



MEDIA RELEASE

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ALICIA FERRER TAKES OUT FLEMING'S AWARD AT MIFGS

Perth student, Alicia Ferrer, was today announced the winner of the annual Fleming's Nurseries Student Award at the Melbourne International Flower and Garden Show (MIFGS) this year.

Releasing students from the boundaries of a theme this year, Fleming's has revamped its long running 'Don Fleming Student Award' offering eight finalists (previously four) the opportunity to showcase their creations at MIFGS.

The overall winner as judged by Fleming's director Wes Fleming, Hassell principal Alun Chapman and Steven Potts CEO of the Nursery Garden Industry of Victoria, will receive \$5000 cash and an award designed by Lump Sculpture Studio.

Students entering the competition were free to let their imagination run wild this year and while the 5m x 5m size of the gardens is smaller than previous years, Fleming's felt more students deserve the opportunity to build a garden at MIFGS.

Finalists on display at MIFGS include; Jaime Bohm, Tara Cull, Gary Shadforth, Alicia Ferrer, Wenjun Wang, Heather Mitcheltree, Clinton Pringle and Matthew Moore.

Fleming's director, Wes Fleming, congratulated Alicia praising her obvious design talent and unique approach to using plants in a small space.

"Alicia managed to design a terrific garden setting in a very small space, something designers of the future will need to gain experience in as our housing blocks and living conditions are increasingly reducing in size.

"The small garden spaces are a reminder to us all to use what precious space we might have to ensure we are keeping it green and lush – not only for its aesthetic appeal but more importantly for the environment and our personal wellbeing."

Mr Fleming said it was the right time to revamp the competition, now in its 10th year, and was excited by the creative spirit with which the student designers met the competition this year.

"Each year we see many wonderful, creative, ingenious and innovative designs come through but there has only been room to showcase the top four finalists. This year we reallocated the space at the show to receive smaller gardens thus opening the opportunity to highlight more designs.

"We cast aside the theme this year to challenge the students by a lack of boundary and provide a real opportunity to show off their creative talents.

"This is precisely what our top eight designs have achieved this year and we hope many people come down to the show and check out the future of Australian landscape design," Mr Fleming said.

To view the top eight finalists or for more information and news on Fleming's trees, please log onto www.flemings.com.au

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