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For Immediate Release

**Snow is So Last Season as “Hort Couture”
Prepares to Open at Navy Pier**

Chicago Flower & Garden Show Returns March 10-18, 2012

CHICAGO (Feb. 8, 2012) – Snow is so last season as area gardeners – as well as those just dreaming of the smell of a tulip – look with anticipation to the opening of the perennially popular [Chicago Flower & Garden Show](#), blooming at Navy Pier from March 10-18, 2012.

In the style of high fashion and wearable art, the show celebrates “Hort Couture,” reflecting the influence of fashion and design in floral, plant and landscape creations. With a goal to inspire, educate and motivate, the Chicago Flower & Garden Show has the beautiful colors and fantasy displays visitors expect, while also providing practical information and hands-on experiences for children, adults and families.

The only consumer event of its kind in the Midwest offers beautiful solutions and practical advice for our area’s workhorse lawns, gardens and green spaces. From window boxes and containers to rows of vegetables, stylized gardens and rooftop retreats, the Chicago Flower & Garden Show offers an innovative and diverse array of new ideas to learn from, be inspired by, take home and try.

Featuring the glamour, ease, fantasy and practicality of more than 25 stylized displays new to the show this year, the following gardens are show highlights:

Le Jardin de la Fleur-de-Lis ~ The Big Easy has a style all its own in this Fleur-de-Lis Garden, where you’ll find the grandeur and glamour of the French Quarter in early spring. With its French roots, it’s no surprise that this avant-garde space oozes old-world charm with a twist of high-fashion design. The distant past echoes in moss-draped oaks lining flagstone pathways and weathered plantation shutters, while the lawn’s harlequin design adds a chic, modern twist.

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Chicago Flower & Garden Show // Hort Couture // Add One

Eclectic containers with unusual tropical and annual plants introduce color to every corner. Striking tropicals, including the whip-smart elephant ear *Alocasia* ‘Stingray’ and broad-leaved banana plant, are interspersed with Korean spice viburnum and roses to evoke the lush ambiance of New Orleans’ Jackson Square in full bloom. (Garden sponsors: Hort Couture and Cscapes Artistic Landscaping, Inc.)

White House Let’s Move Garden ~ Millions of Americans were inspired by the vegetable beds planted at the White House in 2009, the first at the presidential mansion since Eleanor Roosevelt’s World War II Victory Garden. The ultimate community garden, it’s raised beds supply healthy, organically-grown salad greens, herbs and vegetables to the First Family and state dinners, and show off ideas for growing fresh, organic, local food that are part of First Lady Michelle Obama’s “Let’s Move!” childhood obesity initiative. This display garden at the Chicago Flower & Garden Show is a replica of the 1,100-square foot plot carved from the South Lawn in Washington, D.C. (Garden sponsors: Growing Place, Leisure Woods)

Tulips à la mode ~ The splendor of spring is here, with more than 50 varieties of tulips in full bloom! Single tulips, double tulips, lily-flowered tulips and other bulbs fill the eyes with color and the gardener’s heart with inspiration. (Garden sponsors: Doornbosch Bros., Stuifbergen Bloembollen Export B.V.)

Hope & Healing Garden ~ The strength and spirit of those who battle cancer are reflected in this thoughtful and layered garden. From the outside, it wears the appearance of a healthy ornamental garden like a brave front. Within a slicing metal wall, the starkness and pain of the wound can be seen. But so can hope and healing, represented by abundant pink blossoms, and the deep strength at the center represented by a thriving tree. The garden is a powerful metaphor for the journey of those who may bear scars but go forward into the beauty of springtime. (Garden sponsors: Proven Winners and Tommy Pollina Landscape Company, Inc.)

