

Press Contacts: CRT Côte d'Azur

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Côte d'Azur Tourism - New event: 1st Côte d'Azur Garden Festival From 1 April to 1 May 2017



Carnolès gardens in Menton/Domaine Renoir gardens in Cagnes-sur-Mer/Villa Rothschild in Cannes/Léger Museum gardens in Biot. ©C.Moirenc

The gardens in the Côte d'Azur region have significantly contributed to the area's reputation as a top tourist destination and today harbour an exceptional wealth of botanical heritage. The Côte d'Azur was the playground of the 19th century aristocracy, and botanical enthusiasts wintering in the area had plenty of time on their hands to acclimate many of the species they brought back from their travels to the Mediterranean environment, thus creating extraordinary gardens. These include botanical gardens, acclimatisation gardens, conservatories of fragrant plants for perfumes and flower gardens. These sites can be found both on the coast and in the mountains, and several have earned the label "Remarkable Gardens" of France.

A new event on the Côte d'Azur

'The Alpes-Maritimes department has decided to celebrate this priceless heritage with a brand new event: **The Côte d'Azur Garden Festival**, which will take place between 1 April and 1 Mai 2017 with the theme "Awaken your senses".

Eric Ciotti, MP, President of the Alpes-Maritimes department.

The **IN Festival** consists of a competition in which participants will create 200 m² temporary gardens in several town centres that are among the most beautiful places in the department: **Cannes** – the Villa Rothschild gardens; **Menton** – the Biovès gardens; **Grasse** – the Honoré Cresp Esplanade; **Nice** – the Albert I gardens on the Promenade du Paillon; and **Antibes** – the Gould pine grove in Juan-les-Pins.

The competition was launched at the "Jardins, Jardin" event in the Tuileries Gardens in Paris on 3 June.

The **OFF Festival** will allow the entire Côte d'Azur to celebrate in unison the region's lush and remarkable botanical heritage. On the programme: activities, conferences, exhibits, open houses and guided tours.

The UNEP (*Union Nationale des Entreprises du Paysage*), which has been working with the Alpes-Maritimes department from the start, and the ELCA (*European Landscape Contractors Association*) will both be involved in this Festival.

A thematic means for visitors to discover the Côte d'Azur

This event is an opportunity to honour throughout the year the **nearly sixty Côte d'Azur gardens open to the public via discovery routes and short break plans** that allow visitors to fully immerse themselves in these exceptional sites. Visitors can meet, for example, **fragrant flower** producers and horticulturists, many of whom are working to be nominated for UNESCO's Intangible Cultural Heritage lists for the "Perfume plant expertise" in the Grasse area. The gardens will also be celebrated through **cuisine** and the many **festivities** scheduled on the Côte d'Azur between January and December.

"We hope over 400,000 visitors will discover this extraordinary natural legacy thanks to this ambitious event. The tourism aim is to exceed one million paid admissions in the Côte d'Azur gardens in 2017." David Lisnard, Mayor of Cannes, President of CRT Côte d'Azur.

This project is being carried out in part with funding from the European ALCOTRA France-Italy project JARDIVAL, which aims to protect and enhance the gardens of the Côte d'Azur and the Italian Riviera. In parallel to the Festival, five municipalities and one Italian province will thus receive new amenities and equipment in 2016 and 2017: the Villa Rothschild gardens in Cannes, Maria Séréna in Menton, the Jardin des Plantes in Grasse, the Villa Ormond in Sanremo, the Novaro gardens in Costarainera, and, finally, the Villa Grock in the Province of Imperia.

Practical information:

From July, you can find weekend and short break plans to discover the Côte d'Azur gardens on the following website:
www.cotedazur-sejours.com

Further information can be found on
www.cotedazur-tourisme.com and www.departement06.fr



The CRT Côte d'Azur, partner of the airline

AIRFRANCE 

Côte d'Azur Garden Festival

From 1 April to 1 May 2017

Detail sheet

Name:	Côte d'Azur Garden Festival
Dates:	From 1 April to 1 May 2017
Location:	Alpes-Maritimes
2017 Theme:	Awaken your senses
Frequency:	Biennial
Fee:	Free
General public info:	www.cotedazur-tourisme.com – www.departement06.fr
Short breaks:	www.cotedazur-sejours.com (from July 2016)
Concept:	<p><u>An IN festival</u>: A temporary garden competition on five prestigious and centrally-located sites in Cannes – Menton – Grasse – Nice – Antibes. Two 200m² plots per municipality, i.e., a total of 10 temporary gardens. Funds for creating the gardens. A selection committee headed by a renowned landscape architect.</p> <p><u>An OFF festival</u>: Activities for the general public. On the programme: activities, conferences, exhibits, open houses and guided tours.</p>
A jury:	Headed by a renowned sponsor and made up of partner and professional representatives.
Awards:	<p>Jury Award, rewarded with a check for 10,000 Euro. Public Award. Innovation Award, presented by sector representatives. Press Award (to be confirmed).</p>
Attendance goals:	<p>400,000 visitors for the Festival. Exceed one million paid admissions in the Côte d'Azur gardens in 2017, i.e., an increase of 7.5%.</p>
Temporary garden competition: How to apply?	<p>Application forms for the 2017 edition. Applications open: 10 June 2016 Deadline for receipt of applications by the Departmental Council: 20 September 2016 The competition is only open to professionals: landscape architects, landscapers and landscaping companies; and architects, designers, artists, set designers and decorators, as long as they work with a landscaping company to create their garden. More information on request: jardival@departement06.fr</p>
Partners:	<i>Pmeevents and Wabi sabi</i>

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