

Press release

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LYON
FESTIVAL
MONDIAL
DES
Roses
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EDITORIAL



Lyon is proud to be the first French city to host the World Convention of the Rose. From May 25th to June 1st 2015, specialists, researchers and people passionate about roses from more than 30 countries will converge on Lyon for this large international meeting.

We wish to take advantage of this exceptional event to enable each and every one to discover the place that this prestigious flower has in our history, culture and economy. Being the capital of the Rose during the 19th century with the Guillot, Meilland, Pernet-Ducher and Laperrière families, Lyon places itself as a center of excellence thanks to the talent of its rose growers through the constant creation of new varieties.

We are organizing this worldwide Rose festival from April 4th to October 10th to raise awareness of the rose in our history. There will be various animations in each of our districts and multiple exhibitions in our cultural institutions, amongst which are the Gadagne museums, the printing museum and the municipal archives.

The week-end of the 29th, 30th and 31st of May will be the highlight of the festival and will reserve beautiful moments. The Tête d'Or Park will be the main area for the festival, with a parade, a fashion show and a whole series of demonstrations around the rose gardens. The sensory journey will go on to the Presqu'île with some exciting surprises on the Place des Jacobins, Place de la République and Place des Terreaux. At the 'Hotel de Ville', the courtyard will be transformed in a real garden, which will enable us to create a few memorable moments such as the Naming Ceremony of the 'Only Lyon' rose. This Naming Ceremony will ensure that our city continues to shine beyond the event.

I very much hope to see you amongst us during the celebration in Lyon and wish you an enjoyable and memorable World Rose Festival !



GÉRARD COLLOMB
SENATOR-MAYOR OF LYON
PRESIDENT OF THE MÉTROPOLE DE LYON

LYON, LET'S SEE IF THE ROSE...

White, red, yellow, pink or purple rose... modern or old, roses will once again be the queens of Lyon from April 4th to October 10th, 2015, to remind the Lyonnais of an unknown if not forgotten story - a time where the city was the world capital of the cultivation of roses. The City of Lyon will see exhibitions bloom in open air and in museums about the World Convention of Rose 2015.

This unique festival will propose a varied program, full of colours and scents.

Indeed, if the Capital des Gaules has acquired an international fame for its gastronomy, its silk trade or its remarkable architecture, its knowledge of the cultivation of roses has stayed more confidential... and yet ! Lyon is now the capital of many creations and research.

During nearly one century, the number of roses produced in Lyon is close to 3,000, which represents 15% of the world's production. Between 1850 and 1899, the average number of new roses obtained in the world is around 80 per year. Near 70% of these new roses come out of rose gardens in Lyon. In that period of time, a lot of rose growers converged into Lyon which created a high level of excitement and an exceptional state of agitation.

Today, still 50% of the European cultivators (the creators of new roses) come from Lyon and there are around 20,000 roses in the gardens and rose gardens in Lyon. These gardens are being used as a protection for older roses but also as an area of discovery for modern roses. **This precious past will blossom into multiple forms during this 2015 spring in Lyon.** This year, and for the first time in France, the city hosts this inescapable event for people passionate about roses. During 4 days, the world Convention of Rose Societies will bring together 600 convention delegates from the entire world from May 25th to June 1st.



Big rose garden at the Tête d'Or Park



Black Magic - Tantau



Big rose garden in the Tête d'Or Park

In partnership with museums, associations, libraries, services of the Ville de Lyon and hundreds of volunteers, the queen of flowers will hold a place of honor during several months. Lyon will celebrate the rose, a symbolic and historical flower, its heritage and its future.

Trades people and craftsmen will also be mobilized. They will dress their shops in the colors of the rose and will intensify their imagination to convey this world festival thanks to numerous animations.

The Lyonnais will have the opportunity to discover the rose in its different facets : historical, heritage, cultural..., from the creation of the first roses of Lyon to the mark they have left on the city with the 3 rose gardens of international fame.

Exhibitions in museums in Lyon and in the Tête d'Or Park, rose gardens at the Hôtel de Ville, floral composition in the 9 districts, secrets of flower scents, animations in the parks, the gardens... the rose will be displayed in all its forms



The culmination point of the festival will be on May 29th, 30th and 31st in the city center of Lyon in 3 emblematic places, and will also happen in the Tête d'Or Park with a weekend of animations dedicated to the rose.



Big rose garden in the Tête d'Or Park

In THE name OF THE ROSE

The rose is a magic and symbolic flower that has left the mark of its scent in the history of Lyon. To pay tribute to the special relationship that links Lyon to the rose, the whole city of Lyon will mobilize itself for several weeks for the World Rose Festival.