Project Someday ~ Inspiration, imagination and a *souçon* of fashion transform a reclaimed shed into the centerpiece of a small garden that offers big-time color, charm and a place to get away. This gardener, perhaps tomorrow a fashion designer, can imagine her water feature as a Paris runway where models prance in her creations, blocked with color like her massed plantings. She uses every inch of her small city space by gardening right up the vertical

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Chicago Flower & Garden Show // Hort Couture // Add Two

surfaces. Her raised vegetables are so productive she can spare produce to share with her community. It all works because her space is as carefully planned as a couture dress pattern. (Garden sponsor: Chicago High School for Agricultural Sciences)

The Cultivation of Style ~ Never before seen at the Chicago Flower & Garden Show, outdoor living is elegant on a Chicago roof deck. Stroll through rooms ranging from traditional to modern and imagine yourself on an urban rooftop. Perhaps you'd relax by the fireplace in a comfortable armchair, spend a summer evening with friends beneath a pergola or prepare the perfect meal in a cutting-edge outdoor kitchen. The latest in outdoor living combines rigid materials, including tropical hardwoods and natural stone, with the softness of outdoor fabrics and plantings to create dynamic outdoor living spaces. (Garden sponsor: Chicago Roof Deck & Garden)

Home-style Drama from "Days of Our Lives" ~ For 47 years, the cozy Midwestern home and charming garden of the Horton family have been at the center of the NBC daytime drama, "Days of Our Lives." Visit this interpretation of the Hortons' home, including original props from the show's set. Imagine the love, laughter and villainy that have played out at the family's back-yard barbecues. The yard is planned for outdoor living, with a cedar gazebo, paver patio and seating for tender moments and life-changing revelations. The gentle sound of a water feature, fed by a rainwater harvesting system, helps create a sense of privacy for those intimate chats. The front and back yards are planted with lush evergreens, flowering trees and shrubs, creating year-round texture and interest, with annual flowers for more color – as if the Hortons, Bradys and DiMeras weren't colorful enough. For a touch of high style, nearby you'll find wedding gowns from four of the show's spectacular weddings. (Garden sponsors: Advantage 1 and Days of Our Lives/NBC)

Additional garden elements and displays by new participants, including Chalet and Don Guzan, bring their unique flair to the Chicago Flower & Garden Show in 2012. Returning favorites – Craig Bergmann Landscape Design, Grant & Power Landscape, Reflections Water Light Stone, Chicago Park District, Aquascape, The Conservation Foundation, Rich's Foxwillow Pines and others – bring inspiration to their thematic creations.

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To plan your visit to the 2012 Chicago Flower & Garden Show, please refer to the full list of feature gardens, as well as information and schedules for children's activities, tablescape displays, Garden Gourmet chefs and food demonstrations, and ongoing talks and presentations, online at www.ChicagoFlower.com.


With a legacy that can be traced to 1847, the Chicago Flower & Garden Show welcomes upwards of 60,000 visitors to Navy Pier annually. Show tickets are available at the Navy Pier Box Office and discounted tickets are available online at www.ChicagoFlower.com. Weekday admission is \$15 when tickets are purchased online; \$17 at the box office. Weekend admission is \$17 and \$19 respectively. Tickets for children ages 4 through 12 are \$5. Discounted parking at Navy Pier, group rates and tours are available.

For more information about the Chicago Flower & Garden Show – including the Evening in Bloom preview benefit for Chicago Gateway Green and Friends of the Parks from 6 p.m. to 9:30 p.m. on Friday, March 9 – please visit the website, at www.ChicagoFlower.com.

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About Flower Show Productions, Inc.

Flower Show Productions, Inc. is the production company for the annual Chicago Flower & Garden Show at Navy Pier, and for grand-scale public events that celebrate sustainable living and eco-friendly lifestyles. The company provides year-round messaging, education and information about the benefits of earth-friendly choices to our yards, neighborhoods, communities and the planet. For information, please visit <http://flowershowproductions.com>. For information about the Chicago Flower & Garden Show, please visit www.chicagoflower.com. Also, find us on Facebook at www.facebook.com/chicagoflower and on Twitter at #chiflower.

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