

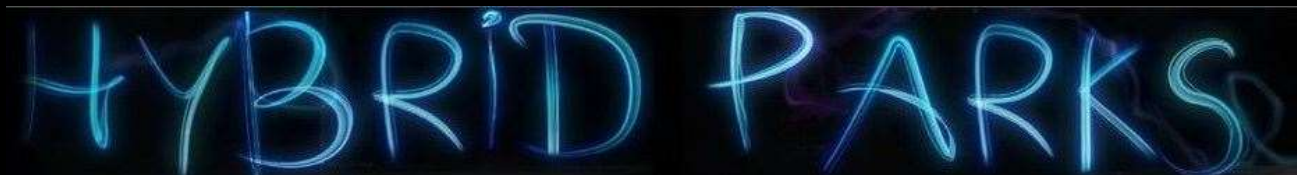
# Garden Shows and Festivals

Hybrid Parks Final Conference:

Köln

16 September 2014

Ed Bennis













The M& G Garden



RHS Chelsea Flower Show 20-24 May



Nantes Flower Show  
8-18 May 2014





Philadelphia Flower  
Show: 1-9 March





RHS Silver Medal

- All shows operate with some level of sponsorship; full show, special events or individual exhibits
- Appears that smaller shows are more likely to be in profit without large sponsorship
- Large sponsors tend to be car manufacturers, insurance and investment companies, banks
- Some have become outdoor shopping malls rather than garden shows
- Philadelphia Flower Show contributes \$61 million to the regional economy each year (KPMG economic study)
- Themes are useful for marketing but can be restrictive for exhibitors and a disappointment to the public
- Chelsea seems to be the international bench mark, but may not be appropriate



