

CARRÉ DES JARDINIERS 2025



02-04 DECEMBER 2025
EUREXPO LYON, FRANCE

MEET
THE 4 FINALISTS

2025 PRESS KIT

JOINT
INTERVIEW

Capucine Marraud des Grottes
Director of GreenTech+,
GL events Exhibitions



Alexandra Moncorgé
Director of the Paysalia
trade show

WHY IS CARRÉ DES JARDINIERS
SO EMBLEMATIC FOR PAYSALIA?

Alexandra

It's a special moment. It is spectacular but also deeply human. Carré des Jardiniers is the coalescence of everything Paysalia stands for: excellent know-how, commitment to an industry in transition, and the genuine sharing of an emotion. It's more than just a competition. It's a live showcase for the landscape design profession, where we see projects driven by passionate men and women taking shape before our very eyes.

WHAT IS YOUR AMBITION FOR THE COMPETITION?

Capucine

Carré des Jardiniers is a powerful lever for GreenTech+. It elevates land-based professions, stimulates creativity and represents our vision of landscaping as paramount to ecological change. We would like to build on its success by adding a new dimension. Our ambition is to make the competition international as of 2027, to unite landscaping approaches from around the world, combine cultural views of the garden and strengthen its professional, artistic and symbolic influence.

AND FOR YOU, PERSONALLY,
WHAT DOES CARRÉ DES JARDINIERS MEAN?

Alexandra

I would say it is an emotional moment. Every show is a human adventure. We work with the candidates for months, watching the gardens come to life... And then there's that moment when time seems to stand still, the deliberation, the tears, the smiles... It's a concentration of the best of our sector: beauty, meaning and commitment.

"The world needs to dream so that it can learn to imagine through travel and escape and simply find the way back to nature. Simplicity and complicity with nature are always possible."

"Our mission is to pay a visit to paradise, to be ambassadors of joy, music and fragrances for the ultimate well-being."

"Dear candidates, surprise yourself, surprise us and make your dreams a reality with a garden for everyone!"



Jean Mus
Chairman of the Jury



1.

ONCE UPON A TIME...
THERE WAS CARRÉ
DES JARDINIERS,
AN OPEN STAGE FOR
PLANT CREATIVITY

p. 4

- **The 2025 theme:**
"The garden of possibilities:
Make us dream, and surprise
YOURSELF! "
- **Carré Des Jardiniers:**
an exceptional competition at the
heart of the landscape industry
- **The Carré des Jardiniers DNA**
- **Behind the scenes** of the selection
- **Key dates** of the competition
- **The Master Gardener title**, an
exceptional distinction
- **The Carré des Jardiniers 2025 jury**

2.

THE 4 FINALISTS

p. 9

- Kevin Barthalay
- Pierre Girault
- Éloïse Lorge
- Ludovic Orain

3.

THE MASTER GARDENER
PRIZEWINNERS' LIST:
A COMMUNITY OF
EXCELLENCE SERVING
THE LANDSCAPE

p. 18

CLUB CARRÉ DES
JARDINIERS - A
DEDICATED COMMUNITY

p. 19

USEFUL INFORMATION
& CARRÉ DES JARDINIERS
PARTNERS

p. 20

1. ONCE UPON A TIME... THERE WAS CARRÉ DES JARDINIERS, AN OPEN STAGE FOR PLANT CREATIVITY

THE 2025 THEME

W The Garden of Possibilities: Make us dream, and surprise YOURSELF! //

This is the 8th Carré des Jardiniers show, and this year candidates must find their inspiration in the "Garden of Possibilities". Gardens, home to freedom, creativity and pleasure, are also soothing, poetic and generous. Gardens are where you can find replenishment and wonder and constantly discover new things. So many of these things have become invaluable in a constantly changing world. But isn't the poetry of gardens even more important today, like an echo of possibilities?

The Garden of Possibilities is an appeal to challenge expectations, an exhortation to be inventive, a window of dreams that is open to reality, the exception that proves the rule...

