



GROW WITH GARDENA AT CHELSEA FLOWER SHOW 2024



LEADING gardening brand, GARDENA, today unveiled its interactive 2024 Chelsea Flower Show Garden, which focuses on growth and resilience, showcasing the importance of native planting, water harvesting and clever watering solutions.

The garden was designed in collaboration with sustainability content creator and eco-designer, Lynne Lambourne for a third year. Providing an interactive experience for attendees, the garden aims to educate and inspire people to re-think the plants they use, and how to care for them in a more sustainable and resilient way.

Visitors to the world's most famous five-day flower show are welcome to attend the GARDENA stand located at no. PW194, where they can also get hands on with products, learn about the ways in which they can become more resilient in their gardening practices, and take home a piece of Chelsea by planting their very own pumpkin seed.

The garden showcases a harmonious blend of nature and innovation. Central to its design philosophy is the promotion of biodiversity through the cultivation of plants that attract and sustain pollinators. By fostering a rich and diverse ecosystem, the garden exemplifies how small-scale interventions can yield significant environmental benefits. GARDENA also partnered with a group of like-minded suppliers to ensure that all elements of the garden were sustainably sourced.

The display includes a number of clever and efficient GARDENA watering systems, smart systems, moisture sensors and water pumps to inform visitors how they can conserve more water and of course, time. Water is a precious resource and with climate change contributing to its scarcity, one of GARDENA's missions is to educate gardeners to make more conscious choices in the garden. By maximising the efficient use of water resources on this year's garden, GARDENA demonstrates how sustainability and practicality can go hand in hand.

The garden features a dedicated potting shed area, where skills and knowledge will be shared. Alongside this, there is a reflective bench where guests can pause, reflect, and reconnect with the natural world. Recognising the integral link between environmental stewardship and mental well-being, the garden showcases the transformative potential of green spaces.

Speaking on the garden, Sarah Bentham, UK Marketing Manager at GARDENA, said: "Following the success of last year, we're proud to unveil another progressive garden at this year's RHS Chelsea Flower Show. We want to encourage new gardening practices and highlight how beautifully resilient green spaces can be achieved with the support of GARDENA's innovative water harvesting tools and systems.

"We hope that everyone leaves feeling inspired to embark on their own journey of resilient gardening, contributing to a brighter, more sustainable future for generations to come."

Speaking about this year's design, Lynne Lambourne, said: "We believe that a garden is not just a space for beauty; it's a platform for knowledge-sharing and community-building. Our aim is to inspire visitors to reimagine their gardens as catalysts for positive change."

GARDENA's 2024 garden can be found at stand no. PW194. Those attending RHS Chelsea Flower Show 2024 are encouraged to come along and chat to the team to find out more.

More information can also be found here:

<https://www.gardena.com/uk/c/discover/gardening/magazine/chelsea-flower-show-2024>

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Media contacts: For additional information or imagery, please contact Izzy Smith at O.agency: izzy@o.agency or call 0191 232 5690.

Notes to Editors:

About GARDENA

For over 50 years GARDENA has provided everything passionate gardeners need. The broad assortment of products offer innovative solutions and systems for watering, lawn care, tree and shrub care and soil cultivation. Today, GARDENA is a leading European supplier of high-quality gardening tools and distributed in more than 100 countries worldwide.

GARDENA is a brand of Husqvarna Group. For more information, see

www.gardena.com/uk/.

About Lynne Lambourne

Lynne Lambourne is a passionate advocate for sustainability and the transformative power of gardening. As Gardena's Sustainability Ambassador, Lynne works tirelessly to promote eco-conscious practices and inspire positive change in sustainable living.