



Assiniboine Park  
Conservancy

**FLEURS DE VILLES**

### **GLOBAL SENSATION, FLEURS DE VILLES, COMING TO WINNIPEG THIS JANUARY**

**Voyage, a fresh, floral art exhibition inspired by global destinations  
on display at The Leaf in Assiniboine Park from January 11 – 21, 2024**

**For immediate release:** Winnipeg, October 11, 2023 – Fleurs de Villes, the world-renowned floral show behind blockbuster exhibitions across Canada, US, Australia, and UK, is coming to The Leaf at Assiniboine Park this January for the Winnipeg premiere of their popular exhibition **Fleurs de Villes VOYAGE**, a fresh floral celebration of iconic destinations around the world.

On display from January 11 – 21, 2024, in the Babs Asper Display House and Mediterranean Biome, Fleurs de Villes VOYAGE will be included with regular admission to The Leaf. Tickets to see Fleurs de Villes VOYAGE and explore the biomes at The Leaf can be purchased online now through the [Assiniboine Park Conservancy web store](#).

This spectacular travel-themed showcase will feature 15 one-of-a-kind fresh floral mannequins, all created by talented local floral designers and artists. The mannequins will be inspired by Manitoba's diverse multi-cultural heritage and the cultures and climates represented in the biomes and gardens at The Leaf, presenting an unmissable cultural storytelling experience, connecting the world through flowers like never before.

"The opening of The Leaf has presented us with incredible opportunities to bring world-class experiences like Fleurs de Villes to Winnipeg," said Gerald Dieleman, Senior Director of Horticulture, Assiniboine Park Conservancy. "This will be a stunning artistic showcase of local talent that fits perfectly with The Leaf's modern purpose, which is to connect people to nature and culture through the world of plants. It will be the horticultural event of the year in Winnipeg and we are excited to host it at The Leaf!"

Winnipeg is the first stop on the Fleurs de Villes VOYAGE 2024 global tour, which has traveled to cities through the US, Canada, and UK, including Chicago, Toronto, Edinburgh, Montreal, Vancouver, Seattle, Boston, and New York City.

"We are thrilled to be partnering with the Assiniboine Park Conservancy to bring Fleurs de Villes VOYAGE to Winnipeg for the first time," said Karen Marshall, Co-founder of Fleurs de Villes. "We look forward to kick-starting our 2024 global floral tour with this fresh floral journey of discovery to destinations around the world, celebrating The Leaf's spectacular global horticultural diversity, and showcasing the floral artistry of Winnipeg's talented florists."

### **General Information**

- Digital Assets (high-resolution images and video): [access HERE](#)
- Event Dates: Thursday, January 11 – Sunday, January 21, 2024
- Admission Fee: included with regular [Leaf admission](#)
- Fleurs de Villes website: [fleursdevilles.com](https://fleursdevilles.com)
- Assiniboine Park Conservancy website: [assiniboinepark.ca](https://assiniboinepark.ca)

For interviews and information requests please contact:

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### **About Fleurs de Villes**

Founded in 2015 by lifestyle and media experts Tina Barkley and Karen Marshall, Fleurs de Villes (flowers of the cities) is a Vancouver, Canada based luxury brand specializing in bespoke fresh-floral experiences and activations. Champions of experiential marketing in the form of large-scale floral installations, Fleurs de Villes is a floral story-teller, bringing to bloom brand legacies through flowers. Gardens, venues, and shopping districts come to life through fresh-floral place-making and retail engagement, plus collaborations with some of the world's biggest luxury brands and entertainment franchises. Fleurs de Villes has produced more than 85 unique luxury floral shows, uniting over 800 floral artists in major destinations across Canada, the United States, England, Scotland and Australia. Leveraging local floral talent in every city, Fleurs de Villes creates authentic, engaging 360-degree experiences with omni-channel touch points across digital, video, social, print and live platforms. For more information, please visit [fleursdevilles.com](https://fleursdevilles.com).

### **About The Leaf**

Located in Winnipeg's historic Assiniboine Park and surrounded by approximately 30 acres of new gardens and greenspace, The Leaf – which opened in December 2022 – is the most significant horticultural development undertaken in Canada within the past 25 years. Designed to fulfill a modern purpose by exploring the universal human connection with plants and nature, The Leaf features state of the art engineering and stunning architecture designed to create a transcendent visitor experience and optimal growing conditions for thousands of trees, shrubs, flowers, and other plant life flourishing in four unique indoor biomes: Hartley and Heather Richardson Tropical Biome, Mediterranean Biome, Babs Asper Display House, and Shirley Richardson Butterfly Garden. Visitor amenities include beautifully appointed event and banquet facilities, indoor and outdoor programming spaces, a gift shop, coffee bar, and exciting new destination restaurant called Gather Craft Kitchen & Bar. Through horticultural and interpretive displays, education programs, on-site engagement, and special events, The Leaf explores the human connection with nature and the role plants play in shaping our communities and cultures.