"So, how do you imagine such a garden?",
that is the question that the jury asks candidates.

W Carré des
Jardiniers allows us to
rediscover the nobility
of gardeners and
landscapers, through
the execution of a
project as much as
through the coherence
of its completion and
maintenance. //



Jean Mus
Chairman
of the Jury

CARRÉ DES JARDINIERS:

an exceptional competition at the heart of the landscape industry

Organised every two years since 2011 by GL Events as part of the Paysalia trade show, Carré des Jardiniers celebrates the excellence of gardens by organising a high-profile competition open to all landscape contractors and designers in France.

Every two years, this flagship event of the industry invites professionals to form a team of experts and young talent using an inspiring theme as a foundation. Together, they design an ephemeral 200m² garden based on a set theme.

The finalist teams present their creations to an audience of visitors who are professionals in the trade and a panel of recognised experts at the Paysalia trade show.

At the end of the presentations, the jury awards the title of Master Gardener to the team whose creation stands out for its originality, quality of execution, and relevance to the set theme.

This emblematic title makes the winner the ambassador of the entire landscaping profession for two years, responsible for promoting its key values, and its excellence and creativity.

THE CARRÉ DES JARDINIERS DNA

CREATIVITY

Because a garden is first and foremost a living work of art, the competition stimulates the imagination in all forms. It invites candidates to innovate, tell a story, create new concepts in which different disciplines such as design, architecture, ecology, art, and many more meet.

TRANSMISSION

Carré des Jardiniers values intergenerational connections. It encourages the sharing of experience, the promotion of technical skills and support for emerging talent.

DURABILITY

The competition makes gardens part of a responsible approach to the environmental challenges facing the world. Each project must offer concrete, integrated solutions such as sustainable materials smart water management, biodiversity, reuse and energy efficiency. The garden becomes a balanced ecosystem, designed to last and adapt.

EXCELLENCE

Excellence is a fundamental criterion. It manifests in the precision of the action, the quality of the execution, the coherence of the project and the emotion it arouses, demonstrating the rigour and dedication of the craft.

CARRÉ DES JARDINIERS: behind the scenes of the selection

SCORING CRITERIA

The jury assesses the technical, creative and aesthetic quality of the projects submitted:

- ◇ Is the arrangement and composition of the choice of plants relevant?
- ◇ Is the theme of the competition respected and what makes the interpretation original?
- ◇ Does the overall impression arouse emotions?
- ◇ Is the layout harmonious and high quality? etc. ...

The candidate's social skills, values and motivations are also qualities the jury marks as the Master Gardener will be the profession's Ambassador for the next two years.

The applications are submitted to a jury of gardening professionals, journalists and artists chaired by Jean Mus, a renowned landscape architect in the profession.

The jury selected the 4 finalists on 3 April.

The selected candidates are invited to execute their project on a life-size scale in the dedicated area of Carré des Jardiniers, at the heart of the Paysalia 2025 show. This project is a showcase of their expertise, creativity and ability to meet the challenges of contemporary landscape issues. The title of Master Gardener 2025 will be awarded to the winner at the official ceremony, scheduled for 3 December 2025, at the Paysalia trade show.

KEY DATES OF THE COMPETITION

23 SEPTEMBER 2024
Bookings open

14 FEBRUARY 2025 **Bookings close**

10 MARCH 2025
1st phase: preselection

3 APRIL 2025
2nd phase: selection of the finalists

5 MAY 2025
**Submission of the completed dossier
by the finalists**

12 MAY 2025
Confirmation of the 4 finalists

21 MAY 2025
Presentation to the press

8 JULY 2025
Visit of the Eurexpo Lyon centre

28 NOVEMBER TO 1ST DECEMBER 2025
The finalist gardens are set up at Eurexpo Lyon

2 TO 4 DECEMBER 2025
**Presentation of the gardens
at the Paysalia trade show**

3 DECEMBER 2025
**The jury visits the gardens, the
finalists give their oral presentations,
the jury deliberates and then it's time
for the award ceremony for the title
of Master Gardener 2025.**

THE MASTER GARDENER TITLE, an uncommon and coveted distinction

The title of Master Gardener is one of the most prestigious distinctions in the field of horticulture and landscaping. It marks the summit of a remarkable career founded on technical excellence, the transmission of knowledge and dedication to the preservation of our plant heritage.

