



lyon roses 2015

The World Convention

25 May to 5 June 2015

&

a Rose Festival

May to June 2015

17th WORLD ROSE CONVENTION
NEWS BULLETIN - JANUARY 2015



17th WORLD ROSE CONVENTION FOREWORD

The 17th World Rose Convention in Lyon

The next meeting for all you rose lovers will take place this year in France, more precisely in Lyon.

Why has Lyon been chosen for this 17th World Rose Convention? Simply because the city's history has been tied to that of the rose for almost two centuries. This outstanding rose culture continues nowadays, and Lyon is still the leader in rose creation in Europe and in second place for the production of rose bushes. There is also the promising future of local and national contributions to scientific research.

Lyon is not only the historical capital of the rose, it is a city with a wealth of attractive features. It has the very special privilege of being a city with a comfortable size and an international presence. The second largest urban area in France, Greater Lyon is home to 1.3 million inhabitants and metropolitan Lyon has no less than 2.6 million. Located at the confluence of the Rhône and Saône rivers, Lyon benefits from an extremely favorable geographical setting. The city is 150 kilometers from Geneva, Switzerland, and two hours from Paris on the TGV high-speed train. The Lyon Saint-Exupéry International Airport provides daily links to all of Europe and direct lines to the world's major countries.

We invite you not only to this *Terre des Roses*[®] (Land of Roses), but also to the heart of a historical city with over 2,000 years of existence that has been listed as a UNESCO World Heritage Site.

For 3 years, this major meeting has been prepared by French rose lovers, mainly from 3 associations: the *Société Française des Roses*, *Roses Anciennes en France*, the *Société Lyonnaise d'Horticulture* and by the City of Lyon that accompanies them.





17th WORLD ROSE CONVENTION PROGRAMME

Featuring the roses of France

We will not give the full program of this upcoming meeting here, since you can find it on our web site:

www.lyon-roses-2015.org

The Lyon 2015 Roses meeting, will focus on major points of interest with:

- **24 conferences** grouped in 4 themes:
 - Lyon and the men who wrote the history of Rose,
 - Rose in garden of excellence around the world,
 - The Scientific advances in the knowledge of Rose,
 - Preservation, conservation, authentication and fragrance of Roses.
- **14 different local tours destinations** to explore beautiful gardens, outstanding rose nurseries and breeders,
- And third focus further developed along these pages: **the Rose Festival**.

In Lyon alone, 5 days will not be enough to discover everything, with visits to rose gardens, the city and its monuments and gastronomical outings, among the city's many attractions. We are thrilled to welcome you to our area and have prepared an exciting program of discovery. This will be a unique opportunity to take advantage of the innumerable attractions in the region, but also of other French regions and nearby countries.

You will be captivated by the pre- and post-programs for discovering Provence (unfortunately, this trip is already fully booked), the Alps, Anjou and the Loire Valley, the Paris area, Alsace and even Geneva and Baden-Baden. Prestigious rose gardens such as *Bagatelle* in Paris that you've heard so much about are awaiting your visit, as well as others you've only dreamed of, where you will meet those who created or are responsible for them. You'll be pleasantly surprised to see how you are welcomed to these partner cities, where the mayors are most happy to host your visit.

Also note that you will meet in Lyon professionals from all around France: breeders, producers and distributors from the main horticultural regions (Rhône-Alpes, Anjou and Loiret, Provence, Alsace...).





17th WORLD ROSE CONVENTION PROGRAMME

A Convention Center “*in the midst of roses*”

Unbelievable but true: our meeting will take place “*in the midst of roses*”. This is more than a catchphrase, since the magnificent *Palais des Congrès* is located right next to Tête d’Or Park and its rose gardens. You can admire this exceedingly modern building, where most of our conferences will be held and where we will gather in a superb 800-seat amphitheater, the *Auditorium Lumière*.

As you can see, nothing has been overlooked in welcoming the meeting attendees. There are luxury hotels, high-quality dining and easy transportation. Of course, though in the country of Molière, all conferences and visits will be in English.

In front of the *Palais des Congrès*, you will discover Tête d’Or Park, which the people of Lyon are justifiably proud of. With more than 100 hectares, it is one of the largest and most beautiful urban parks in France. Designed in 1856, it includes France’s first botanical garden, a zoo that was renovated in 2006 and, of course, three exceptional rose gardens:

- **The large international rose garden**

Created in 1964 and inaugurated by Princess Grace of Monaco, this landscaped rose garden features around 25,000 rose bushes. At the latest Osaka convention in 2006, it was awarded the “*Garden of Excellence*” label.

- **The botanical rose garden**

With over 700 different varieties, it tells the story of the rose from the first wild roses to modern-day roses. It offers a trip through time, with, of course, a nod to the celebrated rose growers of Lyon.

