges appraise the quality of the projects entered and attribute **scores for technical, creative, and aesthetic excellence**: relevance of the layout and the palette, quality of the features created, adherence to the theme, originality of interpretation, etc.

They attach specific importance to the social skills, values, and motivations of pretendents to the Master Gardener throne.



## Head judge

**Jean Mus,**  
Landscape Gardener and Designer

### THE JUDGES

## A panel of outstanding judges with a passion for all things living

To designate the 2023 Master Gardener, a panel of **14 renowned professionals** will be judging the Carré des Jardiniers.

They're the ones who will go through all the entries, shortlist ten projects for interview, then narrow the choice down to four finalists. During the live final at the Paysalia trade show, they will visit the created gardens before electing the Master Gardener!

### 7 LANDSCAPING SECTOR PROFESSIONALS

**Michel AUDOUY,**  
Landscape architect

**Bruno IMBERT,**  
Nursery gardener

**Stéphanie KNOBLICH,**  
Landscape architect

**Eric LEQUERTIER,**  
Landscape designer

**Bruno RICCI,**  
Landscape architect

**Pierre-Alexandre RISSER,**  
Landscape designer

**Franck SERRA,**  
2021 Master Gardener

### 3 SPECIALIST JOURNALISTS

**Philippe COLLIGNON,**  
journalist and producer  
at France 2

**Sylvie LIGNY,**  
GardenLab  
(trade press)

**Martine MEUNIER,**  
Les Editions de Bionnay  
(trade press)

### 3 ARTISTIC PROFESSIONALS

**Jacques CHIBOIS,**  
Chef at La Bastide  
Saint-Antoine hotel

**Gary,**  
Plastic artist

**Eric SANDER,**  
Photographer



Since the 2021 edition, there has been a **"Student's Special Mention"** prize chosen by students and learners of landscape-related trades.

At the last edition, this student panel's prize went to Franck Serra.

# Meet the partners of the Carré des Jardiniers contest

**VALHOR**  
TOUTES LES FORCES DU VÉGÉTAL

VALHOR, the official partner of Carré des Jardiniers

VALHOR is recognized by the French authorities as the official Inter-professional association for horticulture, flower and plant nurseries, and landscaping. It's a front-line sector in the regions, with some 186,000 plant professionals from 52,000 businesses whose total turnover amounts to 15 billion euros.

It assembles the ten professional organizations upstream and downstream of the sector, who represent horticultural production, distribution, and trading as well as landscapes and gardens.

The Inter-professional association's missions are:

- To develop companies' economic potential
- To address plant sanitary issues and to improve the quality of products and the service offering
- To promote knowledge of production and the market
- To promote vegetation, professional expertise, and the wealth of trades in the sector along with their excellence,
- To be a unifying force and cultivate dialogue between professional organizations.

[www.valhor.fr](http://www.valhor.fr)

In 2023, VALHOR will again be present at Paysalia to highlight the buoyancy of the French landscaping sector through the following:

- Exclusive partnership with Carré des Jardiniers, the expert gardener's opportunity to shine
- Organization of the Final of the French Plant Recognition competition, with participation expected from over 60 young people, agricultural pupils, and working professionals
- Presence at the core of the French Producers Village, which assembles more than 45 exhibitors under the "Fleurs de France" banner
- Presence on the Institutional Stand along with the VALHOR partners.

Carré des Jardiniers press partners:

**GARDEN\_LAB** PROFESSION **PAUSAGISTE**

Carré des Jardiniers media partner:



In partnership with:

**chlorosphere**  
trends consultancy

Carré des Jardiniers official suppliers:

**Dumona** **LOXAM**



Training centre partners for the Student Panel:

**EPLEFPA - CFFPA**  
**Saint-Rémy-de-Provence**  
**Bouches-du-Rhône - 13**



**Campus La Mouillère**  
**Loiret - 45**



**CFA La Bretonnière**  
**Seine-et-Marne - 77**



**CFFPA - UFA de l'Allier**  
**Allier - 03**



**MFR de L'entre deux mers**  
**La Gironde - 33**



In a scope of



A joint production with



Made by



An event



## Practical Information

[www.carre-des-jardiniers.com/en](http://www.carre-des-jardiniers.com/en)



## Pro Contacts

hotlinevisiteurs@gl-events.com  
+33 478 176 216

## Press Contacts

**Léa Valleix**  
lea.valleix@white-mirror.fr  
+33 788 854 110

**Anne Chadan**  
anne@white-mirror.fr  
+33 660 859 824



MADE BY



AN EVENT



IN THE SCOPE OF



A JOINT PRODUCTION WITH



OFFICIAL CARRÉ DES JARDINIERS SPONSOR

