



# ARCADIS\_creating Floriade 2012

The Floriade, the largest horticultural exhibition in the world, takes place once every ten years. In 2012 the Floriade will be held in Venlo, in the south-eastern part of the Netherlands. ARCADIS is currently constructing the Floriade park following an integrated approach in which design, engineering and implementation are included in one contract. This approach calls for sound project management aimed at integration, planning, quality control and risk control. The Floriade is expected to attract millions of visitors. Design and implementation of the Floriade 2012 will take place on the basis of the 'Venlo principles', inspired by the principles of the cradle-to-cradle philosophy. After closure of the event, the site will be developed into a high-quality and sustainable business park: Venlo Greenpark, where work will be combined with greenery and recreation.

The basic park for the Floriade 2012 has to be completed before the opening of the exhibition in the spring of 2012, within the agreed framework of size and quality and within the agreed budget. Organiser and commissioning authority for the event is an organisation called Regio Venlo Floriade 2012 BV, established by the Dutch Horticultural Council and Regio Venlo (a partnership of the municipalities of Genneep, Helden, Horst aan de Maas, Venlo and Venray).

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## Design based on 5 theme fields

The central theme of the Floriade 2012 is 'Be part of the theatre in nature; get closer to the quality of life', in other words: Living Nature. Starting from the notion that horticulture is the determining factor in the quality of life, ARCADIS, in cooperation with Copijn garden and landscape architects, has made the functional, landscape and water management designs for five thematic 'fields'.

### Relax & Heal

The 'Relax & Heal' field focuses on the importance of horticulture for both the physical and the mental well-being. Visitors will taste, smell, feel, hear and see the impacts of horticultural products.

The design of Relax & Heal is characterised, just like the human body, by organic contours. Thus it features flowing paths and gently rolling

grassy hills. Together with the magnificent trees and flowers this produces a harmonious landscape.

### Green Engine

In 'Green Engine', horticulture can be observed as the economic engine and supplier of renewable energy. This theme field is inspired by industrial shapes, machines and engines. Furthermore, we will show that nature has enormous power and resilience. A crack in the asphalt is enough for the first pioneer plants to grow.

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Imagine the result

## 'Design based on 5 theme fields'

### Education & Innovation

The third theme field demonstrates the interaction between horticulture on the one hand and education and innovation on the other. If you want to learn or if you want to innovate, you will have to view the world around you from different perspectives. Therefore this theme field has been designed so as to surprise the visitor with a continually varying perspective. Large bodies of soil make sure that one cannot view the entire field from one place. The landscape invites the visitor to a discovery tour.

### Environment

The Environment theme field demonstrates the importance of a green (working) environment and gardens for our well-being. Gardens and balconies are integral parts of a house, which confront us directly with the consumption of natural raw materials and its effect on the current and future quality of life. Consequently, the layout clearly refers to the city. But it is a city with lots of green space. Green space that attracts all kinds of animals such as birds and butterflies, thus creating a sustainable symbiosis between city and nature.

### World Show Stage

Finally, in 'World Show Stage' horticulture is the source of inspiration for art, culture and entertainment. Nature and culture are closely related. International art, culture and entertainment inspire the horticultural sector and vice versa. World Show Stage is a meeting place for different cultures. Its design is intensive and playful. Water also plays an important role here. Water connects the different continents and is the common source of all life. A colourful theme field with ample space for people to really meet each other.



Relax & Heal



Green Engine



Education & Innovation



Environment



World Show Stage

## Integral project management with budget guarantee

**Obviously, the Floriade park has to be completed before the opening of the exhibition in the spring of 2012. By that time the park should meet the basic requirements as regards size and quality and should not exceed the agreed budget.**

### Guaranteed plot price

The contract between the commissioning authority and ARCADIS is based on the principle of a Guaranteed Plot Price. ARCADIS takes on the responsibility for the entire realisation process of the Floriade park, consisting of project management, design, engineering, preparation, implementation, maintenance and management. The guiding principle of Guaranteed Plot Price is that ARCADIS carries out the project within the total budget on the basis of predetermined basic requirements with regard to size, quantity and quality and within the agreed milestones as laid down in the overall time schedule.

### DuoFlora 2012

The basic park of the Floriade 2012 will be constructed by DuoFlora 2010. This is a joint venture between ARCADIS Nederland BV and Dura Vermeer Infrastructuur BV. DuoFlora 2012 carries out work in the field of above-ground and below-ground infrastructure, landscaping of all green elements, and street furniture. Delivery of quality within the agreed period and budget is the main ambition here.