This title is awarded to professionals whose deftness of touch, in-depth knowledge of plants and sense of harmony in landscape are part of a demanding, sustainable approach that respects biodiversity.

The Master Gardener is also distinguished through their dedication as a trainer, passionately passing on their know-how and knowledge. In this way, they actively contribute to promoting land-based professions and training future generations.

This uncommon and highly symbolic distinction not only honours an exceptional career, but also a humanistic vision of the garden as a space for culture, transmission and inspiration.



The Master Gardener becomes the Ambassador of the profession for the next 2 years after the contest. Over and above their technical expertise, the finalists are assessed on their personal qualities and the emotions they stir in the public.

Antoine De Lavalette Master Gardener 2023

The jury OF CARRÉ DES JARDINIERS 2025

PROFESSIONALS

Jean Mus | Landscape architect, Chairman of the jury

Michel Audouy | Landscape architect

Bruno Imbert | Landscape designer

Stéphanie Knoblich | Landscape architect

Eric Lequertier | Landscape designer

Bruno Ricci | Landscape architect

Pierre-Alexandre Risser | Landscape designer

Manuel Rucar | Plant trend-setter

MEDIAS

Sylvie Ligny | Journalist at GARDENLAB

Martine Meunier | Managing Editor at Les éditions du Bionnay

ARTISTS

Jacques Chibois | Manager of La Bastide St Antoine

Gary Rouvier | Sculptor

Éric Sander | Photographer

MASTER GARDENER 2023

Antoine de Lavalette





2. THE 4 FINALISTS

- Kevin Barthalay
- Pierre Girault
- Éloïse Lorge
- Ludovic Orain



KEVIN
BARTHALAY

"Taking part in Carré des Jardiniers is a wonderful opportunity for us to pass on our expertise and share our vision of the landscaping profession. This year's theme, The Garden of Possibilities, resonates deeply with our philosophy. It offers a space of freedom and interpretation that allows us to express the dreamlike quality and emotional dimension of the garden.

Our approach remains true to our founding idea: to reveal and share the beauty and wealth of living things with as many people as possible. Through our projects, we try to recreate the emotions people feel when they contemplate nature. It's an invitation to everyone to reconnect with this tender experience.

Carré des Jardiniers is also a wonderful milieu for experimentation and research. It allows us to question, imagine and reinvent 21st century garden art in an ongoing dialogue between tradition and innovation."

HIS PORTRAIT

After more than ten years devoted to studying landscape in its many dimensions - ecological, aesthetic, sociological and philosophical - Kévin Barthalay founded Walden Paysage in his native region of Grenoble. Inspired by the Alpine landscapes where he grew up, his desire is to convey the emotion and beauty experienced in the midst of these natural spaces in each of his projects.

Attuned to the spirit of the place and its people, he seeks new harmonies of cohabitation between Humankind and Nature, gently challenging the ways we dwell in the world, from the quiet intimacy of a private garden to the boundless expanse of a global one.

Being a passionate gardener, he sees each project as a field of experimentation, an opportunity to learn how to work better with living things.

Whether it's a question of natural gardens in their seeming disarray, or more contemporary and refined spaces, each of his creations pays homage to nature, in a sensitive dialogue between art, ecology and emotion.

HIS PROJECT

The Infinite Garden is an invitation to a world of wonder. In this enclosed space, no two steps ever follow the same path. Every meander promises a new discovery, an immersion into the art of landscape design.

The journey begins beneath a birch and mountain pine forest, where the contrast between the white bark and the deep green is immediately captivating, while the crunch of each step marks the rhythm. A Scots pine stands guard at the entrance to a French garden featuring red roses, sculpted yew trees and meticulously-crafted views leading to a stone bench, a promise of contemplation...