# Garden Patrimony

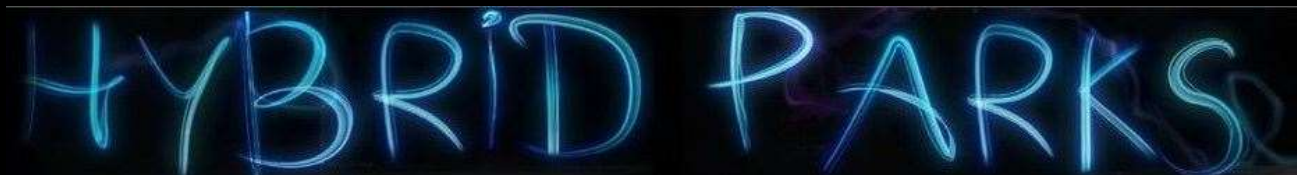
## Continuity and Change

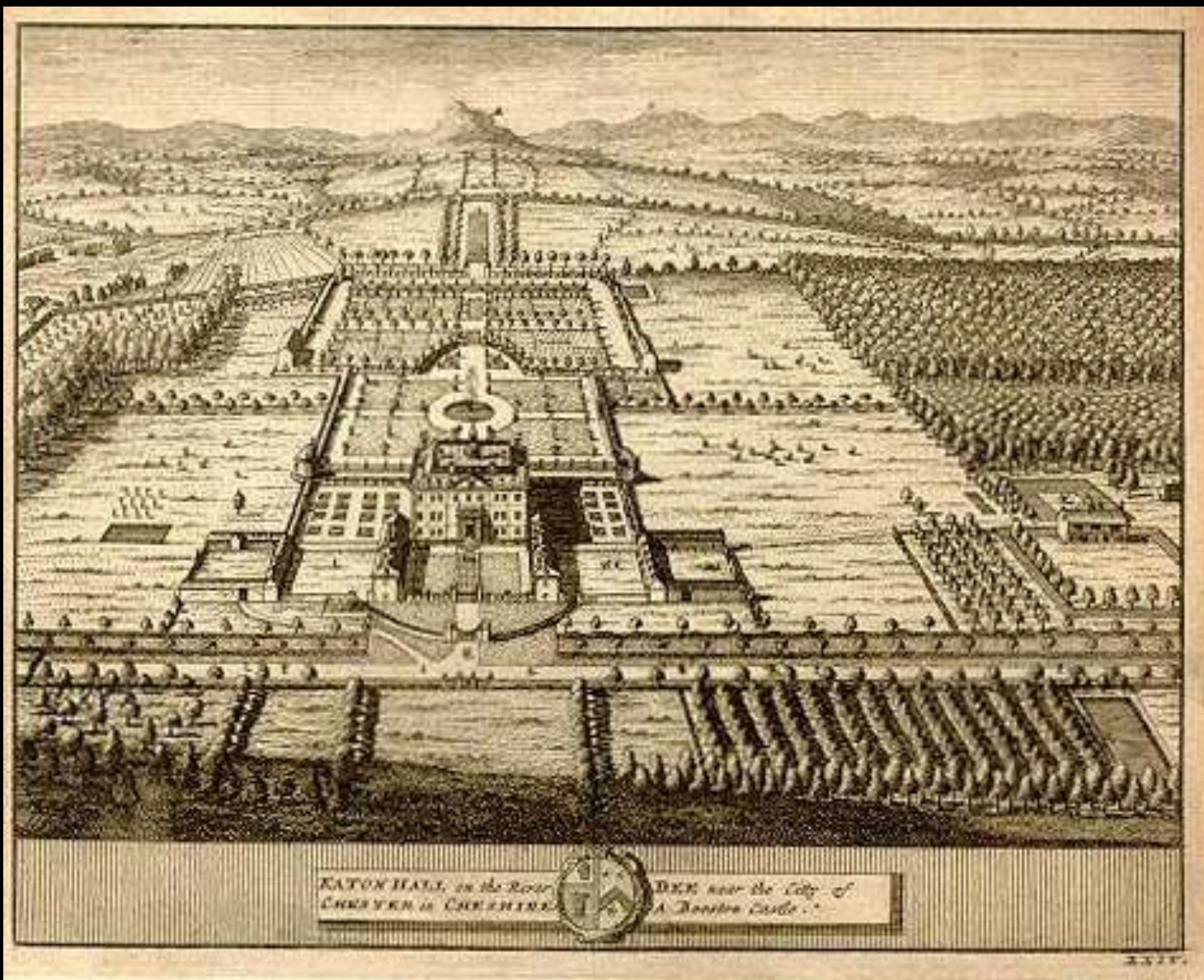
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Kipp engraving c 1709:Eaton Hall, Cheshire





WEST FRONT OF PETER HALL, CAMBRIDGE.