### Venlo Greenpark

The Floriade 2012 will take place on the site where eventually the Venlo Greenpark business park is to be built. This high-quality business park is intended to accommodate private or public organisations engaged in agribusiness. Development of Venlo Greenpark and implementation of the Floriade 2012 are therefore closely related. The two processes will largely be bundled up to 2012,

including preparation of the plan area in terms of physical planning and conditioning, construction of above- and below-ground infrastructure, sustainable development, and conjunctive use of a number of buildings. An important challenge is to optimise the investments with a view to the site's final destination as a business park and to minimise expenditures on temporary provisions.



# Sustainability: design and construction according to the Venlo principle

ARCADIS designs and builds the Floriade 2012 according to the 'Venlo principles', inspired by the cradle-to-cradle philosophy. This implies full reuse of all raw materials, so that products are one hundred percent recyclable.

The big difference between this philosophy and conventional sustainability thinking is that it aims at eco-effectiveness rather than eco-efficiency.

The first Venlo principle is '**Native to our place**': ARCADIS uses the characteristics and qualities of the work site as input for the design. With '**Our waste is food**' and '**Sun is our income**' we aim to retain raw materials within the biological or technical cycle and to get as much energy from the sun as possible. '**Our air, soil and water are healthy**' means that our designs do not pollute air, water or soil.

By planting trees and shrubs in the proper way we create a positive influence on air quality and on the interior climate of buildings.

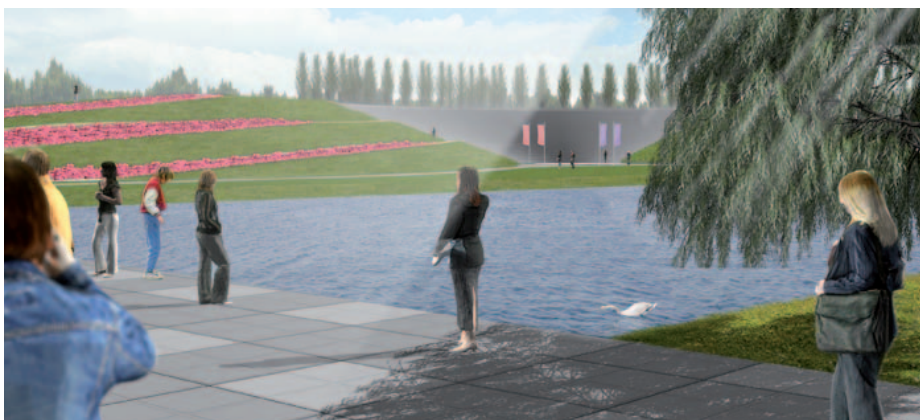
'**We design enjoyment for all generations**' reflects the long-term perspective of our designs.



## ARCADIS official sponsor of largest horticultural exhibition

ARCADIS is closely involved in the design and construction of the basic park for the Floriade 2012. Therefore it is hardly surprising that ARCADIS was asked to become the official sponsor of this major event. This sponsorship is consistent with the central objectives of our sponsoring policy.

The activities we will develop in the framework of our sponsorship revolve around the theme 'The making of ...'. After all, our involvement in and responsibility for the Floriade 2012 stretch from the very first designs up to the management phase. And all this within the framework of the cradle-to-cradle philosophy.





## Visit 'The making of Floriade 2012'

ARCADIS and partner Dura Vermeer Infrastructuur BV are currently implementing the Floriade 2012. Actual construction of the basic park started in 2007. The broad lines of the infrastructure and the ponds were completed in 2009. All trees and shrubs have been planted by now.

Customers and other business contacts are welcome during construction of the Floriade 2012.

Please contact us to explore the options for paying a visit to the basic park during the construction phase. (anita.kuijpers@arcadis.nl)



## Links

ARCADIS  
[www.arcadis.nl/floriade](http://www.arcadis.nl/floriade)

Copijn tuin- en  
landschaparchitecten  
[www.copijn.nl](http://www.copijn.nl)

Duoflora 2012  
[www.duoflora.nl](http://www.duoflora.nl)

Dura Vermeer Infrastructuur BV  
[www.duravermeer.nl](http://www.duravermeer.nl)

Floriade 2012 BV  
[www.floriade.nl](http://www.floriade.nl)