A discreet passage opens into a Japanese garden where flamboyant maple, carefully pruned niwaki, bonsai and natural stone present a refined scene, a tribute to controlled nature.

The amble continues to a flower-filled meadow. A wooden bench is an invitation to a mellow moment, while slate slabs beckon you on. The dampness, the fragrance of miscanthus and the glimmer of light bouncing off a pond evoke Normandy and living gardens.

Further south, Provence is revealed in olive trees with their silver foliage, jasmine reaching along the walls, the warm ochre of the floor and a shaded brazier. Pouffes placed on the gravel invite you to savour the moment.

The last leg of the journey takes you past oak crossbeams leading to a spectacular orchard, a ripe apple, erect sunflowers and abundant vegetable gardens. The dream gently fades away.

The Infinite Garden is a sensory journey, a garden of moods, of plants and traditions: Japanese, Mediterranean, French, English, Norman, nurturing, forest-like, aquatic, mountainous... It's a garden of the world. A garden of possibilities!



TEAM

- Alexandre Lecoanet
- Marie Jacquier
- Adeline Viale
- Julien Chavas



PIERRE
GIRAULT

"Dreaming is part of the essence of who I am, just like being a gardener. Applying to the Carré des Jardiniers competition was an obvious choice. It's an opportunity to broaden my horizons and fully express my creativity. As a visitor to the last few shows, I discovered a place of shared passion, a true haven for plant innovation. This competition is a chance for me to test my limits, explore new paths and celebrate the beauty of living things, where nature becomes a canvas of infinite possibilities."

HIS PORTRAIT

After a Master's degree in Archaeology at Université Paris I Panthéon-Sorbonne, and a specialisation in archaeobotany, he continued his studies by training in agricultural techniques. He obtained two diplomas, one in landscaping and the other in viticulture and oenology.

He has always been guided by three passions, history, wine and plants.

Driven by a predilection for risk and the desire to turn his vision into reality, he founded ATZAVARA in 2020. Through this project, he hopes to fully invest in his love of the land and the Mediterranean, naturally weaving the fabric that combines these three worlds that shape his identity.

HIS PROJECT

This garden invites visitors to cultivate possibilities in a space where dreams and reality become intertwined. For the creator, the gardening profession is not just about applying pure actualities. On the contrary, it is based on accepting the unexpected and the unforeseeable. How many times has nature surprised us, making plants bloom where we would least expect them to, or revealing unexpected yet harmonious colour combinations? How many surprises do the seasons offer to keen observers?

Working with living things means recognising that magic can arise from disorder, from the untamed and the free. By challenging our convictions, gardens constantly make boundaries recede, shed light on new possibilities and usher in dreams. In this plant world, doubt and hypotheses are not obstacles but rather companions of hope.

This project is a journey into an imaginary world, a beautiful escape where fantasy and reverie herald a new freedom. Here, the garden becomes a space without borders, a passageway from reality to a poetic elsewhere. It has always been an infinite field of exploration, a living paradox where the natural flirts with the supernatural.

On the last island, everything seems to have a magical quality. And yet, this garden is very real. This marvellous world, which seems to rise from a dream is not imaginary, it embodies a real ecosystem, a world in itself.

For the perceptive, magic is born here. In this space, ordinary rules disintegrate, and the future becomes infinite. You simply need to see with fresh, free eyes, the kind of eyes that are so often rediscovered in a garden, the eyes of childhood.

This garden invites you to see differently, to explore new horizons and to push back the boundaries of possibilities.



TEAM

- Cristina Diaz Figueras
- Vincent Delsol
- Dorian Libert
- Quentin Arnould



ÉLOÏSE
LORGE

"This competition is a real challenge for me, where creativity, technical mastery and time management are essential. It could be an opportunity to fully demonstrate my expertise and unshackle myself from limits while defending the values I hold dear such as sharing, passing on knowledge and promoting the landscape trades. Becoming a Master Gardener would be an immense source of pride for me, but also a responsibility that I would take on with dedication, to inspire younger generations and encourage more women to join this profession in which there are still too few of us."

