

FOR IMMEDIATE RELEASE

**Celebrate Christmas amidst perpetual summer at
the inaugural Singapore Garden Festival**

Singapore, 10 November 2006 – Celebrate Christmas tropical-style at the very first Singapore Garden Festival from 16 – 25 December 2006 at Suntec City Convention Centre in Singapore. Learn to create Christmas dish gardens, bring back some festive blooms and art pieces to dress up your home, or simply take in the splendour of lush greenery and vibrant colours with the landscape and fantasy gardens created by gardening luminaries from all over the world.

The biennial Festival is the first in the world to bring together top international award-winning landscape and garden designers and Singapore designers to showcase their garden and floral creations under one roof. Tickets, priced at S\$6 (weekdays) and S\$12 (weekends), are on sale at SISTIC outlets (visit www.sistic.com.sg). Family tickets, perfect for that festive family outing, are also available. Children, students and senior citizens too enjoy concession rates.

Gardening Luminaries Visit Singapore

Festival highlights include Best of Show Designer Gardens comprising landscape and fantasy gardens specially designed and created by local and international designers from the United Kingdom (UK), the United States of America (USA), France, Holland, Australia, Japan, China and ASEAN countries.

World-famous garden designers participating at the Festival include UK's Julian Dowle, Australia's Jim Fogarty, Holland's Nico Wissing and local designers who have won accolades such as Singapore Institute of Landscape Architects (SILA) Design Awards and the Landscape Industry Association (Singapore) (LIAS) Awards of Excellence.

Immerse in a world of flora and plants as you walk through the 19 creations, each 100 sqm, by the designers who will each be giving their unique take on designs and gardens. With less than two months to the Festival, preparations have been heating up, with international designers visiting Singapore to source for plants and materials, and to meet local nurseries and contractors.

Floral Windows to the World

The Floral Windows to the World will feature colourful and vibrant cut-flower displays and floral masterpieces with set design and lighting by more than 10 international and local floral designers, including internationally renowned award-winning master floral artists Gregor Lersch from Germany and Singapore's own Damien Koh.

Singapore Orchid Show

The annual Singapore Orchid Show will be held in conjunction with the Festival this year.

It will showcase Southeast Asia's rich biodiversity of tropical orchids, the most important plant group in the international floriculture industry. Winning exhibits and displays will be awarded prizes such as Heritage Challenge Cups, which have been handed down from past winners over the years.



Colourful floral display of Gerberas and Hyacinths at the preview of Singapore Garden Festival



Singapore's Gold Medal display at the 18th World Orchid Conference 2005 in Dijon



Public preview of the Singapore Garden Festival 2006, featuring a garden creation by award-winning Australian designer, Jim Fogarty.

Festival Marketplace

Gardening professionals and enthusiasts will find a wide array of plants, gardening & landscape products, gardening accessories, and arts & craft.

There will also be educational, recreational and entertainment activities for all ages, including talks and workshops by renowned garden designers and local experts. Look out too for Christmas theme workshops as well as Christmas caroling during the Festival.

The Festival, which concludes on Christmas day, is expected to draw 200,000 visitors from Singapore and around the world. Please visit <http://www.singaporegardenfestival.com> for more information.

The Singapore Garden Festival is organised by the National Parks Board, with the Agri-food & Veterinary Authority, the Orchid Society of Southeast Asia and the Singapore Tourism Board as key partners.

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Notes to the Editor

About National Parks Board

National Parks Board (NParks) is responsible for providing and enhancing the greenery of the Garden City. Beyond green infrastructure, NParks is committed to enhance the quality of life through creating memorable recreational experiences and lifestyles.

NParks manages some 300 parks, the park connector network across the country, and the lush roadside greenery in Singapore. Some of the parks managed include Singapore Botanic Gardens, Fort Canning Park, East Coast Park, Bishan Park, Telok Blangah Hill Park and Pulau Ubin Recreation Area. In addition, NParks manages nature reserves such as Sungei Buloh Wetland Reserve and Bukit Timah Nature Reserve.

As Singapore's scientific authority on nature conservation, NParks monitors and coordinates measures to ensure the health of designated nature areas. NParks is also the lead agency in the efforts to continually upgrade the landscape industry in Singapore. It works closely with industry partners to create a thriving, creative, innovative and professional industry that will support Singapore's aspirations of being a City in a Garden.