THE ROSE IN THE CENTER

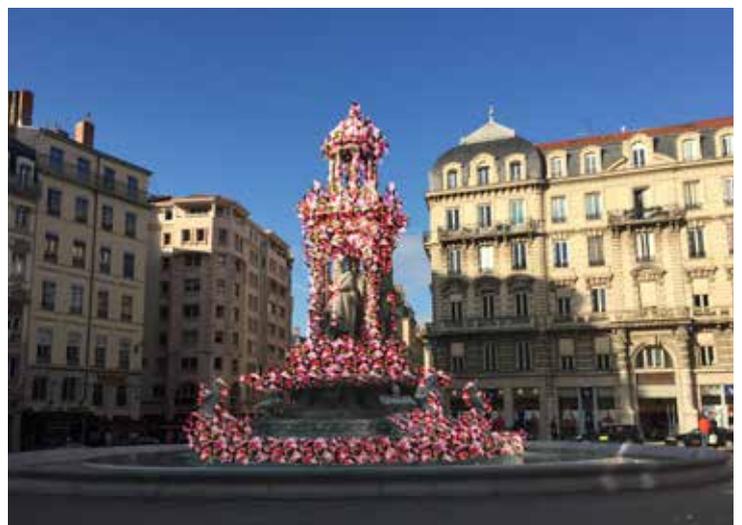
■ PLACE DES JACOBINS

Waterfall of Roses - From May 29th to June 7

It's a waterfall of roses that will surge on the place des Jacobins's fountain which has been recently renovated and where the architecture lends itself particularly well with a romantic and spring looking dressing. **This rose covering, imagined by the D-Facto agency will be made thanks to a selection of around 6,000 artificial flowers. Their colours will go from light pink to magenta.** They will be set on the fountain thanks to 2 techniques : a green net that will bring a plant base to the rose jumble, and also a flower garland that will help dress the most vertical bits of the structure. **The rose waterfall will create an intense and sophisticated signal around the rose in the center of the place des Jacobins, one of the busiest places of the very center of Lyon**

The D-Facto agency regularly collaborates with artists from all horizons. They have called in Marion Chauvin, a scenographer, designer and plastic artist to dress up the Jacobins fountain. Marion Chauvin creates numerous window staging and has worked on several creations for the Festival of Lights.

When wandering around this Waterfall of Roses you will smell the scent of the rose. With the Givaudan contest, first company of flavours and perfumes in the world, a scent was created especially for the World Rose Festival. Elegant and sophisticated, it was imagined to supplement the installation of the fountain by bringing a scented touch to the rose work presented place de Jacobins. *"When I saw the fountain with its 6,000 flowers, I transcribed in my perfume the abundance of flowers that fall like a waterfall but also the softness of their colour. The inspiration of the perfume was to create an olfactory waterfall of everything evoking the petals of roses",* explains Calice Backer, perfumer at the maison Givaudan that conceived this scent especially for the World Rose Festival.



Visuel d'intention

■ PLACE DE LA RÉPUBLIQUE

The rose fountain – From May 29th to June 7th

The place de la République is usually very mineral but will transform itself in an "aquatic garden". 3,000 rose heads will be disposed on the pond. According to an original composition, the flowers will give a rural and poetic atmosphere to the square, which will be immersed in a shade of roses. This unique and contemporary creation is built with flowers positioned on the République's pond. They will give the impression of floating on water. This assembly will be completed by two sculptures imagined by the 2 partners of the project : le Printemps and "la Rue de la République". These sculptures will overhang the aquatic garden and will increase the size of the whole installation.

Visuel d'intention



On the occasion of the World Rose Festival, the "Rue de la République" brand will be launched for the Lyonnais thanks to numerous surprises and a monumental Lion that will measure 5 meters long and 3 meters high and will be installed place de la République. Therefore they will be able to discover this new brand launched by the ADIA (Abu Dhabi Investment Authority), head office of the owner of 50% of the rue de la République's façades, assisted by his manager, Grosvenor.

Le Printemps : faithful to its elegance, innovation, sharing and service culture bias, le Printemps celebrates its 150th birthday, "Happy 150 ans". Imagined as an ode to its name, the event celebrates the renewal and transforms the big shop in an unbelievable garden of attractions where the flower in all its forms and the pink colour in all its tints invade the creations of le Printemps. In this exceptional context, being an actor of the World Rose Festival along with the Ville de Lyon appears as being obvious. The rose and the pink colour are the central elements of the creative principle for the 150 years of le Printemps ; therefore, covering the République Fountain space with a rose carpet will be an extension of the shop's staging.

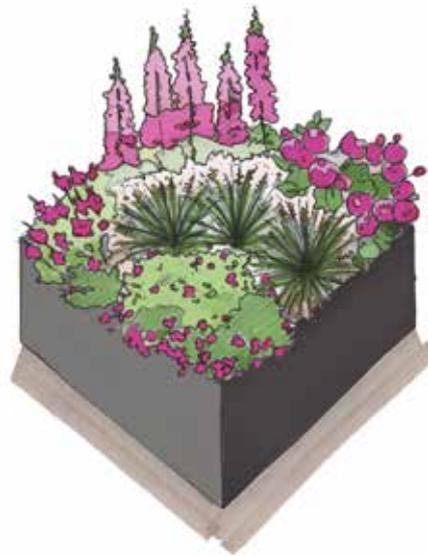
« La Rue de la République » : ADIA and Grosvenor with the "Rue de la République" brand have decided to accompany and reinforce the development of this emblematic corridor of the presqu'île for the numerous French and foreign visitors in Lyon. The "Rue de la République" brand has therefore been created to increase the attractiveness and the visibility of the area. It represents and symbolizes an authentic district of the city center where we take pleasure in meeting each other.