HER PORTRAIT

Thirty-five-year-old Éloïse Lorge embodies a passion for landscape, cultivated since childhood. After completing a Baccalauréat in Agricultural and Environmental Sciences and Technologies, a BTS (Advanced Technician Certificate) in Landscaping and a Certificate of Specialisation in Computer Graphics and Design, she joined the family business, Lorge Paysages, at the age of 20.

She started out as a worker and rose through the ranks to become team leader, designing and producing her first landscape projects. With a wealth of experience in the field, in 2018, Éloïse set up her own company in eastern France, before returning to strengthen the Lorge Paysages business in the Paris region in 2021 with her sister Camille.

With 15 years of experience, Éloïse customises projects that combine technique, aesthetics and respect for living things. Her passion for gardens, fuelled by her travels and her love of drawing, inspires a sensitive and innovative approach to landscaping.

Lorge Paysages, a story of passion, transmission and innovation.

HER PROJECT

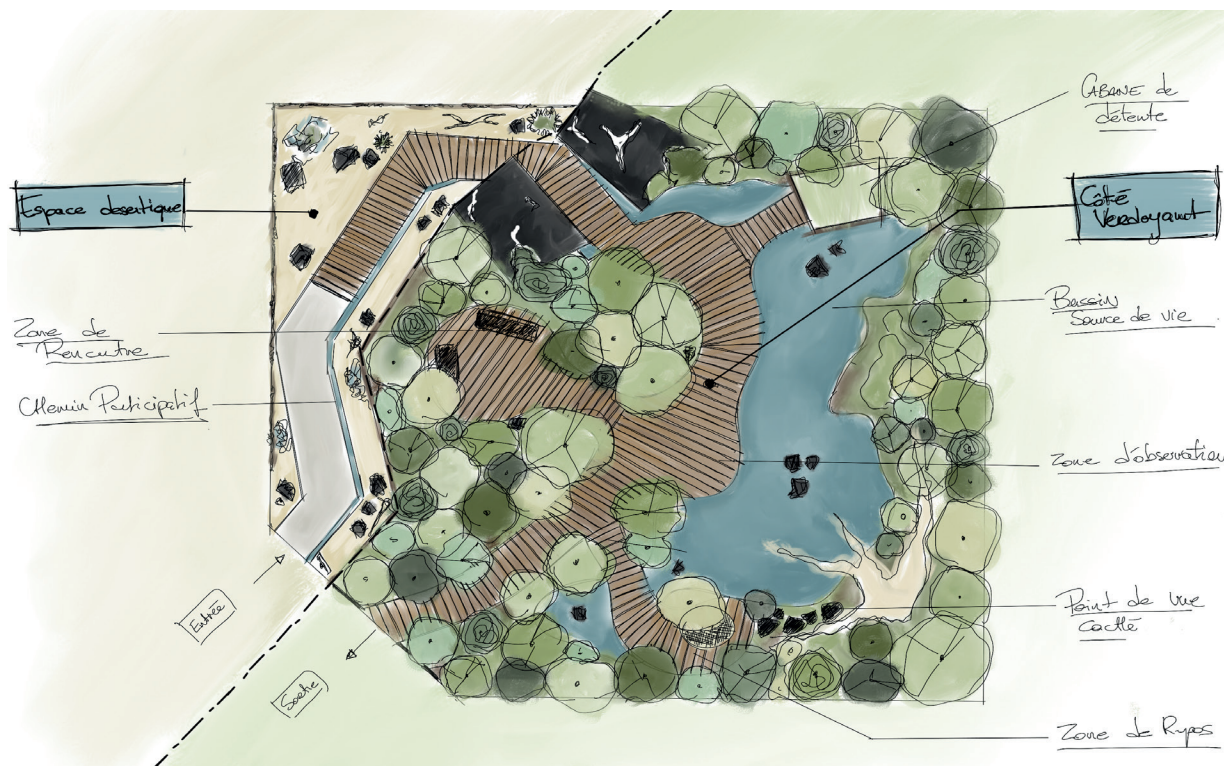
This project, which is in keeping with the “Garden of Possibilities” theme, offers an immersive experience in which each visitor becomes an agent of positive change. In a world exhausted by human activity and pollution, the garden tells the story of transformation, of a desert landscape transformed into a verdant paradise through simple, conscious action.

