

THE NETHERLANDS



Cymbidium extravaganza at Keukenhof Castle

Across the road from Holland's famous spring gardens, Keukenhof Castle provided the perfect romantic backdrop for photography and filming of Cymbidium.

The Cymbidium Road Trip made an appearance in Saint Peter's Square, Vatican City in April of last year. It then travelled to Lisse, Netherlands in November for a short 'castle break', before heading back to Italy for Milan's Myplant trade exhibition this February.

It is quite a journey that Dutch-grown Cymbidiums are undertaking, but the Italo-Dutch trip is well worth the effort. Dutch Cymbidium is a proven favourite with Italian florists and end consumers. However, Italians are not always familiar with the varied and bold colour palette of Dutch Cymbidium. In Dutch greenhouses, Cymbidiums are grown in a variety of sizes, colors and shapes ranging from large butterfly-like flowers, mini Cymbidium sprays and cascading varieties. The goal of the Cymbidium Road Trip was to promote the flower as one of the 'most exotic and fascinating flowers in the world'.

Cymbidium was the star of last year's flower decorations at Saint Peter's Square in the Vatican City during Easter Mass. Following the flower's prominent presence in Rome, Dutch-born floral designer Paul Deckers, Charles Lansdorp (the brainchild behind Italy's Grandparents Day) and Royal FloraHolland's Product Specific Promotion Group for cut Cymbidium joined forces to bring the flower back to the attention of Italian florists.

As a result, a delegation of some 40 florists embarked on a Horti Week Tour in the Netherlands where they not only visited the International Floriculture Trade Fair (IFTF) and FloraHolland Trade Fair but also witnessed the flower naming ceremony of the new, pink Cymbidium 'Giorgina' by Dutch growers René van Eijk at Keukenhof Castle.

With over 238 ha of land, a stunning landscape and fairytale interior, Keukenhof Castle was an excellent backdrop for a Cymbidium photo shoot and filming location. For the event, Deckers decorated nearly every possible surface of the 17th century castle. Cymbidiums are perfect for all occasions so Decker provided examples of wedding, get well, anniversary, party and funeral arrangements.

Charles Lansdorp told FCI that both the photography and videos will be used at the Myplant trade show in Milan (February 20-22, 2019) where a Cymbidium pavilion will be the locale for a series of floral design shows. The Cymbidium photography will also be a source of inspiration for Italian wedding magazines 'The Real Wedding' and 'Sposa White' which are among the trade show's media partners and have organised two wedding dress catwalk shows for the event.

In the Netherlands, currently around 65 producers grow cut Cymbidiums on 110 ha of greenhouse area.