

# LES FLORALIES INTERNATIONALES DE MONTREAL 1980<sup>1</sup>

by Maurice Beauchamp

Host of the Universal and International Exposition of 1967 and the Games of the XXI Olympiad of 1976, Montreal, in 1980, will be the site of the Florales internationales jointly sponsored by the city and Quebec's Ministère de l'Agriculture. Approved by the International Association of Horticultural Producers and the International Bureau of Exhibitions, the Florales internationales de Montreal will serve as the theatre for the first meeting in America of the world's major horticultural traditions.

The purpose of this floral exhibition is to foster the development of all forms of ornamental horticulture and to demonstrate the progress achieved by horticulture at the international level. In addition, the exhibition will stimulate research in the areas of plant cultivation and horticultural teaching. It will also serve to inform the public about the ecology and its problems and about the importance for all people of living in a healthy environment. Finally, the Florales internationales will illustrate important links between man's socio-cultural activities and his physical environment. The Florales internationales de Montreal will exhibit countless varieties of trees, shrubs and flowers.

Some 500 years before the modern era, the Chinese were cultivating chrysanthemums — renowned, *still* for their variety and colour. Nearer in time and space, the French, Dutch, Belgians and Americans developed their own vast knowledge of horticultural techniques over a span of centuries. The Florales exhibition in Ghent, Belgium, for example, has been in continuous existence for some 150 years and producers in that region are justly considered the originators of contemporary Florales. Held every five years, the Ghent Florales attract visitors by the thousands. Day and night they enjoy the spectacle of plants and flowers arranged magnificently among

sculptures, woodwork and aquatic backdrops.

**Indoor Florales.** In Montreal, the Indoor Florales will be held at the Olympic Velodrome . . . from May 17 to May 29, 1980. A unique piece of architecture that seems designed specifically for this type of exhibition, with 6,000 square meters of floor space beneath permitting natural light exposure.

The Olympic Velodrome, one of the outstanding architectural structures of the Olympic complex built for 1976, will be transformed into a valley of flowers and trees lovingly arranged by horticulturists from around the world. Experts from some twenty countries will vie in dexterity and imagination with American and Canadian growers in paying tribute to the beauty and diversity of world of flowers and trees for the pleasure of the hundreds of thousands of expected visitors.

Key plans for the event have already been drawn up and services have been foreseen. On entering, visitors will find themselves within the cycling track where national participants will be grouped, with the province of Quebec's display in the center. A tour of the area will eventually lead, across the track to a commercially-oriented exhibition set behind the stands.

The Indoor Florales will offer a complete range of cultivated plants: cut flowers, potted plants, tropical plants, succulent plants and cacti. Flower lovers, of course, can spend time contemplating such eternal stars as the orchid, the rose, and the African violet. The originality of the various displays will be rewarded by numerous prizes which stimulates creativity among participants. Finally, les Florales may produce interesting discoveries, such as the art of "Bonsai," coming from the Orient.

**Outdoor Florales.** Ile Notre-Dame will host the

<sup>1</sup>Presented at the annual conference of the International Society of Arboriculture in San Diego, California in August 1979.

open-air exhibition of Les Florales, from May 31 to September first, 1980. The manmade island created in the St. Lawrence River for Expo 67 will begin its new vocation as a permanent floral parkland, incorporating the most recent developments in contemporary landscape art. After the festival, the island will retain the permanent garden, comprising a selection of the best kinds of trees, shrubbery and cultivated flowers, and become a recreational area devoted to increasing the awareness of the general public about ecological and cultural matters. A few well-preserved pavilions of Expo 67 will be readapted for the occasion . . . as in the case of the French pavilion and that of Quebec.

Thousands of trees and shrubs, planted twelve years ago, as well as the ponds built at that time, will be an excellent starting point for construction of the floral park. It will be possible to again use the numerous rock gardens that are spread out over the entire island, along pathways and the canals. The open-air, or floral park, concept of *Florales*, comes to us from Europe, it represents the most contemporary expression of garden art. In addition to offering the entire scale of outdoor ornamental plants like trees, shrubs and flowers the floral park is also an oasis of rest, or relaxation in the heart of a city.

Its main characteristic is its permanence. Among the most important floral parks in Europe are those of Orleans, Keukenhof, Mannheim, Vienna and Paris. Orleans in France, with its 40 hectares of trees, shrubs, rose bushes, annuals and perennials, is one of the most beautiful examples of a floral park. Here we find a great variety of pathways, bridges, forms and colours of water pools and buildings. It joins zones which are densely planted with large grass surfaces; and acidic and shaded areas with ponds covered by aquatic plants. In United States, many metropolis cities have their own floral parks.

Every great horticultural tradition in the world will be found in Montreal and the visitor will find the personality of each country in the plants and materials. Strollers will be able to renew themselves with the great styles of the past and will be awed by the boldness of modern landscaping.