- **The contest rose garden**

Since 1937, it has organized international contest for new roses.

And nearby, in the city of Caluire, the fourth and **new Botanical Rose Garden** with over 100 species of the genus *Rosa*.





17th WORLD ROSE CONVENTION LYON, TERRE DES ROSES®

Lyon, *Terre des Roses*®

Over 5,000 varieties of roses were born in Lyon and over a hundred have kept this filiation in their name, as if to export this extraordinary creative renown. These include: 'Belle Lyonnaise' (Lacharme), 'Merveille de Lyon' (Pernet Père), 'Prestige de Lyon' (Meilland), 'Bijou de Lyon' (Schwartz)...

These were produced by prestigious breeders who contributed to Lyon's international reputation over several generations. Although Lyon is famous for creating new roses, it is also known for discovering new techniques. In 1850, J.B. Guillot Jr. of Lyon invented cleft grafting on sweetbriar collars and later put the first hybrid tea rose, named 'La France', on the market in 1867 and obtained the first *Polyantha*, named 'Pâquerette', in 1875. In 1900, J. Pernet-Ducher obtained the first yellow rose in the *Pernetiana* group: 'Soleil d'Or'.

For an even greener city

Today, Lyon can be proud of its 430 hectares of green areas in the city center that allow residents to enjoy a pleasant and varied living environment. The City of Lyon has made improving the living environment for residents one of its priorities. For this reason, urban development programs now include this essential "*green dimension*", without which they would have no future in Lyon.

Among the most recent projects, the beautifying of the Rhône riverbanks received a Golden Award for Landscape Improvement from the United Nations for the Environment. As Daniel Boulens, Director of Green Areas for the city, likes to put it: "*Human beings have become urban beings, and our role is therefore to design the city of today and tomorrow so that it will be as pleasant and enjoyable to live in as possible. Parks, gardens, flowers and, of course, roses have become indispensable elements in the new sites created for our daily environment*".

Lyon also features many private gardens whose owners will be delighted to welcome us.

Among these gardens is Odile Masquelier's very famous *Jardin de la Bonne Maison*. This collection of roses and perennials is truly enchanting. We will be received by the owner, who also founded the Association *Roses Anciennes en France*.

A bit further along, in the Beaujolais vineyards, the rose garden of the Château de Bionnay is waiting for us. In addition, there will be many other meetings with the famous heirs of the Lyon rose growers, whose names are part of rose history and part of the roses themselves: Croix, Dorieux, Ducher, Gaujard, Guillot, Laperrière, Meilland, Orard, Reuter, Félix...





17th WORLD ROSE CONVENTION LYON, TERRE DES ROSES®

UNESCO World Heritage

As you see, there are many rose-related reasons to come to Lyon, but as in the other countries our passion has led us to visit, there are also many other attractions that make Lyon a very special destination:

From Lugdunum, capital of Gaul, to Lyon 2015, over 2,000 years of history have left their mark on the city. Some of the buildings and districts you will enjoy discovering are:

- The Gallo-Roman theater and the odeon,
- Saint-Jean Cathedral and Old Lyon, a renaissance district listed as a UNESCO World Heritage Site,
- The Fourvière Basilica, a noted symbol of the nineteenth century,
- More recently, the Opera, reworked by Jean Nouvel, the *Cité Internationale* by Renzo Piano,
- The Part-Dieu skyscrapers, from the “*Oxygen*” building to “*Incitey*”, the latest addition, just to name a few.

Would you like to “*embrace these two thousand years of history*”?

Meet on the Fourvière esplanade, where, when the weather is clear you have a superb panoramic view of the entire city, as well as the surrounding region and, in the distance, the Mont Blanc. It will be easy to see why Lyon is so attractive. Take a few more steps and you’ll find yourself in the *Parc des Hauteurs* or in the old rose garden near the Basilica.

Did you say “*Lyon*”? Then you must mean “*silk*”!

This is because Lyon also stands for silk, a flourishing industry in the 18th and 19th centuries; entire city districts were devoted to silk workshops and weaving.

Take the time to visit the *Croix Rousse* district and its innumerable “*traboules*”, which are small passageways that linked the workshops to the city center, where the more luxurious merchant districts were found. We are never far from our passion because this industry, as you will see, was greatly influenced by flower designs and, obviously, by the rose.

For those of you who love museums, you will find just what you’re looking for among the numerous museums dedicated to archeology, history, painting, the decorative arts, fabrics, printing and communication, contemporary art and even to the automobile! But perhaps your favorite will be the Musée des Confluences, the city’s latest museum, which just recently opened its doors.

For the occasion, all will be in unison with the rose to join the party.