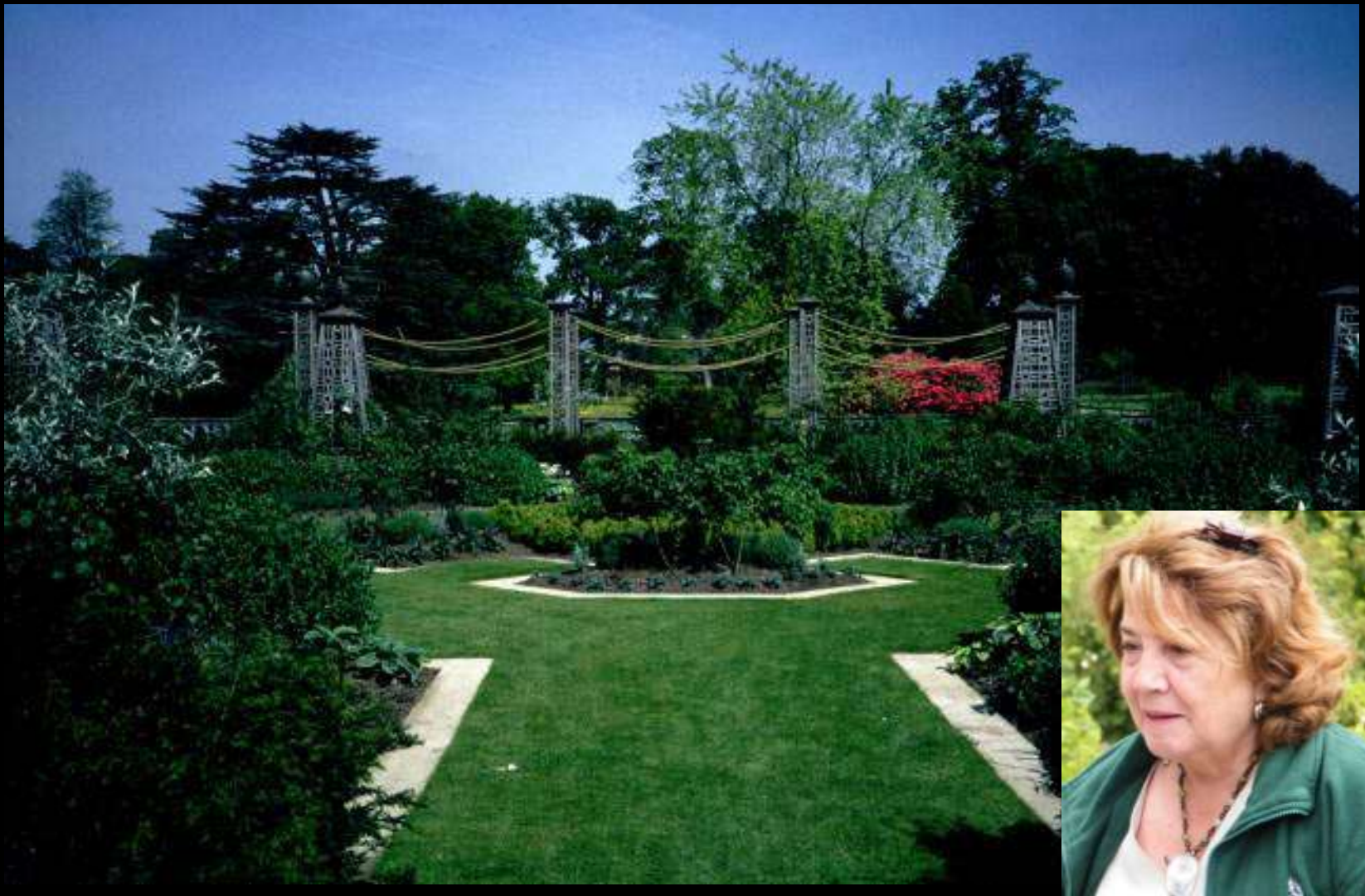
Eaton Hall: William Nesfield (1793-188



‘It seems to me that one of the virtues of the Grosvenor family is that they frequently demolish their stately home-I trust future generations will continue this tradition.’

Duke of Bedford





Modern herbaceous planting by Arabella Lennox-Boyd







Topcider Park, Belgrade





New York City: Lincoln Center





Trentham  
Gardens



Palheiro Gardens  
Madeira







Aston in Cheshire by Humphry Repton



Repton's Red Book for Aston 1793

‘Designs that are vast only by their dimensions are always the sign of a common and low imagination’ Humphry Repton, Tatton Red Book 1792