The route is in two stages. The first is narrower but essential and is a path of initiation. The sandy ground, strewn with stones, rip-rap and rubbish (plastic, paper, remnants of the human footprint) is an invitation to take stock. Whenever a visitor moves, a subtle transformation takes place. The landscape gradually regenerates.

At the end of the path, an imposing structure, reminiscent of an abandoned urban building, symbolises the boundary between two worlds.

When visitors cross it, they discover a lush green setting where nature recaptures its rights. Biodiversity explodes in a burst of colours and shapes soften. Spaces where visitors can rest and communicate extend the experience, offering time to absorb the message.

This garden is a living manifesto, a reminder that every action, no matter how small, can help turn things around. Visitors to the site leave with a renewed conviction, that harmony between Humans and Nature is still possible, and that it starts with each person.



TEAM

- Alfredo Canaviri Mamani
- Benoit Chamillard
- Cheickne Cissoco
- Yoni Blard
- Aslemhassan Sidane



—
LUDOVIC
ORAIN



"Being a gardener isn't just about creating or maintaining a garden. Above all, it means knowing how to interpret the landscape that surrounds us, making it our own so that we can enhance it. Being a gardener means playing with colours, shapes and textures, while coming to terms with climatic constraints.

But you can't do this job alone. Each creation is the result of teamwork. Together, we meet technical challenges, find solutions and create unique gardens. Working in a team also means sharing a common passion and learning from each other so that we can continue to grow. In a way, we are artists of living things.

This profession requires much more than know-how. It demands patience, generosity and profound sensitivity. Taking part in this competition gives me the opportunity to put my creativity and expertise to the test. It's an opportunity to express my vision of the garden as a place of poetry, beauty and connection between Humans and nature.

Beyond the professional aspect, this project is a personal challenge, a way of excelling, refining my sensibility and celebrating my career. It's also a gateway to new inspirations, to continue to honour the wealth and beauty of living things through my creations".

HIS PORTRAIT

Thirty-six-year-old Ludovic Orain is a landscape artist in Perpignan, in the south of France. For over 17 years, he has cultivated a deep love of nature and the great outdoors, a vocation that began at his grandfather's side when he was a child. It was in this family garden amidst the fragrance of flowers, the rustle of insects and fertile soil, that his passion for the profession was born.

At the age of 18, compelled by this vocation, he embarked on a sandwich course guided by a mentor who remains a key figure in his career to this day. From an early age, Ludovic nurtured his entrepreneurial ambitions and set up his first company dedicated to garden maintenance.

In 2019, after ten years of experience in various companies, he created Terranova Paysage, a personal and professional venture where he can fully express his passion for creation. Terranova Paysage has three teams, garden maintenance for flats (Patrice Ramon), private garden maintenance (Thibault Lecolaire) and garden design (Ludovic Orain and Florient Jacquet).

After starting out in maintenance, Ludovic took on his first design project in 2021. This was a decisive step that turned out to be a revelation. Designing a garden means creating a living, enduring space, a true extension of your imagination and sensibility.

Today, with each new creation, Ludovic Orain pursues his ambition to build gardens that convey emotion, where Humans and nature become harmonious again.

HIS PROJECT

The essence of this project is inspired by the Mediterranean. It is a practical response to today's ecological and urban challenges. Much more than a simple green space, it offers an immersive experience where nature is magnified, and the scarcity of resources is respected.

Here, every choice, from materials to plants, illustrates a strong conviction that with little water and a rational approach it is possible to design spaces that are sustainable, aesthetic and resilient. This garden embodies a vision of the future, the gardens of tomorrow.