About Singapore Garden Festival (SGF)

Singapore Garden Festival (SGF) is a biennial event, positioned to be amongst the top flower and garden shows on the international calendar. SGF is the first show to bring together top international award-winning landscape and garden designers, florists and horticulturists from a number of countries, who are invited to the Festival to work alongside Singapore's own talented horticulturists. Singapore's geographic location makes the Festival an ideal platform to showcase horticultural and gardening products and services from the northern and southern hemispheres, as well as from Asia and New World nations.

SGF will take place at the Suntec City Convention Centre from 16 to 25 December. For more information on ticketing and the Festival, visit the website www.singaporegardenfestival.com

Appendix 1 Ticketing Details

Ticket sales for Singapore Garden Festival (SGF) commenced on 1 August 2006. The public can call SISTIC at 63485555 for more information. Besides SISTIC, tickets are also available at the Singapore Botanic Gardens' Visitor Services counters.

General Admissions (S\$)

	Sat, Sun & Public Holidays	Mon - Fri
Adult Ticket	\$12	\$6
Concession Tickets - Child*, Student, Senior Citizen	\$5	\$3
Family Ticket – 2 Adults & 3 Children	\$34	\$18

*Free for children below 0.9m

Appendix 2 Garden Designers Participating at the Singapore Garden Festival (SGF) 2006

1. Australia (3 designers)

- **Jim Fogarty** is a multiple award-winner including two Best of Show Awards, two Design Excellence Awards and four Gold Medals at the Melbourne International Flower & Garden Show. He was also the first Australian show garden designer to win a Chelsea award and he holds a number of Golds from the Melbourne and Sydney Flower Shows
- **Jamie Durie** has received over 20 garden design awards both in Australia and internationally and he is also the host of *Backyard Blitz* and *The Block*, two of Australia television's highest-rating garden shows
- **Carolyn & Joby Blackman** has received 20 awards including 11 Golds at the Melbourne International Flower and Garden Show. Carolyn co-hosts the Landscape Design and Gardening talkback show on alternate Saturday mornings for radio station ABC774 (3LO)

2. France (1 designer)

- **Sibila Jaksic** is art director with Signes, an acclaimed landscape design firm with experience in environmental, town planning and landscape design. The firm's award-winning designs include the Thames Barrier Park in the United Kingdom (UK). Sibila has won top awards in European garden and flower shows

3. China (1 designer)

- **Huang Feihu** graduated from the Beijing College of Art and Design and specialises in environmental art design, carving and traditional Chinese architecture. He has won Gold awards for his works in the shows such as China's Flower Exposition and the

Dubai Shopping Festival. He also participated in the creation of large-scale landscape exhibits at the 2006 Beijing World Flower Garden.

4. Holland (1 designer)

- **Nico Wissing** is a pioneer of the Green City concept, advocating greening as integral to building and urban planning. Nico has won top awards in European garden and flower shows. Currently Vice President of the European Landscape Contractors Association, Nico focuses on research and looks into intensifying specialist knowledge and experience for members through international study trips and courses amongst other programmes

4. Japan (1 designer)

- **Jun-ichi Inada** has over 28 years of design experience and received the Design Award at the 2004 Hamamatsu International Flower Show and Garden Festival. He was also recognised by the Japanese Institute of Landscape Architecture with the Grand Prix Award in 2004

5. Malaysia (1 designer)

- **Alvin Phang** is a member of the Associate American Society of Interior Design and was awarded three Golds at the Malaysia International Landscape & Garden Festival in 2004

6. Philippines, The (1 designer)

- **Nonito A Dolera** has received multiple awards at flower and garden shows in the Philippines. He has written several papers on orchids and has judged at a number of local and international events

7. Singapore (6 designers)

- Winners from Singapore's 5th Singapore Institute of Landscape Architects (SILA) Design Award Competition:
 - **Henry Steed** is a landscape architect and has been resident in Singapore for 23 years, working on a wide variety of master-planning and design projects covering almost all aspects of the modern landscape within the built environment. His work has taken him across the Asian region to the Middle East from Egypt to China. Henry has served on the Council of Singapore Institute of Landscape Architects (SILA) for many years and has made periodic inputs to Government Advisory Panels. Henry is also the winner of the 5th SILA Design Award Competition
 - **Stephen Caffyn** has over 10 years of international experience and an expanding portfolio of projects in Singapore such as HDB upgrading for Eunos and Marine Crescent and a number of upmarket private apartments. Stephen is also a winner of the 5th SILA (Singapore Institute of Landscape Architects) Design Award Competition
 - **Sherman Stave** from Sitetectorix specialises in Landscape Architecture, Urban Design and Hotel and Resort development. He is an established designer and holds a Master in Landscape Architecture from Harvard University. Sitetectorix Pte Ltd has won many awards for design excellence, including Gold Medals from Singapore's Building & Construction Authority (BCA) and the recent SILA Professional Design Awards 2006