■ PLACE DES TERREAUX

Rose inspirations – May 29th, 30th and 31st

It's a vegetable staging that will cover the whole square. For a few days it will find its roots again with the ideal soil for plant development. **Truffaut will present 90 mini-gardens, where more than half of them will be composed of roses on the Place des Terreaux.** Therefore the passersby will have the opportunity to discover 10 different colored, scented and contemporary plant recipes, or more simply 10 ideas to reproduce at home according to everyone's tastes and preferences. **The rose will therefore be a source of inspiration and ideas to vegetate a balcony, a terrace or a garden.**



Visuel d'intention

Truffaut : 103 years ago, Georges Truffaut was already building his rose garden at Versailles. Since then, Truffaut has named a high number of rose bushes with numerous exceptional sponsors, from Carole Bouquet to Michèle Morgan and shortly Lambert Wilson. Truffaut loves the rose and wants to show it during this World Rose Festival. The Truffaut Company is a reference on the garden market today and is known for its horticultural knowledge and its willing to spread out its passion for gardens. The company is also renowned for its ephemeral gardens built and presented in the biggest French events : at Courson and soon at Chantilly, at the Tuileries or at the Grand Palais in Paris.

In 2014, Truffaut was elected the company "garden of the year" for the fifth time in a row.

Naming ceremony of the “ONLYLYON” rose

During the festival, several roses will have their naming ceremony. On Friday, May 29th, **a cut flower created by Arnaud Delbard will take the meaningful name of ONLYLYON, to spread the knowledge of Lyon abroad.** This rose is one of the rare ones to be scented in the world.

An intense scent with fresh, blossomed notes, powder pink petals and a long, straight and majestic stem, ideal to make beautiful bouquets. As a button, it impresses by its size and when it opens in quarters, its form reminds people of roses from the past.

The naming ceremony of a rose is always the result of a lot of patience, perseverance, knowledge and passion. Each year, the cultivators create thousands of new varieties hoping to create “the perfect rose”... It’s a truly artistic work that requires inspiration along with long years of observation, reflection and experience.

The naming ceremony of a rose is a festive moment that enables us to pay tribute to a place or a person. It’s what gives a rose its identity.

The naming ceremony of a new rose 'Belle de Gadagne' chosen by the public among 4 creations from Lyon will also be organized during the World Rose Festival.

The rose will also be at the heart of the 10th birthday of Vélo’v which will take place on Saturday, May 30th. This creative, playful and unifying event will adorn itself with a few touches of rose in response to the different installations and the events that will take place in the town centre on the week-end of the 30th and 31st May.



Rose 'ONLYLYON' © Delbard

■ COURTYARD OF THE HÔTEL DE VILLE

Extraordinary garden – May 29th, 30th and 31st

The courtyard of the Hôtel de Ville will be redesigned thanks to 1,200 rose bushes that will make it an extraordinary rose garden. **Like the Middle Aged gardens, 8 gardens will contain rose bushes with little pastel shaded flowers, going from white to coral or salmon, enhanced with a few bright red or yellow tones.** Photographs of the artist Nicolas Roux Dit Buisson will float above every flowerbed. Little metallic structures will represent other roses and will enable climbing rose bushes to rise towards the sky.

'Coral Drift', 'Peach Drift' or 'Knock Out' are rose bushes with very Anglo-Saxon names. They are developed by Alain Meilland, a rose grower of international fame and will be the witnesses of the rose evolution. To extend this rose garden, each and every exposed plant will join the public parks and gardens of the Ville de Lyon as of this autumn.



Visuel d'intention

The merchants of the presqu'île mobilized

In the whole presqu'île, the World Rose Festival will also be relayed in the shops. By wandering in the main corridors of the city center, the Lyonnais will have the opportunity to discover the numerous initiatives taken by merchants to relay this event : window displays with the colours of the rose, offered flowers during a purchase, rose meals in the menus of cafes and restaurants, creation workshops and DIY (Do It Yourself) – (paper and fabric roses, hat or clothes customization), etc.

Jewellery, clothes or leather objects will also be created and presented exclusively for the occasion.



AT THE TÊTE D'OR PARK

■ FROM APRIL 4TH TO JULY 5TH AT THE ORANGERY OF THE TÊTE D'OR PARK

Organized around colors, the exhibition "Land of Roses" (Terre des Roses) will retrace the history of the rose growers from Lyon. Some professionals have enabled the creation of new varieties of roses with surprising colors, from purple to multicolored, bright yellow or even orange.

The exhibition is organized in partnership with the Association Roses Anciennes en France.

■ FROM MAY 27TH TO OCTOBER 10TH AT THE TÊTE D'OR PARK

Nicolas Roux Dit Buisson takes possession of the big rose garden of the park for a **photo exhibition "The Rose and the wind"**. With this theme he explores the links between botany, history, sciences and poetry and presents some photographs that will deliver a sense of emotion that sublimates the plants. Each characteristic space of the rose garden is assimilated to a poetic world : Rose of the winds, doors of paradise, chamber of secrets, galleries of emotions or corridors of the wind



■ THE CULMINATION POINT OF THE EVENTS WILL LAST A WHOLE WEEK-END, THE 30TH AND 31ST MAY 2015.