In this setting, modernity and poetry are not in conflict, but rather in harmonious dialogue. Nature, architecture and Humans find a subtle balance here, and visitors are invited to rediscover the simplicity of living things, to observe and to feel.



TEAM

- Jean-François Baeza
- Bertrand Jonquères
- Thibault Lecolaire
- Modou Touray

3.

THE MASTER GARDENER PRIZE WINNERS' LIST:

A community of excellence serving the landscape

Since 2011, seven landscape artists have earned the coveted title of Master Gardener and shared their passion and expertise.



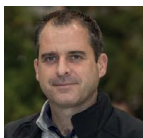
2023
ANTOINE DE LAVALETTE

"When the winner was announced, I was very focused, replaying the whole year in my mind and trying not to speculate about the results. When I heard my name, it was a bit like being awakened from a dream with a slap. I was a bit stunned, I walked towards Jean Mus, then turned to my team. Then came the hugs, the handshakes and lots of emotion."



2021
FRANCK SERRA

"The memories of my participation in the 2021 Carré des Jardiniers competition are amazing and indelible! My experience of Carré des Jardiniers was like a fully-fledged business project in which I could involve all the members of my multi-skilled team in a common endeavour."



2019
LAURENT GRAS

"The contest is truly a great adventure you only experience once in a lifetime, and you should enjoy it to the fullest. Time passes very quickly too. You have to put your shoulder to the wheel. If I had to do it again, I wouldn't hesitate!"



2017
ANNE CABROL

"The interest of Carré des Jardiniers is to highlight the diversity in landscaping and promote environmental friendliness in gardening combined with new technologies."



2015
SYLVÈRE FOURNIER

"In this kind of competition, the passion for our business and the need for increasingly greater creativity means we keep designing even crazier gardens."



2013
LUC ECHILLEY

"Carré des Jardiniers is a marvellous adventure. If you want to try it, don't hesitate. Just do it. The contest is very rewarding whether you win or lose. The main thing is to participate. You learn so many new things!"



2011
PHILIPPE POILANE

"This adventure is truly unforgettable and motivating!"

CLUB CARRÉ DES JARDINIERS A DEDICATED COMMUNITY

Continuing its commitment to excellence in landscaping, Carré des Jardiniers by GL Events entered a new phase in 2023 with the creation of a Club dedicated to finalists. The aim is to keep the spirit of the competition alive beyond the show, showcasing talent and strengthening connections within the community.

A new lease on life for Carré des Jardiniers

Since 2011, the Carré des Jardiniers competition has established itself as a key event for revealing talent in the landscape sector. After six shows, the 2023 show marked a turning point because GL events, organiser of Carré des Jardiniers, wanted to go further in support of the finalists to breathe new life into the competition through this Club.

The objective: to enrich the experience of candidates, strengthen support for finalists, and make the most of their know-how throughout their adventure, before, during and after the Paysalia show. This change is based on feedback from candidates and jury members, with a clear aim to make each finalist a real winner in the eyes of the public and the profession.

Club Carré des Jardiniers: enhancing talent over the long term

With this in mind, Club Carré des Jardiniers was launched in 2023, a community dedicated to all the finalists in the competition. The Club is a veritable network of ambassadors and aims to raise the profile of their projects, develop synergies between members and hoist the flag of the competition and the landscape industry.

Who are the club members? All the finalists of the Carré des Jardiniers competition!

Members are regularly given centre stage through content published on the Carré des Jardiniers and Paysalia platforms (portraits, videos, articles, conferences, etc.), as well as in the specialist media.

Dedicated events and sharing news from members (new projects, awards, initiatives, etc.) fuel this collective dynamic. High-impact communication tools have been put in place, including a textile kit bearing the Club's logo and a communication kit for all members. Therefore, it is proving to be a powerful lever for collective commitment and enhancement, serving landscape excellence.





CARRÉ DES JARDINIERS 2025



02-04 DECEMBER 2025
EUREXPO LYON, FRANCE

USEFUL INFORMATION

Find all the information
and news on the 2025
Carré des Jardiniers show



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