- Winners from the Landscape Industry Association (Singapore) (LIAS) Awards of Excellence 2005:
 - **R P Jickky** is the Managing Director of Tropical Environment Pte Ltd, and has a keen interest in preserving nature. One of his recent projects, the Singapore Management University (SMU) saw him putting back half of the greenery that was present on-site. His creation of a green wall effect using hanging creepers won the Gold Award at the Landscape Industry Association (Singapore) (LIAS) Awards of Excellence
 - **Michael Teh** from Nature Landscape Pte Ltd made his mark with landscape projects such as the grounds of top hotels Raffles and Four Seasons, and Changi International Airport. The company also won a Gold Award at this year's Landscape Industry Association (Singapore) (LIAS) Awards of Excellence. Michael is also currently the chairman of LIAS
 - **Danny Cheok** is the Managing Director of Far East Flora Pte Ltd, which won the Gold Award in the Retail Nursery category of this year's Landscape Industry Association (Singapore) (LIAS) Awards of Excellence. Its flagship store at Thomson has about 500 types of plants presented according to species, potted into decorative pots, to showcase how the plants customers buy will appear in a home-setting. The company also specialises in landscape design

8. **United Kingdom (2 designers)**

- **Julian Dowle** is one the world's most experienced and respected garden designers with 26 award-winning entries at the internationally renowned Chelsea Flower Show including a record of 11 gold medals. He has also judged at the world's top flower shows including the Chelsea and Melbourne Flower shows
- **Christopher Bradley-Hole** is a landscape architect turned garden designer, who has won a number of accolades including three Chelsea Gold Awards. He is one of UK's most experienced and respected garden designer

9. **United States (2 designers)**

- **Michael Bruce** is an accomplished garden designer who won two consecutive Best in Show (Floral Design) Awards at the Philadelphia Flower Show in 2005 and 2006
- **William Troy Taylor** started running his family floral and landscape business at the age of 22. Since then, he has received several accolades from the Philadelphia Flower Show including Best Achievement and People's Choice Awards for his exhibits

Appendix 3

Floral Designers Participating at the Singapore Garden Festival (SGF) 2006

1. Australia (1 designer)

- **Richard Go** studied orchid culture, landscaping design and construction, and has degrees in Commerce and Adult Education. Richard is a multiple award winner including three golds and nine first prize from floral design competitions in Australia and abroad. He is also an affiliate of several prestigious floral associations including the American Institute of Floral Designers and World Flower Council.

2. Canada (1 designer)

- **Jacqueline Headecker** is Toronto-based co-owner of Wisteria Floral Design, whose clients include a long list of celebrities and dignitaries. With decades of experience, she has lectured on the topic of floral design in as many as 12 countries such as Germany, Japan, and throughout the U.S. and Canada. She is also a member of the American Institute of Floral Design and a past president of Flowers Canada.

3. China (1 designer)

- **Wang Suizhi** is a state recognised florist with over 33 years of experience in flower design. In the past 16 years, she has submitted 21 entries in national flower arrangement competitions and all entries received prizes including a special prize, 8 gold, 9 silvers and 3 bronze. She also lectures frequently on flower arrangement abroad.

4. Denmark (1 designer)

- **Hanne Hosbond** is a teacher, writer and award-winning designer. In 1994, she bagged *Danish Champion* in the prestigious *Modern Floral Design* and was invited to participate in the European championships in Hamburg. Most recently, she participated at the 8th World Cup in Melbourne in 2004. She is also the co-author of *The Floral Designer*, published in 2001 for the Danish Florist Organisation.

5. Germany (1 designer)

- **Gregor Lersch** is a world-class master floral designer with a record 7 big gold medals, over 30 golden, 22 silver and a number of bronze medals under his belt. He is a widely sought-after speaker and has spoken at workshops, lectures and demonstrations in Germany and more than 40 countries all over the world. Gregor has also published several books concerning various floral topics.