The Tête d'Or Park will animate itself to celebrate the rose in the 3 renovated rose gardens, with general public and family animations for the old and young people: floral art, secrets of fabrication of rose scented perfume, fashion shows, concerts by different music schools around Lyon, botanical workshops, parades... Painters from the Lyon Academy of Paintings will draw sketches of roses from the rose gardens. For families and younger ones, story workshops will be put in place and a library bus will be parked in the Tête d'Or Park for the whole duration of the week-end.

The public will also have the opportunity to discover active organizations in the rose world like associations, rose growers, etc. to learn everything about the queen of the flowers and the various ways to cultivate their garden.

IN THE MUSEUMS

■ FROM APRIL 9TH TO JULY 12TH, EXHIBITION “THE PRINTERS GARDEN” (“LE JARDIN DES IMPRIMEURS”), AT THE PRINTING MUSEUM.

Printing has often used creative subjects in botany and horticulture. The books, advertisements and various printings dedicated to the promotion and to the flower trade used some innovative processes : wood and engraved copper, lithography, chromolithography, coloured printing etc. Throughout all of these historical documents, the exhibition tells the very colourful story of a peculiarity from Lyon around the rose.

■ Alongside its own collections, the Printing and Graphic communication Museum shows the resources of several institutions for the exhibition : 120 documents from the Lyon municipal library have been taken out of the old holdings for the occasion. We can also find resources from the Sénat gardens, the University of Lyon 1, the Lyon society of horticulture and private collections.

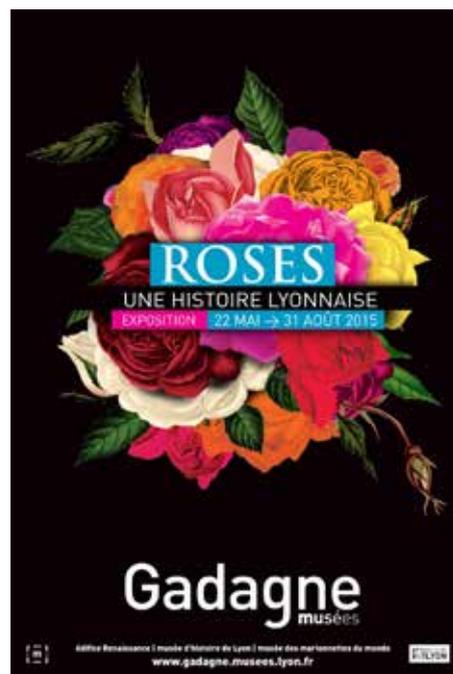
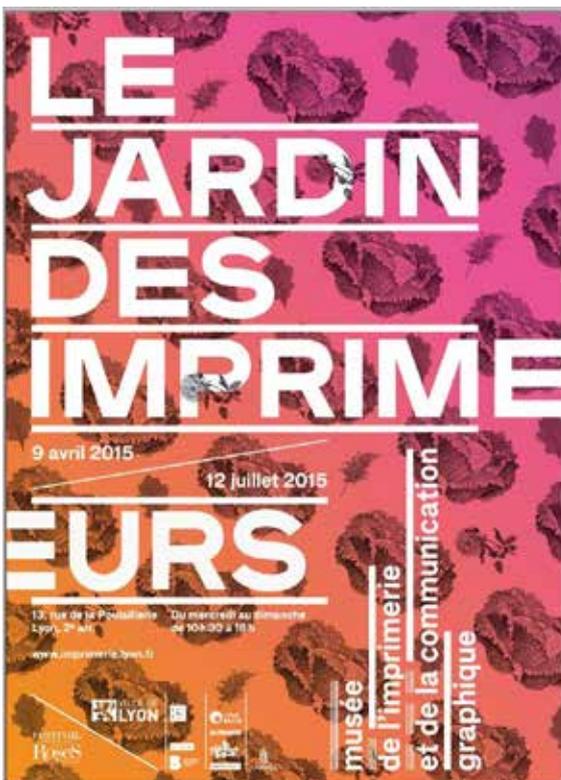
■ FROM MAY 22ND TO AUGUST 31ST, “ROSES, A STORY FROM LYON” AT THE GADAGNE MUSEUMS.

No less than 3,000 original garden roses were created in Lyon in the 19th century. This excitement gives an international fame to the rose growers from Lyon. Particularly innovative in their techniques and creations. Around a selection of 300 drawings, manuscripts, art objects and videos, the exhibition tells the passionate story of this masterpiece, the rose growers and the surprising links between the rose and Fine-Arts, silk, industry and scientific research.

■ A special route for families around an illustrated tale.

■ An exceptional rose blooming on the courtyard and on the Renaissance gardens of the Gadagne museums will be put in place and will last the whole summer.

■ A varied programming around the exhibition is waiting for the visitors : guided tours, conferences, workshops, urban walks, shows...



