



DOMAINE DE CHANTILLY

JOURNÉES DES PLANTES

EXHIBITORS' CHARTER

I – SUBJECT

This charter was drawn up to:

- define the objectives
- set the principles and spirit of the event
- specify certain core operating rules for “Les Journées des Plantes”

The practicalities of this Charter apply to all participants and are the result of a joint reflection conducted over several years, particularly with the cooperation of the first exhibitors. It does not claim to be exhaustive and may be added to according to requirements.

II - DEFINITION AND OBJECTIVES

“Les Journées des Plantes” is an event open to selection from all branches of ornamental horticulture and all forms of industry, arts and crafts relating to the garden, its enhancement and its maintenance. In order to maintain the specific features of the event and a balance in presentation, certain proportions must be maintained between presentation of woody plants, perennials and other plants.

The event, which was created by a handful of nursery consultants, specialists and collectors and has an audience of enthusiasts, is held in landscaped grounds that are currently being restored and replanted.

In a spirit of emulation that must remain friendly, its objectives are:

- to promote above all quality but also innovation by enabling interesting plants to be discovered prior to official market launches, to be rediscovered or simply better known for their aesthetic and botanic qualities, especially their decorative aspect.
- to create a meeting place and an original point of distribution for high end professionals who are sometimes isolated or little known and an audience of managers, specialists, enthusiasts and future enthusiasts.
- to present plants in a harmonious, attractive manner by combining shapes, foliage and blossoms to illustrate their appeal for potential users.
- to enable or promote a dialogue between those who produce and distribute plants and those who plant them or may plant them in their garden.
- to play a role in initiating and educating the public, who are often poorly informed but increasingly receptive; to participate in enriching and renewing our plant heritage.

III – STEERING AND SELECTION COMMITTEE

The Domain of Chantilly, the organiser of “Les Journées des Plantes”, decided to appoint a Steering and Selection Committee to assist it in its reflection.

This Committee, which is chaired by a representative from the Domain of Courson - creator of “Les Journées des Plantes” - and a representative from the Domain of Chantilly, is made up of members selected according to their skills. It participates in the reflection on the general policy for the development of “Les Journées des Plantes”, with the Domain of Chantilly retaining the final decision. It formulates all the suggestions, recommendations and criticisms that it considers necessary to improve the event.

It participates in the choice of new exhibitors; its opinion can be justified by:

- the quality or originality of the catalogues presented,
- visits to nurseries,
- its members’ experience of candidates’ products,
- contribution of a new interest to “Les Journées des Plantes”,
- maintaining a balance between horticultural sectors.

Following each meeting, it is invited to give its opinion on the entire exhibition and on each individual presentation. In this way it can express its positive or negative assessments for all the exhibitors, indicate its reservations, recommend warnings and, if necessary, exclusions.

The Selection Committees also award “Ribbons”* to exhibitors (Gold, Silver or Bronze) indicating the level of quality of their stands. Non-awarding of ribbons is likely to lead to exclusion. Ribbons are awarded on Friday morning and distributed to exhibitors on Saturday. (* except for associations and schools).

IV - PLANTS EXHIBITED

The plants exhibited can belong to the entire spectrum of the plant kingdom. However, quotas may be defined by the Steering and Selection Committee so that a harmonious balance in terms of Courson’s singularity is maintained among the various horticultural sectors.

The plants exhibited must be representative of the specialities of each exhibitor, offer a clear insight into his/her activities or, if the exhibitor so chooses, focus on one specific aspect of the latter.

Each plant must be the property of the person exhibiting it, who must have owned it long enough to be able to accurately inform and advise the public on its qualities and conditions of acclimatisation. Insofar as possible, each exhibitor is invited to highlight new products or rediscovered products.

Exhibitors must inform visitors and purchasers clearly and accurately on the qualities of the plants they are presenting and especially the type of soil and climate they require.

Each plant must have a label featuring its main characteristics (botanic variety or species, name of cultivars).

According to each exhibitor’s choice, plants may be offered for sale or just exhibited. If plants can be sold, their price must be clearly displayed. Exhibitors who only wish to sell to professionals or in large quantities must indicate this clearly.