6. Japan (1 designer)

- **Naoki Sasaki** is from a family of ikebana masters whose works had dazzled Japan's feudal lords at the Komono castle. He is a frequent face at floral events and national television programmes. Amongst his awards are first runner-up in the 2001 Asia Cup in Seoul, and winner of the Grand Championship at the 50th Anniversary of Japan Florists Telegraph Delivery Association in 2003.

7. Korea (1 designer)

- **Jin-Young Park** is a qualified 1st grade flower design teacher and decorator, recognised by the International Floral Culture Association and the Korea Florist Association. She is a multiple award winner of national competitions such as Cheonga Flowers Cup Flower Design Contest and has also completed floral designs for the Blue House, where the Korean President resides.

8. Malaysia (1 designer)

- **Cheng Yoon Sen** – Yoon Sen has more than ten years of experience in floral art design and has done various large scale designs for international hotels. A multiple award winner at Malaysia's Laman Festival, Yoon Sen has also participated in various flower shows and exhibitions around the world including the United States and India.

9. Singapore (5 participants)

▪ Designers

- **Damien Koh** is an internationally acclaimed floral artist who runs *Fleur Connection* in Singapore. He is a co-partner of Fleur Connection in Macau and the principal of Pui Wa Floral Design School in Beijing. Damien is a member of the American Institute of Floral Designers and is well versed in a variety of floral art design forms including European Floral Art, Modern Floral Design, and Ikebana Floral Art. He has traveled extensively for major floral events as demonstrator, lecturer, exhibitor, commentator, judge, translator, organiser, display artist, consultant and designer.
- **Gui Heng Songg, Benny** runs the *Songg Lifestyle Studio* where he is creative director, floral stylist, and event planner. With over 32 years experience in the floral design industry, he has held several exhibitions and demonstrations in Singapore and abroad. He has participated in major floral events in Singapore such as the *Singapore Flower Festival* and *Bloom Singapore*.
- **Irene Hee** runs the *Tropifame Floral Design School*, offering floral arrangement workshops for hobbyists and short courses and diploma for people who want a career in the field. To date, the school has trained more than 2,000 local and foreign students. She holds regular floral exhibitions, dubbed "Charity with Love - Tropifame", showcasing creative floral designs by Tropifame while helping raise funds for various charitable organisations.

▪ Organisations

- **FDSS** – The Floral Designers Society (Singapore) is a non-profit organisation established in May 1997 to recognise and promote the art of floral design as a professional career. It aims to uphold standards of professionalism among its members as well as promote educational programs to advance the creative art of floral design. FDSS boasts a high membership that also affiliated with the American Institute of Floral Designers. Its biannual "*FDSS Cup Floral Designing Competition*" which was launched in 1998 will be held during Singapore Garden Festival.
- **Singapore Hortiflora Federation** - The Singapore Hortiflora Federation was formed in September 2001 to represent all facets of the floral and horticultural industries. The organisation seeks to promote and develop activities such as Flower Festivals, Shows and Trade Fairs and identify regional partnerships for its members.

9. UK (1 designer)

- **Chris Jones** has 15 years of experience in the industry. His beginnings were humble in which he started out helping his mother in their family florist business. His big break came when he was introduced by a celebrated florist to major society and celebrity clients. Since then, he has showcased his floral designs throughout the world, creating a following in Europe and even Japan. Chris is also a frequent face in lifestyle and garden shows, corporate and charity events. Recently, he has begun writing, designing and styling for publications.

Appendix 4

Singapore Garden Festival Activity Highlights (As at 31 July 2006)

- Floral Designer Society of Singapore Floral Design Competition
- Inter-School Floral Art Competition
- Talks by International Garden and Floral Designers
- Floral Art for Occasions
- Time with the Orchid Experts
- Planting for the Tropics
 - Christmas Plants for your Home
 - Herbs & Spices
 - Water Gardening
 - Terrariums – Bottled Gardens
 - Bonsai Appreciation
 - Growing African Violets
 - Growing Cacti and Succulents
 - Indoor Gardening
 - Miniature Landscape Gardening
- Culinary Art with Plants
 - Cooking Demonstrations
 - Wine Appreciation
- Young Gardeners
 - Christmas Dish Gardens for Kids
 - Story-Telling
 - Arts & Crafts