■ **FROM MAY 20TH TO AUGUST 14TH AT THE MUNICIPAL ARCHIVES: "AT THE BEGINNING OF THE BIG ROSE GARDEN"**

On Friday, 19th June 1964, the international rose garden of Lyon was inaugurated at the Tête d'Or Park by the Minister for Agriculture Edgar Pisani and the mayor of Lyon Louis Pradel, in the presence of the princess Grace of Monaco. On that day, Lyon wrote a new page of its novel of the Rose... The exhibition, created in association with the Direction of the 'Espaces Verts' and the participation of the INA, is an invitation to dive into the memory of the event thanks to the TV news and the different photography views of that time. Until the 14th August, discover the behind-the-scenes of its creation and navigate in this rose garden like the first visitors.

■ **Poetic and literary contributions by students from the Catholic University of Lyon in the Exchange center of Lyon Perrache.**

■ **A musical evening the 18th June at 7:00 p.m**

Olfactory visits and creative paths will also be delivered by the Beaux-Arts Museum. On May 30th and 31st, historical bouquets inspired by pieces of art from the museum will be presented.



Inauguration de la Roseraie Internationale de Lyon - 1964



Inauguration of the International Rose Garden of Lyon - 1964



IN THE 9 DISTRICTS

■ **“ROSES EN SCÈNE” IS AN EPHEMERAL CREATION OF ARTISTIC EXPRESSIONS.** How can we emphasize the rose? By staging it, by creating poetic stops throughout the whole city : Students from 9 professional horticultural schools in Rhône-Alpes have taken up the challenge ! They will offer art-nature landscape installations in association with the rose growers of the region, from May 26th to June 5th in the 9 districts of Lyon.

■ **ANIMATIONS AROUND THE ROSE ARE ALSO PUT IN PLACE IN THE LIBRARIES, SCHOOLS AND SENIOR RESIDENCES OF THE CITY OF LYON.**

■ **IN THE 8TH DISTRICT,** a social and urban project has been elaborated by the MJC Genton Mermoz and the inhabitants of the district. “Take roots : it’s the bouquet”, is a week of festive animations with distillery workshops, urban walks, rose water production etc. An original way to celebrate the flower in this district, cradle of the rose in Lyon.

■ **THE FASHION AND THE ROSE :** being a source of inspiration for fashion, the rose will also be represented in the 1st district at the Passage Thiaffait with an installation in some rose palettes that will invite the visitors to wander around in a spring atmosphere. The students of the ESMOD School will create 60 rose scented Rob’Ros’ for a parade in the Tête d’Or Park. They will be the result of researches, analysis and inspirations based on the work of 2 Japanese artists / creators : Rei Kawakubo for “Like Boys” and Kunihiro MORINIGA for “Anréallage”.

The rose becomes therefore an object, the work of deconstruction and reconstruction in 3 dimensions which will be embellished by the use of technical materials : neoprene meshes in various colours.

■ **THE SHOPPING CENTERS,** Galeries Lafayette, Part-Dieu and Confluence will also be associated to the event and will propose animations to do with the rose.



Rose 'Peace' - Meilland

WORLD CONVENTION OF ROSE :

THE MEETING POINT FOR PEOPLE PASSIONATE ABOUT ROSES

After Japan in 2006, Canada in 2009 and South Africa in 2012, France, and more precisely the city of Lyon has been designated for the first time to organize **the 17th edition of the World Convention of Rose Society**, organized by the WFRS (World Federation of Rose Societies). The World Federation of Rose Societies is an organization that represents no less than 100,000 people passionate about roses throughout the world.

For the past 3 years, the event has been organized by 3 associations, the French Society of Roses, Ancient Roses in France and the Horticultural Society of France. 300 very active volunteers have been elaborating for several years a top quality program for the 600 delegates coming from all around the world that will meet in Lyon end of May.

This congress is for all the participants the occasion to exchange on the rose but also a great opportunity to discover Lyon, its history that has been linked to the rose for 180 years and what it has led to in the economy, the industry and the culture of Lyon.

This congress will promote the City of Lyon through a botanical specificity for which the city has been known for since several decades. The delegates will deepen their knowledge and will build contacts.

For producers and breeders, hosting a professional event in Lyon is a consecration. It is the acknowledgement of everything they have brought to the research and creation of roses for several generations. It will also be the occasion to prove their expertise and present their very last creations.



Rose 'Baron JB Gonella' - Bourbon

A DAY DEDICATED TO PROFESSIONALS

On the outskirts of the World Convention of the Rose, a **technical day for Communities, Landscape Companies and Formation Centers** will also be organized. It will concern the designers, creators and landscape managers. With a contest for all professionals represented by Valhor, a debate will take place on the place of plants in the city, from the colours in the parks and gardens to the future of the rose in public spaces, from biodiversity to pesticides.

THE SCIENTIFIC COLLOQUIUM ORGANIZED BY THE SNHF (SOCIÉTÉ NATIONALE D'HORTICULTURE DE FRANCE)

Based on the theme "Roses, put yourself to the scent", this colloquium will cover all cultural, historical and scientific fields, in order to understand precisely how the history of the rose combines past and present with the latest knowledge about the genome and the benefits of the perfume.

The genomic news of the rose, its results and perspectives will be in the heart of the discussions. Six conferences and two workshops will be organized for the 200 French and foreign participants, amongst which numerous researchers, agronomists and cultivators.



