



FLEMING'S AND TRAILFINDERS
**Australian
Garden**
PRESENTED BY MELBOURNE, VICTORIA

FLEMING'S AND JAMIE DURIE JOIN FORCES TO CONQUER CHELSEA in 2008

MEDIA RELEASE

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Immediate Release

Fleming's Nurseries will again return to the United Kingdom (UK) to compete on the world stage of landscape garden design, at the prestigious Royal Horticulture Society (RHS) Chelsea Flower Show 2008.

Together with major sponsor Trailfinders, Fleming's will this year partner with award winning landscape designer, **Jamie Durie** and his landscape firm Patio Landscape Architecture and Design; to compete in the main show garden category in May 2008.

Jamie's distinctive design has been formally accepted by the RHS and will be Fleming's fifth consecutive entry to the show after achieving a prestigious Silver Gilt award in May 2007 with designer Mark Browning and construction crew, Kiama Landscapes and Paving.

Ian Barker and Associates will construct Jamie's garden design which will see three shipping containers of materials sent to the UK three months ahead of the build (commencing early May).

Described as a comprehensive representation of Australian horticulture and lifestyle, the 2008 design is titled 'Fleming's and Trailfinders Australian Garden, presented by Melbourne, Victoria', and will bring Australian landscape design to the world stage in a 200sqm area that is sure to impress the UK judges and public.

Representing the many faces of Australia with influences from Kakadu, our vast deserts, beaches and distinctive flora, Jamie's design features a wetland, a large curved deck, fire pit, layered stonework and textured walls together with iconic native Australian planting.

Fleming's director and project brainchild, Wes Fleming said the opportunity to work with Jamie Durie on the Chelsea experience was not only exciting but highly significant for Australian horticulture.

" We are absolutely delighted to work with Jamie Durie and Patio in our fifth Chelsea expedition, for a number of reasons.

" Firstly he is an exceptional designer producing work I believe is worthy of Chelsea gold, and more importantly Jamie's involvement further highlights how active and important the Australian horticulture industry is.

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

“ Our designs have also challenged the UK convention of what a garden can be, with many of the UK designers embracing our concepts and revisiting their views on gardening, garden design and garden structure, as a direct result of our presence at Chelsea.”

Each year Fleming’s welcome a different landscape designer and a different construction crew to create and build a Chelsea garden, ensuring the experience is shared and embraced throughout the entire horticulture industry.

“ In the past, horticulture has been thought of as somewhat of an cottage industry, but the high profile representation of this project has helped to break that cycle and showcase our talent and ability on the world stage.

“ For that reason it is wonderful to see a person of Jamie’s credibility and standing embrace the opportunity and represent Australian horticulture internationally.”

It is expected some planting may be shipped from Australia for the first time with some species too rare to find overseas.

“ We have been seeking exceptional quality plants from Jamie’s plant list but it’s proven difficult with only a portion of our requirements likely to be found in Europe, which may mean for the first time ever, we have to ship and quarantine plants from Australia.

“ Jamie and Fleming’s staff are currently sourcing plants in Spain, England and Italy, in the hope to find the best possible Australian natives,” Mr Fleming said.

The build up for the show will start on 3 May with the main show days from 20 May to 24 May 2008.

ENDS.

Past Entries Include:

- o 2004 – Jim Fogarty and Semken Landscapes: Silver Gilt
- o 2005 – Jack Merlo and Total Landscape and Construction: Gold
- o 2006 – Dean Herald and Rolling Stone Landscapes: Gold
- o 2007 – Mark Browning and Kiama Landscapes and Paving: Silver Gilt

(Order of medal: Best in Show, Gold, Silver Gilt, Silver, Bronze)

For more information please go to: www.flemings.com.au

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