For plants whose features or qualities are not visible during “Les Journées des Plantes”, we recommend the latter be illustrated in photographic documents, provided their quality is recognised by the organisers.

V – ABOUT THE GARDEN

All products presented must be relevant to the garden or life in the garden. The number of exhibitors in this domain will remain very limited, as the essential focus of “Les Journées des Plantes” must remain plants.

This domain mainly concerns all items that can be used to maintain or embellish gardens (tools, treatments, furniture, decorative products...).

Books and publications, apart from catalogues or related items, can only be sold by specialised establishments if they are devoted to botany, horticulture or the art of gardening.

Foundations, associations, specialised schools and various bodies involved in horticulture are naturally welcome, after consulting the Committee, insofar as they contribute additional interest to the show, particularly in terms of advice and activities.

VI – PRESENTATION

Given the general objectives of “Les Journées des Plantes”, plants must be presented in a way that highlights their qualities and informs visitors. However, we would ask that the decors used do not obstruct the view of the neighbouring stands, except with their agreement and compliance with the perspectives selected by the organisers.

One of the exhibitors’ main concerns must be to contribute new, original ideas in terms of plants and clearly demonstrating to the public the way in which they can be used (combining shapes, foliage and blossoms).

Stands must retain their appeal until the end of the exhibition. It is therefore imperative that at least part of the plants on stands remain irremovable until 5 pm on the last day of the Show. This irremovable part may be made up of mother plants, offering an excellent opportunity to demonstrate their capacities and the advantages of using them.

In order for presentations to be as attractive as possible, it is preferable to conceal pots, containers and crates with moss, bark... except if these containers are designed to enhance the plants presented. If they must be visible, they need to be clean and have one single colour.

We also advise that small plants (bulbs, plants...) be presented on tables, if possible covered with hessian, in order to be easily viewed by visitors.

Two or several exhibitors may share a joint stand: insofar as they present different types of plants, these joint stands can enable the public to gain a better insight into enhancing their gardens.

An appealing, pleasant presentation enhancing the plants exhibited is vital to better inform and, over the long term, convince the public to use the plants on offer.

Patrice Fustier
17 September 1987

Charles-Henri Diriar
17 December 2014

Awards and Prizes

1 – General points

- All stands compete for all of the awards.
- Prizes are completely independent from one another.
- One can only be a member of a single jury.
- The deliberations of each jury are secret, including from the other juries.
- No second prizes or special mentions will be awarded.

2 - Definitions

a - The Domain of Chantilly Award

This award will be given for the “About the Garden” and “Botanic and Horticultural” sections to the stand that best complies with the requirements and recommendations of the Exhibitors' Charter (**quality, pedagogy and labelling**) and more generally that is most in keeping with the spirit of “*Les Journées des Plantes*”. The Jury is made up of members of the Selection Committee.

b - The A.P.B.F - Roger de Vilmorin Award

This award is given for the botanic quality of the entire stand, both for the **choice of plants** and the **accuracy of labelling**. The Jury is made up of members designated by the APBF – the Association of French Botanic Parks.

c - The Domain of Courson Award

This award is given for quality of presentation, more specifically for the **aesthetic and creative aspects**.

d - The Theme Award

This award is given for quality of presentation of the stand relating to the theme of the session. It is voted by the “Botanic and Horticultural” Committee.

d - The Press Award

This award is given to an exhibitor who, by choice or presentation of products, **generated an appealing written or audiovisual communication**. The jury is made up of journalists specialising in horticulture and gardens.

e - The Collections Award

This award is given to an exhibitor at “Les Journées des Plantes” for presenting a **specialised plant collection that is as exhaustive as possible**. The jury is chosen by the C.C.V.S. - the French Conservatory of Specialised Plant Collections – whose judgement criteria it applies.

f - The Catalogue Award (annual)

It is given once a year at the spring session and is aimed at encouraging nurseries to **raise awareness, in an accurate manner, of their plants** and to highlight their entire production. The jury is made up of gardening specialists and is chaired by the chairperson of the C.P.J.F. – the Committee of French Parks and Gardens.