Big Rose Garden at the Tête d'Or Park



**Belgium, France, Germany, Luxembourg, Norway, Poland, Romania, Slovenia, Switzerland, United-Kingdom, Netherlands, Spain, Denmark, Island, Lithuania, Italy, Sweden, Czech Republic, Bermuda, Canada, Uruguay, United-States, Chili, Argentina, Japan, India, United Arab Emirates, China, South Africa, Australia, New-Zealand.*

LYON, LAND OF ROSES

A HISTORICAL LEGITIMACY

From 1825 to the end of the First World War, the City of Lyon progressively became a big area for the production and creation of new roses.

More than 3,000 varieties were born in Lyon and around one hundred of them have kept that parentage in their name, like the roses "Belle Lyonnaise", "Merveille de Lyon", "Soyeuse de Lyon", or "Notre Dame de Fourvière".

The love story between Lyon and the rose appeared thanks to a young passionate lady, the Empress Josephine. At the beginning of the 19th century, in her castle of Malmaison, she devotes herself to the cultivation of plants amongst which were roses. She was very attached to Lyon where she happened to stay several times, **and offered diverse shrubs and several rare plants to the botanical garden of Lyon, situated on the Pentes de la Croix Rousse. These gifts were taken from her own garden**

The natural local condition, fertile soil and continental climate with harsh winters and hot summers, corresponds well to the cultivation of this flower. The attachment of the municipality of Vaise, la Croix-Rousse and la Guillotière to the city of Lyon encouraged the implantation of numerous gardeners and rose growers, mainly on the left bank of the Rhône that was less urbanized.

Progressively the cultivation of the rose imposed itself in the whole city.



Photo Municipal Archives : Rose garden pond Tête d'Or Park

The rose growers from Lyon quickly become distinguishable by the quality and audacity in their researches and also the innovative techniques they develop.

They take advantage of the introduction of roses that come in particular from China and Japan to develop new varieties. Tenacious and intensive, they deploy all of their talent to create a new flower, knowing that **they usually need 6 to 8 years to elaborate a new variety of rose.**

If Lyon is famous for being a city that creates new roses, it is also famous for having discovered new techniques that have helped the cultivation of the rose.

These acquisitions rely on the knowledge of prestigious breeders that have contributed to the international reputation of Lyon for several generations.

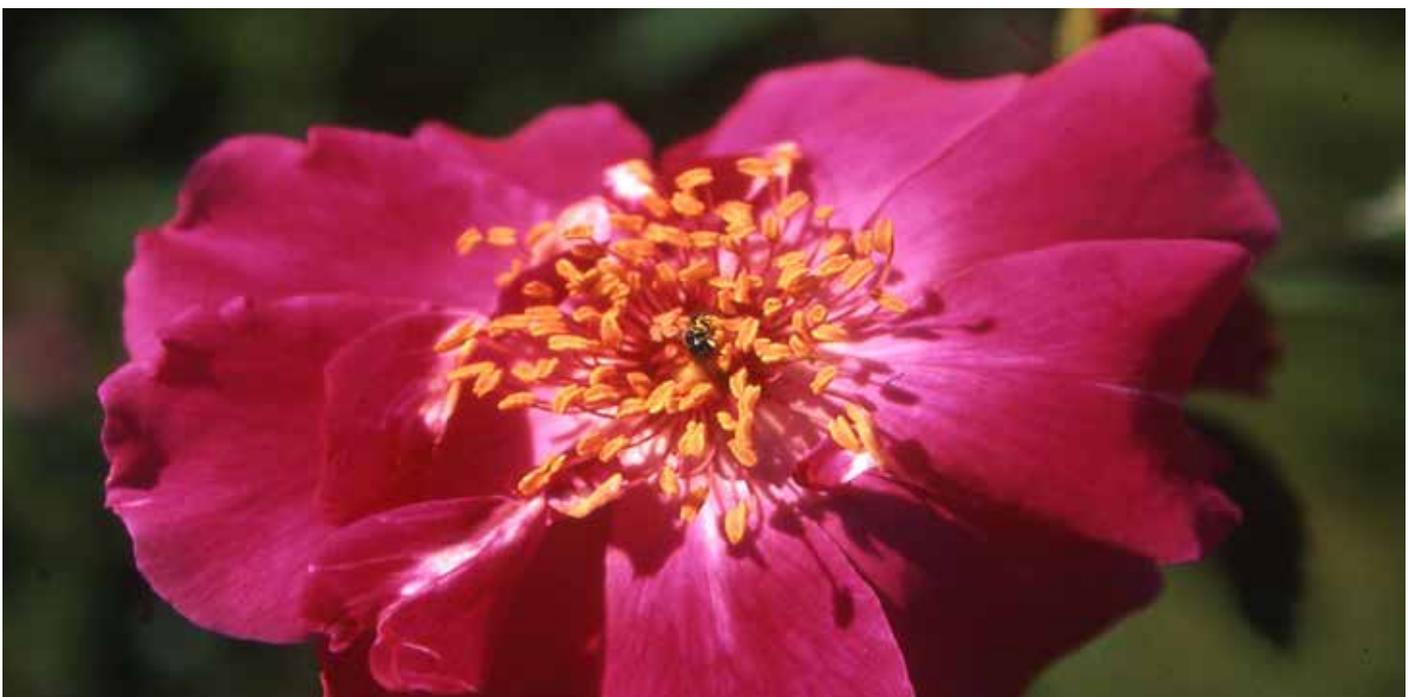
Among the precursor, Jacques Plantier, who was installed in the district of St-Rambert and then at la Guillotière, built in 1825, what we consider as being **the first rose from Lyon : "Gloire des Rosomanes"**.