The Montreal Botanical Garden, which is responsible for the technical aspects of the *Florales*, has horticultural and botanical "knowhow" which is unique to Quebec and Canada. Numerous recent and former accomplishments are a guarantee of success for the *Florales de Montreal*. The Quebec and Canadian exhibits will place the accent on our flora and the proximity of a wilderness which is wild but less and less hostile.

Flowers are an integral part of man's life in many countries; *Les Florales de Montreal* will contribute, we hope, in transforming our cities and villages in Quebec and Canada and in improving the quality of life of its citizens.

### **Les Florales Internationales de Montreal 1980**

Hôte de l'Exposition universelle en 1967 et des Jeux de la XXI<sup>e</sup> Olympiade en 1976, Montreal accueillera en 1980 les *Florales internationales*. Agréées par l'Association internationale des producteurs de l'horticulture et le Bureau international des expositions, les *Florales internationales de Montreal* seront le théâtre de la première rencontre des grandes traditions horticoles du monde en Amérique.

Cette exposition a pour but de favoriser le développement, sous toutes ses formes, de l'horticulture ornementale et d'illustrer les progrès accomplis par l'horticulture internationale. Elle permettra de stimuler la recherche dans le domaine de la culture et de l'enseignement horticoles. Elle informera le public et le sensibilisera aux problèmes de l'écologie ainsi qu'à l'importance, pour tous, de vivre dans un milieu sain. Les *Florales internationales de Montreal* mettront en lumière les liens qui existent entre les activités socio-culturelles de l'être humain et son milieu physique. Les *Florales internationales de Montreal* présenteront de nombreuses variétés d'arbres majestueux et de fleurs sans cesse renouvelées, du mois de mai au mois de septembre.

**Les Florales Intérieures.** Les *Florales intérieures*, au Velodrome olympique du 17 au 29

mai, presenteront 6 000 metres carres d'exposition. Le Velodrome olympique, une des proesses architecturales du complexe olympique, realise en 1976, se transformera en une vallee de fleurs soigneusement amenee par les horticulteurs du monde entier. Les specialistes d'une vingtaine de pays rivaliseront d'adresse et d'imagination avec les producteurs canadiens et quebecois pour rendre hommage a la beaute et a la diversite du monde des fleurs pour le plus grand plaisir des centaines de milliers de visiteurs.

Les visiteurs y verront des fleurs coupees, des potees fleuries, des plantes tropicales et subtropicales, des cactacees et des plantes succulentes, des bromeliacees, des orchidacees, des plantes de pepiniere, des presentations d'art floral, de bonsai et de fleurs sechees ainsi que des ameneements floraux divers.

**Les Florales Exterieures.** Les Florales exterieures, a l'ile Notre-Dame, du 31 mai au 1er septembre 80. L'ile Notre-Dame, amenee au milieu du St-Laurent pour la tenue de l'Exposition Universelle de 1967 trouvera, grace aux Florales exterieures, sa vocation definitive de parc floral, expression la plus actuelle de l'art paysager contemporain. En plus du spectacle floral permanent, represente par une selection des meilleures especes d'arbres, d'arbustes et de fleurs cultives, l'ile Notre-Dame deviendra un parc de loisirs complet voue a la vulgarisation ecologique et culturelle aupres du grand public.

Les Florales exterieures offriront 40 hectares d'arbres et d'arbustes ornementaux, de coniferes, de plantes annuelles et de massifs, de plantes

vivaces, de plantes a bulbes et a tubercules, d'ericacees, de rosiers, d'arbres fruitiers, de legumes et d'ameneements paysagers. On y trouvera egalement diverses presentations educatives et scientifiques, des jardins d'enfants et des jardins communautaires, des spectacles, des concerts.

**Presentations Commerciales.** Deux grandes expositions commerciales, l'une de 1 000 metres carres au Velodrome olympique et l'autre de 2 000 metres carres dans le pavillon des Florales sur l'ile Notre-Dame permettront a l'industrie de presenter toute la gamme de l'outillage, de l'equipement et des materiaux utilises en horticulture.

**Prix.** Des grands prix d'honneur, de nombreux prix thematiques et speciaux (en especes, sous forme de trophées, ou d'objets d'art) recompenseront les laureats des meilleures presentations etrangeres et nationales.

**Realisation.** Les Florales internationales de Montreal sont une realisation conjointe de la Ville de Montreal et du Ministere de l'Agriculture du Quebec. L'AMARC, a qui ont ete confies l'organisation generale et le deroulement des Florales fait appel au Jardin botanique de Montreal et a l'entreprise privee quebecoise pour la realisation des ameneements horticoles. L'Exposition est placee sous l'autorite generale du Secetaire d'Etat aux Affaires exterieures du Canada.