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**For Immediate Release**

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**Chicago Flower & Garden Show's "Hort Couture"  
Transforms Navy Pier into a Gardener's Runway**  
*Spring's Floral & Greening Collection Debuts March 10-18, 2012*

**CHICAGO (Aug. 16, 2011)** – In the style of high fashion and wearable art, the [Chicago Flower & Garden Show](#) will celebrate “Hort Couture,” March 10-18, 2012 at Chicago’s Navy Pier. The show is presented annually by Flower Show Productions, Inc.

The Midwest’s first blush of spring – the region’s only consumer show of its kind – will feature an eye-candy array of floral and plant containers, horticultural and greening displays and stylized gardens. Kids get stylish, too, with fun potting parties and hands-on learning activities, as well as family programs, cooking demonstrations and celebrity appearances.

Designed to inspire, educate and motivate, “Hort Couture” will reflect the influence of fashion and design in floral, plant and landscape creations. The Chicago Flower & Garden Show welcomes upwards of 60,000 visitors to Navy Pier annually, with a legacy in Chicago that can be traced back to 1847.

The show’s 25-plus well-appointed display gardens will draw inspiration from textures and colors found in plants and fabrics, as well as alluring and beautiful embellishments found in nature. The highly-popular and delicious Garden Gourmet series returns, and more than 100 exhibitors of gardening, landscape and horticulture products and services showcase sustainable and eco-friendly wares.

As with haute couture, “Hort Couture” offers something for every sense of style or space, whether your garden is in a suburban yard or an urban lot. Akin to alluring apparel designs, the wide range of flowers, foliage and landscape elements will be sleek and creative.

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### **Chicago Flower & Garden Show // Add One**

“This ‘spring collection’ will inject a new sense of fun and style into the show. As with fashion, though, the classics that stand the test of time are celebrated, too,” says Tony Abruscato, president of Flower Show Productions and director of the Chicago Flower & Garden Show. “At a time of the year when people can’t wait to get out in their gardens, this show is again expected to draw thousands of eager visitors seeking inspirations of color, texture and design for their own yards, patios or balconies, all presented in an entertaining and educational way after a long, cold Chicago winter.”

Admission to the 2012 Chicago Flower & Garden Show is \$17 on weekdays and \$19 on weekends. Discounted parking at Navy Pier and group rates also are offered. Tickets purchased online are discounted and have no service fees at [www.ChicagoFlower.com](http://www.ChicagoFlower.com).

For more information about the Chicago Flower & Garden Show, including a schedule of show events, parking information and directions to Navy Pier, please visit [www.ChicagoFlower.com](http://www.ChicagoFlower.com). For information about participating as an exhibitor or sponsor, please call 312-595-5400 or send an email to [info@flowershowproductions.com](mailto:info@flowershowproductions.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](http://www.chicagoflower.com).*

**Editors, please note:** High-resolution digital photography and year-round interviews on gardening, horticulture and landscaping can be arranged by contacting Sue Markgraf, GreenMark, at 847-970-9160 or [smarkgraf@greenmarkpr.com](mailto:smarkgraf@greenmarkpr.com).