With 2 other creations, he will celebrate his district with 'Reine de la Guillotière' and his city with "Ardoisée de Lyon"

In 1849, JB Guillo son builds a graft that will revolutionize the cultivation of the rose. He builds the rose "La France", the first flower of the tea hybrid family to be marketed : (crossing between european and chinese varieties) : bright pink on the exterior and silver in the interior, it opens the path to the modern rose, coloured and surprising.



photo Municipal Archives : the rose garden is used as a setting for photo shoots



'Gloire des Rosomanes' - Plantier

At the time, the public shows a very surprising passion for the rose and the horticulture in general. Therefore, the first *five-year general exhibition* presented at the Palais Saint-Pierre on September 12th, 1851, reunites several thousands of Lyonnais. Two other universal exhibitions where horticulture will have a prominent place will also take place in Lyon. They will contribute to the making of an emulation between rose growers and will also be one of the engines of the golden age of the rose in Lyon.

Lyon is considered as the world capital of rose and it's thanks to this that the French Society of Roses was born in 1886.

Several years later it's another person from Lyon, Joseph Pernet-Ducher that revolutionized the rose. He put in place the 'Golden Sun', the first yellow rose ever created, obtained after more than 13 years of research.

Numerous other rose growers have contributed to the international fame of Lyon. **The Meilland Family designed the first rose to be patented in France and Europe : the rose "Rouge Meilland"**. It's also through the initiative of this big family of rose growers that a rose was named "Peace" in the United States during the Second World War. (See the box). The knowledge of Lyon was then enhanced in the whole world.

The 'Peace' Rose

Built in the 1930s, the "Peace" rose carries a name directly linked to its history. The rose grower Francis Meilland gave birth to a new rose just before the Second World War. To protect this new creation from the invasion of France by Germany, he transmitted cuttings to some friends based in the United States, in Italy, in Turkey and in Germany. **The variety was therefore preserved and the trading of this evocatively named rose was launched on April 29th, 1945, on the day of the decline of Berlin. Emblem of peace, the rose was then offered to the 49 delegations reunited in San Francisco to form the UN.** It was then accompanied by a note : *"we hope that the "Peace" rose will carry human thoughts to a sustainable peace in the world"*.



Rose 'Peace' - Meilland

THE ROSE, SOURCE OF INSPIRATION

The story of the rose Lyonnaise isn't only horticultural. It is also economic, because the rose was one of the icons of the urban, patrimonial and cultural development. **It was used as a common denominator to industrial activity : the silk, and as an intense cultural activity, with paintings.** We can therefore find the floral design on fabrics and paintings. The rose inspires musicians, poets like Ronsard "Mignonne, allons voir si la rose..." and the drawers.



Rose 'Madame Eugène Résal', P. Guillot, 1859, Excerpt of Journal des Roses © Botanical Garden

The exhibition of flowers at the Fine-Arts museum

The "Exhibition of flowers" gathers paintings of some of the biggest masters of the flower at the end of the 18th century (Van Spaendonck, Van Dael,...) around Antoine Berjon (Fruits and flowers in a wicker basket), specialist from Lyon that created great wealth thanks to silk manufacturing.



Vase de Roses, Cornelis Van Spaendonck 1855, Lyon Musée des Beaux-Arts



Municipal Archives photo

ROSE GARDENS IN LYON OF INTERNATIONAL FAME

The heritage left by the rose growers is still visible today thanks to the Tête d'Or Park, one of the biggest and nicest urban parks in France. Three remarkable rose gardens are installed in the park covering 100 hectares.

THE BIG INTERNATIONAL ROSE GARDEN

Built in 1964 and inaugurated by princess Grace, this landscaped rose garden covers a surface of 5 hectares and contains near 10,000 roses.

It's a "garden of roses" of an irregular style, half-English and half-modern. With 450 varieties, the big rose garden presents rose bushes of all kinds : shrubs, climbing roses, weeping, miniature. The plantations are constantly renewed to help discover the wealth and varieties of roses.

THE CONTEST ROSE GARDEN

It's the first rose garden of the Park, built in 1930 to present any new varieties. Since 1937, the French Society of Roses organizes the International Contest of New Roses in that rose garden to select the prettiest rose of France.

It's a competition that contributes to the valorization of freshly created varieties. This year, we can find no less than 2,000 roses.

The International Rose Contest will take place on Friday, May 29th 2015 and the French Society of Roses will designate the winners.