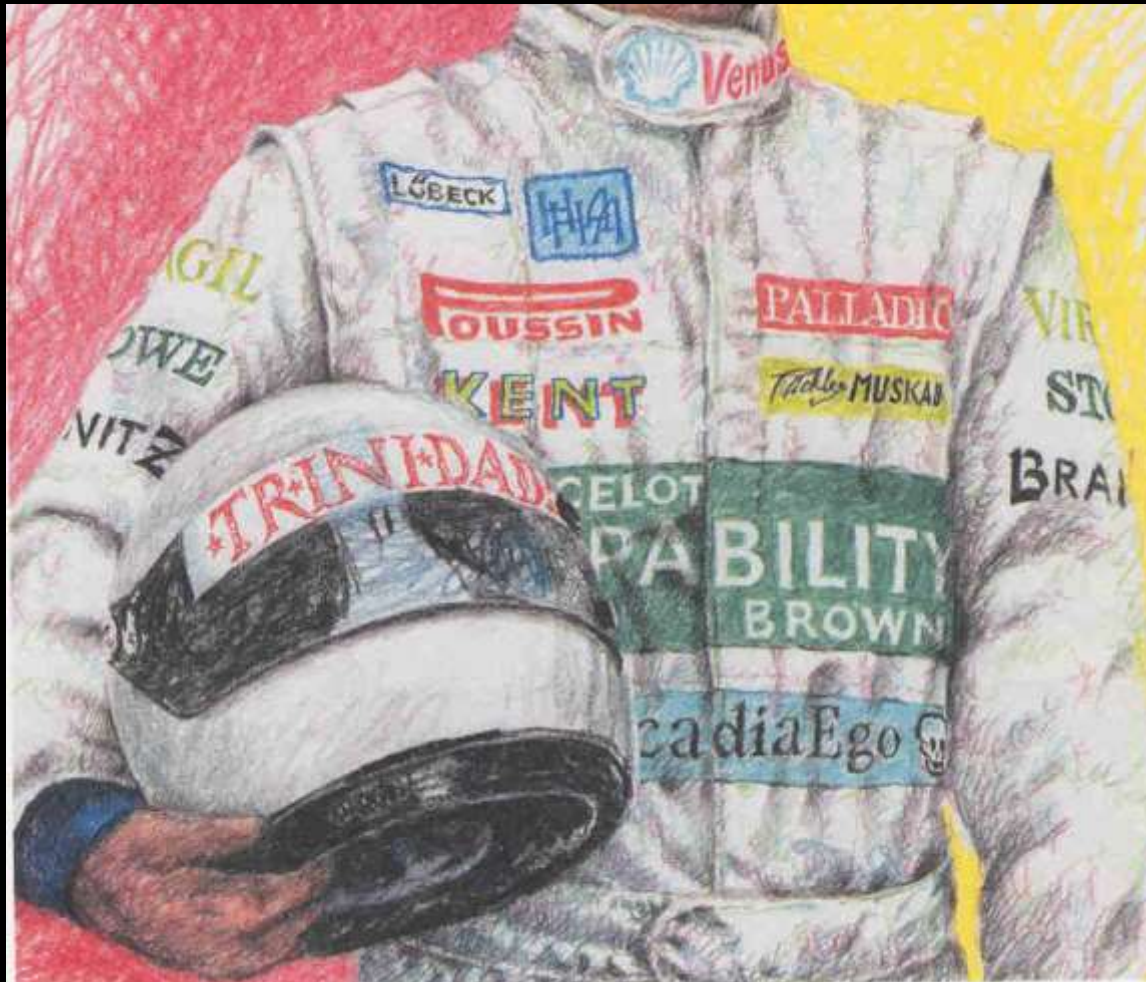


Based on Humphry Repton's Redbooks, the before/after view of the Temple of British Worthies at Stowe



Lifting the flap allows us to see a 'Worthy' landscape view and use that Repton never foresaw





An artistic and cultural reflection on the relationships between the idea of the English garden and the images and concepts of landscapes created by an automobile society of the 20th century.

