

Seeds of Chelsea bid

By Tania Martin

MONBULK nurseryman Wes Fleming has joined forces with celebrity landscape designer Jamie Durie in an attempt to bring home an elusive third gold medal from the 2008 Chelsea Flower Show.

The team at Fleming's Nurseries missed out on a gold medal hat-trick in May when they were awarded a silver-gilt at the London show but they are determined to win gold next year.

Together with major sponsor Trailfinders, Fleming's will be partnered with Jamie Durie and his landscape firm Patio Landscape Architecture and design.

Described as a comprehensive representation of Australian horticulture and design, the garden they plan for next year's show is expected to impress both the judges and the general public.

The garden will feature a wetland, a large curved deck, fire pit, layered stonework and textured walls together with iconic native Australian plants.

Mr Fleming said the opportunity to work with Jamie Durie on the Chelsea competition was not only exciting but also highly significant for Australian horticulture.

"He (Durie) is an exceptional designer producing work I believe is worthy of Chelsea gold," Mr Fleming said.

"All of our entries and success at Chelsea to date has been vindication for the horticulture industry and proving our value on the world stage."

Mr Fleming said Australian horticulture designs are continuing to challenge the United Kingdom's convention of what constitutes a garden.

"Many UK designers are embracing our concepts and revisiting their views on gardening, design and structure as a direct result of our presence at Chelsea," he said.

Each year Fleming's welcomes a different landscape designer and construction crew to create and build garden at the show allowing many people in the horticultural industry to have the opportunity to work at the flower show.

Mr Fleming said that in the past horticulture has been seen as a cottage industry.

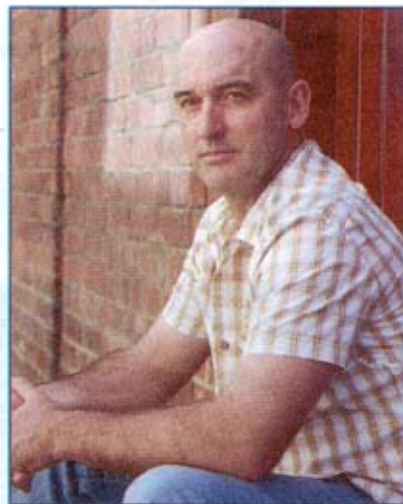
However, he believes the high profile of Fleming's representation at Chelsea has helped to break the perception and showcase Australia's talent and ability on a world stage.

"For that reason it's wonderful to see a person of Mr Durie's credibility and standing embrace the opportunity to represent Australian horticulture internationally," he said.

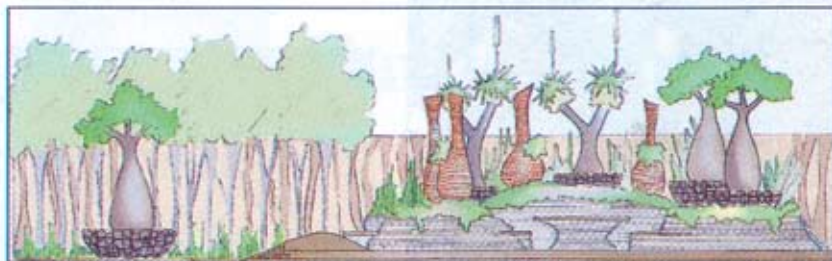
The Fleming's team is now shopping for the plants needed for the garden, which will go on show on Tuesday 20 May 2008.



Jamie Durie joins the gold quest.



Wes Fleming is looking for a win.



Jamie Durie's garden design is a hoped for gold medal winner.