

World flower show in Canada

The International Bureau of Exhibition (IBE), which has its headquarters in Paris, has recognized a world floral exhibition to be held in Montreal — Les Florales internationales de Montréal 1980 — as a special category world exposition. This will be the second time in 13 years, after Expo 67, that the IBE has granted such recognition to Montreal.

The Florales internationales, which has also been endorsed by the International Association of Horticultural Producers comprising members from 19 countries, is the first such exhibition ever to be held in North America. It is described as a "horticultural gala...a place of communion between man and nature".

Two sites will be used for the exposition — a 6,000-square-metre area in the Velodrome of Olympic Park for indoor displays from May 17 to 29, and the 40-hectare Ile Notre-Dame for the outdoor show from May 31 to September 1, 1980.

It will be the fourth time the man-made island has been the site of an international event — following Expo 67, the 1976 Summer Olympics, where it served for the rowing events, and the 1978 Grand Prix.

The Federal Government will, through the Department of External Affairs, invite all countries with which Canada has diplomatic relations to participate in the exhibition.

IBE recognition of Florales was sought by Canadian Ambassador to France Gérard Pelletier last December. Though the normal time for competitive applications is four months, the period was reduced to two at the suggestion of the Soviet Union.

The last Florales to be recognized by the IBE took place in Vienna in 1974.

The exposition will give Montreal one of the largest permanent gardens in North America. It will also be the first time the horticulturalists of Europe and America compete against each other.

The show

Indoors, Florales will include cut flowers, flowering plants, tropical and subtropical plants, cacti, ornamental trees and shrubs, presentations of floral art, bonsai, dried flowers, floral arrangements, etc. It will take about two hours and a half to visit the exhibits.

Outdoors, the exhibition will feature displays of flowers, ornamental trees and shrubs, evergreens, perennials, rose bushes,



Velodrome (above) built for the 1976 Montreal Summer Olympic Games, will be the site in 1980 of the greatest floral exhibition ever staged in North America.

fruit trees, vegetables, horticultural landscapes, flower beds, educational and scientific exhibits, and children's and community gardens. A minimum of five visits to the site during the summer will be required to appreciate fully the displays at the various periods of blossoming.

Administrative authority

The exposition is established under the general authority of the Secretary of State for External Affairs of Canada. The government of Quebec, which is responsible for the organization of Florales, entrusted implementation to the city of Montreal which in turn assigned it to the Association montréalaise d'action récréative et culturelle (AMARC), already responsible for the management and operation of Man and His World, the summer exhibition in Montreal, which has been held every year since 1967 on the Expo 67 site. AMARC called upon the Montreal Botanical Garden, third largest such garden in the world, to co-ordinate the horticultural content.

The Commissioner-General, André Boily, appointed by Canada's Secretary of State for External Affairs on the recommendation of the Department of Intergovernmental Affairs of Quebec, has his headquarters at 360 Saint-Jacques St., Suite 310, Montreal, Quebec, Canada H2Y 1P5 (telephone (514) 873-7375).

Foreign participation

Space sites will be provided free of charge to national participants. Their presentations may be collective (by various producers) or individual. Any government of a country officially participating in the exposition will be represented by a commissioner-general of section delegated to the Government of Canada.

Commercial content

At the Velodrome, 1,000 square metres will be reserved for the display of tools, equipment and materials used in horticulture; at Ile Notre-Dame, a similar exhibit in the former pavilion of France will cover 2,000 square metres.

Participating nations will be invited to organize entertainment, presentations, conferences, or meetings relating to the general program of Florales. Concerts, theatre presentations, and fine arts exhibitions will be presented.

Sites will be arranged by exhibitors at their own expense. The cost of transportation of plants and exhibited goods, as well as their arrangement, are the responsibility of the exhibitor.

The cost of such an exposition would probably be about \$35 million but because little work is required on the sites, the province of Quebec has earmarked a budget of \$4.2 million to finance the undertaking.