



Assiniboine Park
Conservancy

FLEURS DE VILLES

Artistic Talents of Local Florists to be Showcased in Spectacular Fleurs de Villes VOYAGE display at The Leaf in January

For immediate release: Winnipeg, December 4, 2023 – The Assiniboine Park Conservancy (APC) is thrilled to announce the line-up of local florists and travel destinations that will be featured in the upcoming Fleurs de Villes VOYAGE show on display at The Leaf from January 11 – 21, 2024.

“Fleurs de Villes VOYAGE has been around the world and now it’s coming to Winnipeg. We can’t wait to share this experience and these beautiful works of floral art with visitors at The Leaf,” said Gerald Dieleman, Senior Director of Horticulture, Assiniboine Park Conservancy.

The spectacular travel-themed showcase, announced in October, will feature 15 one-of-a-kind fresh floral mannequins created by local floral designers. Taking inspiration from Manitoba’s diverse multi-cultural heritage and travel destinations around the world, each florist will create a truly unique work of art, presenting an unmissable cultural storytelling experience connecting the world through flowers like never before.

Visitors exploring this one-of-a-kind display will be taken on a floral journey of discovery featuring mannequins inspired by Pahiyas, the Philippines’ most colourful harvest festival, a traditional Ethiopian coffee ceremony, a spectacular Chinese floral dragon, the breathtaking Icelandic highlands of Thórsmörk nature reserve, and more!

The full list of local florists and travel destinations includes:

- Addison Taylor Designs (Winnipeg) – Ukraine
- Floral Fixx Design Studio (Winnipeg) – Mexico
- Angela Moisey Creative (Winnipeg) – Iceland
- Fache Florals (Lorette) – Japan
- Bloom Floral Creative (Winkler) – China
- Fleur de Fusilero (Winnipeg) – Brazil
- Broadway Florists (Winnipeg) – Colombia
- Academy Florist (Winnipeg) – Scotland
- Flora Culture Floral Design (Oakbank, Winnipeg) – Portugal
- Silver Heights Florist (Winnipeg) – Morocco
- Beyond Flowers (Winnipeg) – India
- Zumami Floral (Winnipeg) – Tahiti
- Posh Pampas (Winnipeg) – the Philippines
- Agnes Arrangements (Winnipeg) – Ethiopia

The 15th mannequin, which will honour the Indigenous history of the land we now know as Assiniboine Park, will be a collaborative creation led by an Indigenous member of APC’s horticulture team and a local Indigenous designer who was involved in the creation of the Indigenous Peoples Garden at The Leaf.

Additional information about the artists and the inspiration behind their mannequins will be added to the Assiniboine Park Conservancy's website in December.

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 unveil the incredible lineup of 15 local florists who will bring their exceptional talent and creativity to our VOYAGE show, drawing inspiration from diverse destinations worldwide," said Tina Barkley, Co-founder, Fleurs de Villes. "Winnipeg's floral community showcases an extraordinary level of artistry, and we can't wait for visitors to experience their spectacular floral designs."

Floral wholesale partner Petals West will supply the most beautiful varieties of fresh cut flowers to the florists to bring their creative visions to bloom.

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 in advance online or in person at The Leaf. More information about the show can be found on the Assiniboine Park Conservancy [website](#).

- 30 -

Digital Assets (high-resolution images and video) can be accessed [HERE](#).

For interviews and information requests please contact:

Sara Wolowich Brown

Communications Coordinator, Assiniboine Park Conservancy

Cell: 204-795-0091 | Email: swolowichbrown@assiniboinepark.ca

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 storyteller, 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. For more information, please visit fleursdevilles.com.

About The Leaf

Located in Winnipeg's historic Assiniboine Park and surrounded by approximately 30 acres of gardens and greenspace, The Leaf is the most significant horticultural development undertaken in Canada in the past 25 years. The attraction 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 indoor biomes: Hartley and Heather Richardson Tropical Biome, Mediterranean Biome, Babs Asper Display House, and Shirley Richardson Butterfly Garden. Visitor amenities include event and banquet facilities, indoor and outdoor programming spaces, a gift shop, coffee bar, and new 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.