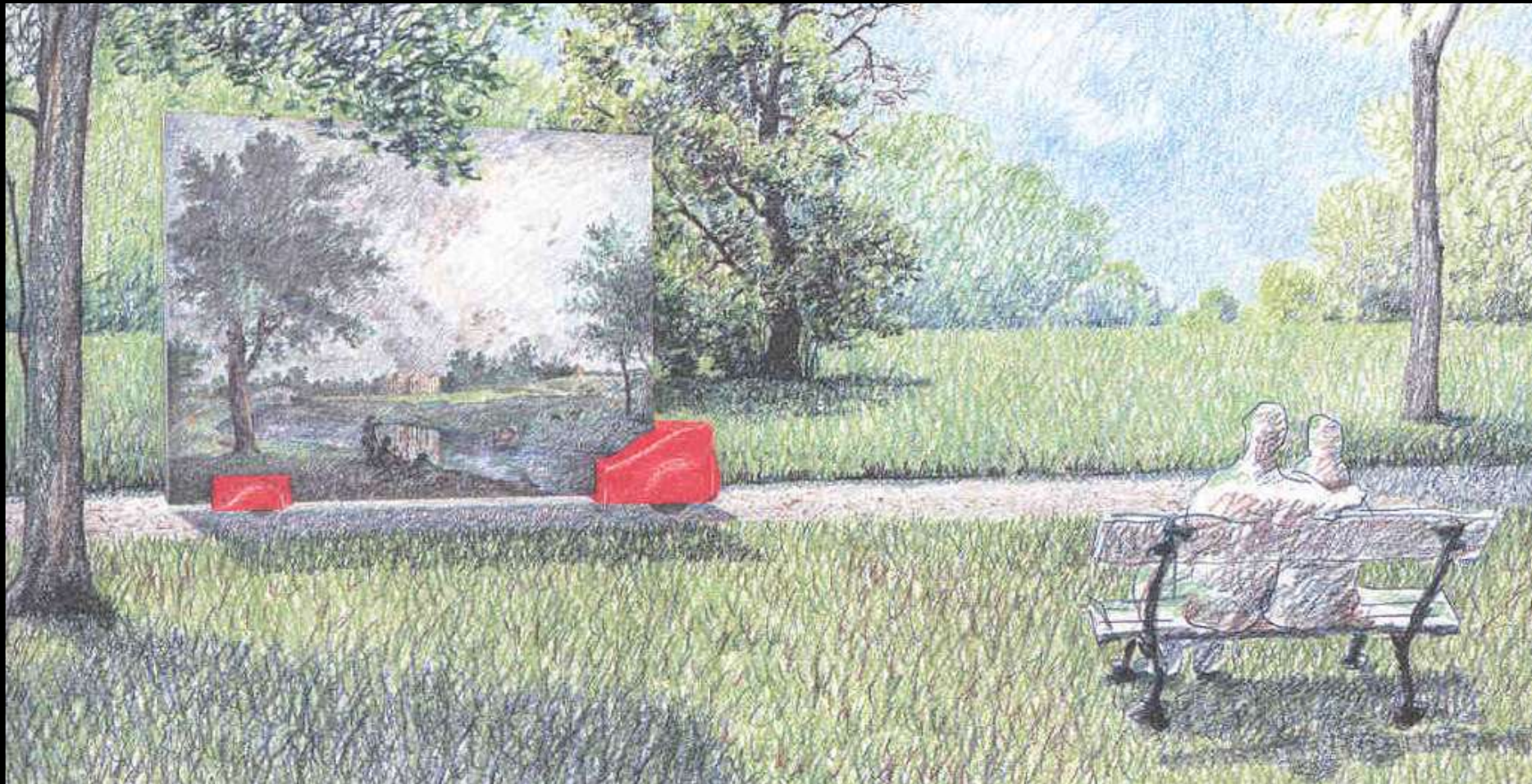
The Trinidad Group

Vienna Austria

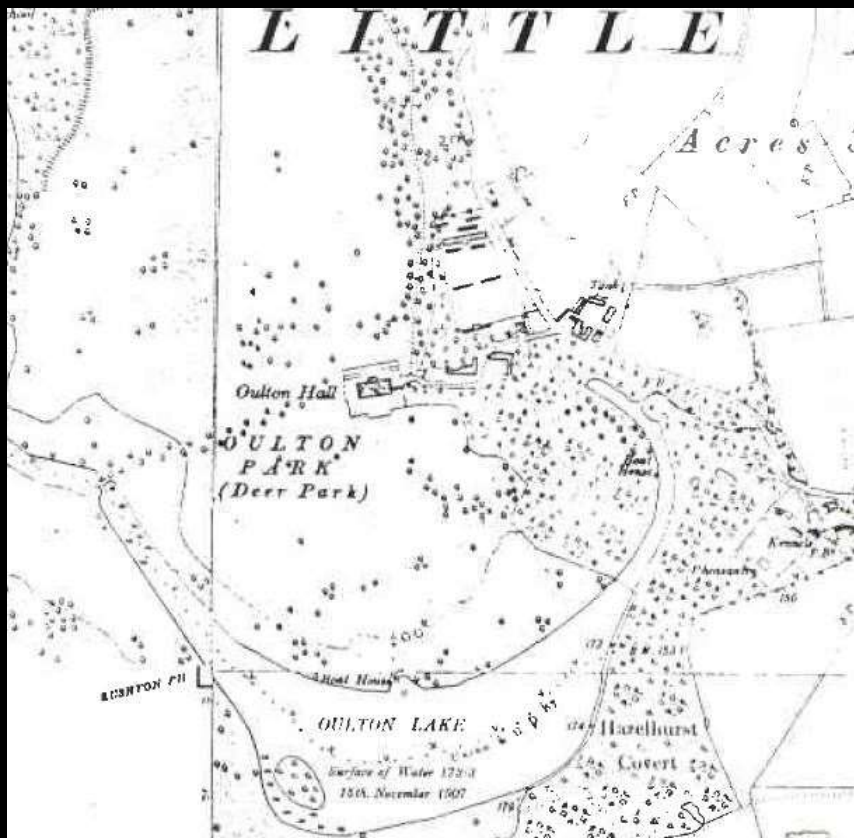


The Limoneria Ferrari is a walled garden-a Tapada, a Giardino Segreto; it presents the car as a cultural design icon, central to the space and the focus of 20th century dreams.





No longer confined to a Red Book, Reptonian images move through the landscape.



Oulton Park





# ‘Gardens are for people’

Thomas Church 1950s



Central Park, NYC