Big Rose Garden



Contest Rose Garden



The Botanical rose garden

THE BOTANICAL ROSE GARDEN

This historical rose garden is situated in the botanical garden of Lyon and has been recently renovated. With more than 700 rose plants, **it retraces the whole story of the rose within 2,000 square meters**, from the first wild roses to the modern rose. We can find a little more than 300 varieties and the garden proposes a real excursion through time, with a trace of famous rose growers from Lyon.

THE ROSE FROM LYON OF TODAY

Today, with 10 rose growers in activity, the Lyon metropolis and the whole Rhône-Alpes region are the first creators in Europe and second in France for the production of rosebushes. Well aware of the precious yet fragile patrimony that they have inherited, the professionals of the rose need to handle it with caution in a world where international competition is very high. It is a whole economy that is at stake as the city of Lyon regroups half of the European breeders. Therefore, it is more than ever necessary to protect it and assure it has a fine future.

With these new challenges, the profession naturally structured itself. The editor profession, that assures the distribution and the juridical protection of new varieties, added itself to the plant cultivators, producers and managers. **The rose growers know that their key point remains the creation.** Several decades of research, experience, observation and passion at the hybridization and rose grafting service allowed them to acquire know-how that they are planning on extending in the years to come.

This selection work aims to produce vigorous, healthy and disease-free rosebushes and opens a new path for rosebushes in the gardens of tomorrow.

These rose creators are genuine artists who combine technical movements, patience, intuition and even genetic knowledge to select new original and exquisite varieties that will enrich our rose gardens of the 21st Century. Today, this excellent research is supported and relayed by the scientific studies driven by the laboratories in Lyon.



Rose 'Madame Isaac Pereire' - Bourbon



THE SCIENTIFIC RESEARCH, A TOOL THAT FORMS THE ROSES OF TOMORROW

Since 2005, the scientists that work with roses are regrouped in the Research Unit of the ENS "laboratory of plant reproduction and development". They come from different regions in France to cross botanical, agriculture and medicine to find the genome of the rose.

A specific work program was put in place and helped contribute to the improvement of the intersections and selections. This program's aim is also to create a genetic identity of the rose :

a genuine datum of varieties that helps to legally protect them. Another program of genetic research exists to control the mechanisms that are used for the fabrication of rose scent.

This research is an economic challenge for the future of the rose in France because of other international laboratories in the USA, in Australia, in Japan, the Netherlands and Israel. Nevertheless, the 21st century rose will probably be more robust, more disease-resistant, more flowery and above all... more scented !



The botanical rose garden



A FEW NUMBERS ON THE ECONOMY OF THE ROSE.

- ✓ The main supplying countries for large consumption markets of the cut flowered rose are the African countries and South America.
- ✓ The rose export from France to European countries represents 88% of the total export and is done mainly towards Switzerland, Italy and the Netherlands.
- ✓ France produces around 8 million garden roses. More than half of them are in the Rhône-Alpes region. It is the second French region for horticultural production with 545 horticultural companies, 10 of which are renowned rose growers
- ✓ Each year 40 to 50 new rose varieties are presented by about fifteen French breeders

LYON, a CITY ALWAYS GREENER

AND CONCERNED ABOUT ITS LIFESTYLE

If Lyon forged itself a 'place of choice' in the rose world, it's also thanks to an environment conducive where green spaces and the preservation of nature in the city are priorities.

For more than 10 years, the Ville de Lyon has been leading a dynamic policy to recapture urban spaces in order to provide the best living conditions for the inhabitants, while maintaining or creating new natural spaces. Thanks to the reclassification of wastelands in parks and gardens but also the creation of big projects like les berges de Rhône, la Confluence, the Saône bank and numerous green layouts, it is a new green look that dresses the city.

Each year near 10% of the parks and gardens are rebuilt and every Lyonnais has 32 square meters of green space (private and public) at less than 300 meters away from where he finds himself.

Throughout the whole city, plant pots are recomposed to play an anti-stress role. They adapt themselves to the atmosphere of the district but also to climate change problems. At the same time, Lyon has a very sustainable development approach.



Tête d'Or Park

In order to create a link between the different green spaces, green paths that are conducive to the urban environment have been created. The work created by the Ville de Lyon was nationally acknowledged. The city was rewarded in June 2012 by the Sustainable Development Ministry for the project "Elaboration of green and blue corridors". The chosen project is "green connections and natural districts" and concerns the 5th and 9th district.



A REASONED AND RECOGNIZED MANAGEMENT

For the maintenance of the 430 hectares of garden, squares and green spaces of the city of Lyon, **ecological management is the key word.**

The Direction of the Green Spaces has introduced new procedures in its functioning like the integrated biological protection, a preventive cure applied to the whole of the green spaces. This process called 0 phyto includes manual and not chemical weeding, less watering, more mulching, less phytosanitary products, no more auxiliary insects that devour aphids, big enemies of the rosebushes. The consequences are very beneficial for biodiversity but also for the reduction of pollutions of all kind, in particular for the emission of greenhouse gases. Thanks to these excellent initiatives, the Direction of Green Spaces was the first French Service to obtain the certification ISO 14001 in 2005, a genuine recognition of its great environmental management.



This certification is regularly renewed and places the Direction of Green Spaces of the Ville de Lyon as an undisputed national and international reference.





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