17th WORLD ROSE CONVENTION LYON, TERRE DES ROSES®

Take a break with friends

As you know, Lyon gastronomy has a reputation that extends well beyond the city itself. Paul Bocuse and other Lyon chefs have made a major contribution to this international renown. Here, we are proud to count 15 tables with Michelin stars, which are the highest rating French restaurants can achieve.

It's no secret that our trips also provide an opportunity to meet with friends and share a good meal. Rest assured, you can easily find a "great restaurant" worthy of the name.

We also suggest you to try one of Lyon's famous "bouchons". These small restaurants serve traditional dishes accompanied with a Beaujolais wine. You'll truly enjoy discovering their warm atmosphere and high-quality products. And don't forget to visit the Halles market area, where you will find regional products, cold cuts, cheeses and, of course, French wines!

By the way, the Convention Farewell Diner will be cooked by the *Toques Blanches Lyonnaises!*

Lyon, the City of Light...

In the evening, Lyon lights up, making the city as beautiful at night as it is during the day!

From a tradition the city created a festival, the Festival of Lights, which takes place each year in early December. Lyon, the City of Light, welcomes more than four million visitors over a four-day period. This popular success attracts visitors from all over Europe. In May, of course, you will have only a limited idea of what this represents. However, you will be compensated with a gift from the City of Caluire, which has created a special program for us for our meeting: a magnificent fireworks display in the midst of roses!

... And a competitive leader

Feeding on a rich past and deep roots, Lyon has developed superbly. It has become one of the leading French economic centers, and many companies have installed their headquarters here.

Lyon has fostered innovation for decades, and ensuring a high quality of living is a priority. Therefore, you won't be surprised to find many international institutions here, including Interpol, Euronews, the World Health Organization and the International Center for Cancer Research. For many years, Lyon has been a focal point for the chemical industry (because of its roots in silk dyeing), cutting-edge scientific research, health, biotechnology and digital recreation.

And we mustn't forget to mention what interests us in particular: the Ecole Normale Supérieure research unit laboratory dedicated to "plant reproduction and development", which brings together scientists whose work on the rose genome involves botany, agriculture and medicine.





17th WORLD ROSE CONVENTION THE ROSE FESTIVAL

But that's not all...

As we already mentioned, we're preparing a very nice surprise for you. Lyon is so proud to host this meeting, which, as you know, is being held for the first time in France, that Gérard Collomb, Senator-Mayor of Lyon, wanted to make it a city event.

... A unique event awaits you: the Rose Festival

This strong commitment will result in a **Lyon Rose Festival** to which you are invited and where you will meet the great crowd of Lyon with over **200,000 visitors expected**.

Cultural institutions, museums, libraries, other institutions, associations, residents and school children will all be mobilized for this exceptional event. Although many activities will take place during May throughout the city, the festival's grand finale will take place on May 30 and 31, as if to honor your visit.

So that you can take full advantage of this event, we have left you a free period during the afternoon of Sunday, May 31. Undoubtedly free, but most certainly with much to do!

You'll probably not know which way to turn to take in all these festivities. In any case, don't miss visiting City Hall, where you are invited to discover a veritable rose garden created for the occasion and offered by our Lyon rose specialists. Next, you can join local residents at the *Grande Roseraie* in the park, where a large "garden party" will be held.

Everyone in Lyon has been invited to share this convivial moment. All facets of the rose will be presented by participants – who will include numerous rose growers, creators, breeders and distributors – along with many other activities, such as parades, music, choreography, stamp collecting and exhibitions.

Finally, as an end to these two festive days, the City of Caluire will offer us a bunch of flowers: a magnificent fireworks!





17th WORLD ROSE CONVENTION FRANCE AND LYON ARE WAITING FOR YOU

France and Lyon are waiting for you

Have you already signed up?

If not, don't wait any longer because it would be a real pity to miss this exciting opportunity to attend the Convention, the Rose Festival and to discover Lyon and France.

As you see, unless the weather plays tricks on us, much effort has gone into making this trip a truly convivial, happy and passionate experience. And, don't forget, the roses themselves are also getting ready.

Maurice Jay, the Convenor of the 17th Convention, the Presidents of all French rose associations, Gérard Collomb, Senator-Mayor of Lyon, Alain Giordano, Deputy Mayor in charge of parks and Gilles Buna, Chairman of the Organising Committee, are looking forward to seeing you in Lyon, the historic capital of roses, starting on May 25 to take full advantage of these events.

***France and Lyon host the roses
and
welcome you in 2015***



Address of Organisation Committee

Congrès 2015 Lyon Roses
Parc de la Tête d'Or
69459 Lyon Cedex 06
FRANCE

www.lyon-roses-2015.org
info@lyon-roses-2015.org

Address of Convention Venue

Cité Internationale, Centre de Congrès
50 Quai Charles de Gaulle
69006 LYON
France

Registration

www.lyon-roses-2015.org/registration.htm

An event organized by:

