

L'Isle Nature

Cahier des Charges



Mairie de Saint-Fraigne, Rue du chant du Coq, 16140 Saint-Fraigne



CHARENTE
LE DÉPARTEMENT



ARTICLE 1. CONTEXT & BACKGROUND

Isle Nature is a tourist site situated in the heart of Saint-Fraigne. It is composed of 5 separate zones.

1) The Ephemeral Gardens

Called ephemeral because they are short lived, the Gardens are located in between two rivers in the heart of the wetlands of Saint-Fraigne. Each winter, the river's water levels rise until they eventually flood and inundate the gardens, leaving them dormant in winter. Then in Spring, once the water level drops, the gardens spring back in to life, embarking on a new horticultural adventure.

Since the year 2000, every spring, landscape artists, conceptual artists, amateur gardeners, associations and students take ownership of one of the garden's 12 plots, each creating a design following an annual theme chosen by the municipality. Each interpretation is unique and so there is a rich diversity in design and execution, providing visitors with a playful and thought provoking visit.

The gardens are open from the first weekend in June until the second weekend in October. There are a large number of animations and events during this period.



In 2018 The Ephemeral Gardens welcomed more than 15000 school students, who participated in workshops around environmental education, national curriculum and sustainable development, using the different plots as educational support.

2) The marsh downstream of the gardens and upstream of the wetland (peat bogs)

Cultivated less than 15 years ago, the marsh has seen a very quick and spontaneous recolonisation, revealing a mosaic of wetlands. Alluvial meadows, reed beds and alder groves now represent the landscape of the marsh which is in constant evolution.



3) The church and its contemporary murals

The grand riches of the Church of Saint Fraigne lies within its painted murals. They are the result of a chance friendship between Louis Mazetier, renowned master glassmaker of the first half of the 20th century, and Ferdinand Couffignal, parish priest of Saint-Fraigne from 1910 to 1972.

Mazetier's paintings have been classified as historical monuments since 1999.



4) The Maison de l'Eau

The Maison de l'Eau which was inaugurated in June 2012 is a pillar of the Isle Nature site, bringing a scientific component to environmental issues, focusing on water and biodiversity. It houses the Intercommunal Drinking Water Syndicat, who supply the Saint-Fraigne area with drinking water, as well as the Joint Association for the development of the Basins of the Aume-Cou.



5) The Departmental Public School Museum

Independent associations promoting the history of the public school through fun workshops and an archive museum.



For more information, please consult our website: <http://www.islenature.fr/>

ARTICLE 2. OBJECTIVES

The Ephemeral Gardens were born out of a political desire to revitalise rural zones by reinvesting and reimagining a poplar plantation and wasteland at the end of the 90s in the municipality of Saint-Fraigne.

Objectives of the Ephemeral Gardens concept:

- To raise awareness among all audiences of the fragility and value of heritage whether natural, artistic or built.
- To register the tourist site in a global project of sustainable development, social and local (Workshop and Site of insertion), by working with the networks, organisations and devices managing the territory (PETR Ruffecois, program LEADER, Pole of Rural Excellence "Hemp") as well as our institutional partners (Europe, State, Region and Department).
- Developing eco-citizenship through environmental education.
- Provide a space where the senses are awoken and to encourage playfulness and imagination.
- Enhance the attractiveness of a rural municipality by promoting its heritage.
- Provide the local population with access to quality cultural events (theatre, music ...) in an original setting.
- Offer recreational activities during the summer holidays to residents of a remote rural area classified as Rural Revitalization Zone (RPA).

Objectives of the “Appel à Projets”:

- To promote the work of local businesses, recognised or aspiring artists and school students.
- Make the site a space of exchange and creation; to allow and encourage collaborative projects for people who may not otherwise work together. (people with disabilities, artists, landscape professionals, people with social difficulties, etc.).
- Enrich the site with new ideas and original concepts.
- To enable everyone to develop and defend an environmental theme in a concrete and creative way by developing educational, interactive and innovative plots.

ARTICLE 3. PUBLICITY AND COMMUNICATION

Designing and creating a plot within the Ephemeral Gardens offers numerous advantages:

- It provides a great opportunity to showcase work.
- For a young company, showcasing a design in a public platform with a large reach could be instrumental in launching its profile via exposure through site visits, communications in press and media and word of mouth.
- For schools and associations, realising a plot is an excellent opportunity for developing collective landscape projects.
- In addition, schools can work or collaborate with professionals, giving students a rich experience in learning and development and prepare them for professional career in horticulture and or design.

Communication undertaken by L'Isle Nature:

- Isle Nature produce and distribute throughout regional tourist offices, 5000 copies of leaflets, containing information on the gardens, its creators, events and animations.
- Dissemination of information via specialised media and local press.
- Panels placed in situ to expand upon the work of selected artists.
- Guided tours organised between June and October to give more detailed explanations of each design.
- Wide spread publicity via publicity for annual Jam Festival - 500 posters / 2000 flyers
- Regular updates to our website and social media accounts (facebook, instagram)

ARTICLE 4. ENGAGEMENT OF THE DESIGNER

The designers must commit to presenting their work for half a day at each of the following 3 events during the tourist season (June - October)

- Inauguration of the Gardens (beginning of June)
- One specific heritage day
- Annual jam festival

ARTICLE 5. REALISATION OF THE PLOT

This coming season the Mairie of Saint-Fraigne is allocating 10 individual plots to professional, semi-professional and amateur designers.

In addition to artistic experimentation and interactivity, the proposed gardens must meet the following 4 fundamental notions:

- 1) respect of environment,
- 2) consideration of landscape,
- 3) respect for the theme,
- 4) inventiveness,

* Note that each plot must respect the rules of safety and accessibility of all publics (children, disabled ...)

GARDENS OF COLORS AND SCENTS

“Gardens of colour and scent” is the theme for 2019

Colors and smells can be alternately vibrant, sublime, heady or subtle. This year, the designers of The Ephemeral Gardens will showcase the multitude and diverse colour palettes of plants. They are encouraged to surprise with their bold and unusual designs.

Colour can be approached through different sensibilities: monochrome gardens, gardens of soft or pastel colours, or multicoloured palette; shimmering, harmonious or contrasting. The colour can develop beyond daylight hours and reveal itself during nocturnal visits proposed during the summer season.

Michel Pastoureau's work on colour will allow designers to better understand the symbolic connotations of colour and its uses.

Designers are also invited to discover flowers and plants with extraordinary or common scents to bring their creation a touch of sensuality.

Linked to religion, magic, medicine, cooking or cosmetics, the history of fragrant plants is rich and varied. Designers may or may not be inspired by its uses that date back to Prehistoric times.

The implications of realising a parcel:

- Think of a defined theme and original concept.
- Define the objectives, know how to present them and convey them in such a way as to make the Isle Nature team adhere to the concept. The guided tours are done by the team so it is necessary that they understand and are able to discuss it with visitors.
- Reflect and clearly map out the watering and the maintenance requirements of the plot.
- Determine and dictate the amount of materials, plants, surface, time etc that will be required to realise the parcel.
- Develop a concise plan accompanied by an explanatory text.
- Quantify the necessary budget and how it will be allocated.
- Master gardening techniques and manage deadlines. The designers can have additional help by people of their choice but please note, no additional remuneration will be paid.

- Anticipate and plan for potential problems. Factors like flowering periods, soil type, climatic hazards (drought and flooding) and the short lifespan of the garden must all be taken into account.
- Communicate with the insertion team who will take over the maintenance during the summer period (this must be thought of at the design stage)

WARNING :

The Ephemeral Gardens are essentially wetlands and can potentially be inundated with water, right up until the end of May.

This is a strong constraint to consider.

Designers will need to make sure that plants are selected based on their suitable hardiness or ability to adapt quickly.

For any plants that are not annuals, it is advisable to choose potted plants of at least 2 litres, to ensure rapid growth over the short season. The size must be sufficient to obtain a fleshy effect.

ARTICLE 6. EXPECTATIONS OF THE PROPOSED PLOTS

Depending on the theme, designers will be expected to:

1) Create a visual identity:

In order to have a clear visual identity, the visitor must be able to easily see and understand the concept. It should be clear in all elements of the design. This can be better achieved by:

- Developing the basis of design in different forms: be it the construction of furniture; wooden structures; inclusion of objects; by including games around colour and fragrance.
- Use the impression of volume and height to create impact and optimise space.
- It is not necessary to integrate many different varieties of plants.
- It is important to remember that the plot can be filled by varieties that occupy the space and are rapidly growing.

** See the list of plants adapted to the soil of the Gardens and meeting the criteria mentioned above. As the list is in progress, please contact the Isle Nature team for your information.*

2) Create an educational space:

During a season, the garden welcomes around 3000 people, half of which are school students. The gardens serve as educational support for environmental education and therefore:

- Each parcel must have a different message but all parcels must be in line with and support the overall ideas held by the municipality with regards the preservation of the environment.
- Explanatory panels will be placed on each plot by the Isle Nature team to help communicate the concept to the visitor. The content for these can be done in collaboration with the Isle Nature team.
- Ideally, the content will incorporate the reasons behind the selection of plants/place to help with its educational message.

3) Enrapture and entice the imagination

- The gardens must be a space where visitors acquire knowledge through experiential learning i.e through artistic creations, games, educational journeys.
- Ideally the parcels will include materials to touch, plants to feel, materials that make noise to awaken and highlight the senses.

4) Meet the expectations of visitors:

Parcels must be considered in terms of their accessibility. It is essential that each designer:

- creates a distinct path within the parcel. The course of which is subject to pre-established entries and exits of the garden plots.
- Plots must be able to accommodate all types of visitors. Isle Nature has a "Tourism and Handicap" label and therefore it must be negotiable for people with reduced mobility.
- The Garden must draw you in, maintain your interest and make the visitor want to come back.

5) Integrate easy maintenance:

It is advised that each designer:

- Take into account the climatic hazards of the site, such as the constant humidity until late in the season because it is a peat zone,
- Ensure the easy irrigation or watering of the plot during the drought period,
- Use mulching and other materials to retain moisture,
- Ensure the durability of the plot (by including plants that will flower throughout the season and by selecting installations that will not degrade outside during the 5 month season)
- Preference is given to projects using recycled materials and natural and / or recyclable materials.

The environmental technician of Pays Ruffécois can also give you practical advice:

Jérôme MOREAU: tech-env.ruffecois@wanadoo.fr

As well as Isabelle Chasson coordinator of Isle Nature and

The Ephemeral Gardens: 05 45 21 57 65

ARTICLE 7. TECHNICAL CONDITIONS

- The landscaping and maintenance of gardens must be respectful of the environment; since the signing of the “Healthy Earth Charter” in 2009 the site is bound in an agreement to ensure it is a healthy space, consistent with its surroundings.
- In addition, garden maintenance must comply with the "Re-resources" program of the municipality which prohibits the use of pesticides as part of the "Zero phyto" initiative, which was created in 2011 to improve the quality of the drinking water supply to the Moulin Neuf catchment.
- It must be a meeting place for daydreaming, strolling, and must, therefore, welcome visitors, animals and insects for a meal, a rest, a discussion ...
- The ten parcels of the garden are each slightly different. The Isle Nature team reserves the right to allocate parcels according to the proposed projects.
- The provisional planning of implementation will have to be scrupulously respected as well as the budget. On the day of completion, the garden must be set up and conform to the initial project outline.
- The work carried out on the garden must take place on a weekday (Monday to Friday)
- The designers will work with their own tools.
- There are existing materials and plants available to designers that have been recovered from previous seasons. The list of recoverable materials and plants can be supplied on demand.
- Before construction of the plots commences a meeting will be arranged between designers and managers in the presence of Jérôme MOREAU (environmental technician from the Pays Ruffecois) to define the projects of each and to create a coherent landscape identity.

ARTICLE 8. CONDITION OF PARTICIPATION

- To participate, the candidate must submit a complete file containing the documents requested in article 12.
- The file will be used as a basis for selection by the jury. Additional details or questions may be requested at this stage.
- Publicity and communications will be undertaken as purported in article 3.
- Successful candidates will comply by providing any additional information requested by Isle Nature to promote their work.
- In exchange, the participating designers commit to publicising and promoting Isle Nature through their networks.
- The designers are also committed to making appearances at various events which centre around the gardens (Inauguration, Garden Festival, Jam Festival, technical tours for tourism professionals, ...).
- This “Appel á projet” is addressed to the following legal entities:
 - companies
 - associations of law 1901
 - educational institutions
 - higher schools
 - research organisations
 - self-entrepreneurs
- The project leader and his or her partner (s) will be clearly identified and signatories of the application form.

ARTICLE 9. SELECTION CRITERIA

Isle Nature and the town hall of Saint-Fraigne will pay particular attention to an application file that:

- Takes into account in the advantages and the constraints of the site
- offers innovative and previously unrealised ideas
- proposes an evolutionary plot with continuous flowering

To be selected, the proposal should meet the following criteria:

- Adhere to the 2019 them.
- Respect each criterion presented in Article 7.
- Propose realistic and sustainable parcel that will last the summer season.
- Justify a good budget / project balance

Incomplete or late entries will not be eligible. However, exemptions can be made for late submission based on individual circumstances.

Jury Selection

- A selection committee composed of Jérôme MOREAU (Pays Ruffecois environment technician), elected officials and community members will meet to evaluate and select candidates based on their accordance with article. 9 and their successful meeting of the criteria presented in article 7.
- Successful candidates will then be invited for an oral presentation of their plans.
- The decision of the jury will be sent to each candidate by mail.

ARTICLE 10. BUDGET AND COMMITMENT OF DESIGNERS

The Appel a Project relates to 10 plots of the Ephemeral Gardens. Following the deliberation of the jury, 10 projects will be selected and a partnership agreement will be established between each designer and the Mairie of Saint-Fraigne.

In addition to the allocated budget, the Mairie of Saint-Fraigne offers designers plants grown by the site. It is recommended that designers communicate with the insertion team as early as possible to organise.

The budget allocation is distributed as follows

➤ **CATEGORY 1: Professional** 1000 euros

(Companies and self-employed landscape artists, horticulturists, nurseries and visual artists)

- 500 € participation fee (time and labour)
- In addition, professionals have a budget of 500 € TTC for the purchase of their plants and materials. This amount is valid for plants, shrubs, wood, vegetable seedlings, gravel, poles etc. -
- Accessories made of non-recyclable materials and various decorative objects are the responsibility of the designer.
- The designer must undertake a minimum of 4 on site sessions to realise the plot between the 1st of April and the 25th of May 2018,
- Isle Nature can provide paid assistance - 3 allocated members of the gardening team can be hired at a rate of 50€ per half day or 100 for a full day. This cost will be deducted from the final total.
- From the date of the inauguration to the 2nd weekend of October, the Insertion team will carry out the ongoing maintenance of the plot for free. However, professional designers are asked to come at least twice in the season to check the condition of the plot and to help with any problems.
- There is no financial compensation for travel.

➤ **CATEGORY 2: Semi professional** **400 euros**

(Semi-professional school designers e.g students / apprentices):

- The construction of the parcel will be done on an unpaid (voluntary) basis as a collective class project.
- The allocated budget is 400 € TTC for the purchase of plants and materials. See Article 11 for payment terms,
- A single student can also claim the creation of the plot.
- 2 sessions working alongside the onsite gardening team will be offered free of charge to help progress the construction of the plot.
- From the date of the Inauguration to the 2nd weekend of October, the Insertion team will carry out the ongoing maintenance of the plot FOC
- The Mairie of Saint-Fraigne will reimburse the travel costs incurred for the 2 allocated sessions at the Ephemeral Gardens.
- Any additional session will be the responsibility of the school.

➤ **CATEGORY 3: Amateur & Semi professional** **400 euros**

For amateur and semi-professional designers (gardening associations, various associations, school groups without qualification in the horticultural field):

- The construction of the parcel will be done on an unpaid (voluntary) basis as a collective project.
- The allocated budget is 400 € TTC for the purchase of plants and materials. See Article 11 for payment terms.
- 2 to 3 sessions working alongside the onsite gardening team will be offered free of charge to category 3 designers to help progress the construction of the plot.
- The Mairie of Saint-Fraigne will reimburse the travel costs incurred for 2 allocated sessions at the Ephemeral Gardens.
- Any additional travel costs will be the responsibility of the association/individual.

ARTICLE 11. MODALITE DE VERSEMENTS

↳ For category 1 designers (professional)

- the allocated budget is 1000€
- 500€ will be released upon the signature of the convention document.
- 500€ (the outstanding amount) will be released at the end of the season following the presentation of receipts for plants, materials and any other items pertaining to the proposed budget (maximum 500€).
- If required, the designer can find an additional source of funding via a paid sponsorship. This research is the responsibility of the designer.

↳ For the other designers (categories 2 and 3):

- The budget for categories 2 and 3 are managed internally by the Isle Nature team.
- Designers must clearly set out at the appel a projet stage (in their application file) what plants they want to order and the team will order on their behalf.
- Category 2 and 3 designers are allowed to bring their own plants to add to the garden, but this is at their own cost.
- The amount of 400€ TTC is valid for type materials (plants, shrubs, wood, vegetable seedlings, gravel, poles ...). Accessories made of non-recyclable materials and decorative objects are the responsibility of the designer and will not be purchased by the municipality.
- If required, the designer can find an additional source of funding via a paid sponsorship. This research is the responsibility of the designer.

ARTICLE 12. CONDITIONS OF APPLICATION

- The application files must be submitted on or before February 11th in order to be included in Jury selection, which will take place at the end of February.
- The files should include all of the names and addresses of the people intending to participate in the project.
- A meeting with the successful candidates is scheduled for mid March where the parcels will be allocated by the Mairie of Saint-Frainge. The overall decision of plot allocation will be made taking into account the requirements and needs of each parcel, but designers are invited to advise of their preferred plot.

LIST OF REQUIRED ITEMS FOR “APPEL A PROJET APPLICATION” FILE

- Completed, signed application form
- The summary analysis grid for the jury.
- Signed plan of the garden (found at the end of this document)
- 1 x detailed colour plan including plants and materials.
- Brief written explanation describing how the parcel aims to meet the expectations given article 5.
- Written explication of how the parcel relates to the theme.
- 1 x detailed table of costs of proposed plants and materials (description, quantity and condition provided)
- An estimated schedule of works to include: the preparation of the plot in terms of its layout, its maintenance during the summer season and its disassembly at the end of the season; specifying the number of days required and the number of people to complete it.
- Examples of previous work/designs.
- A photocopy of SIRET registration (category 1 designers only)
- A RIB (category 1 only)

ARTICLE 13. LE CALENDRIER PRÉVISIONNEL.

- February 11: Deadline for sending applications - keep proof of posting
- End of February: Proposal reviews by the team.
- Early March: Jury selection meeting.
- Week 11: Oral presentation and discussion by candidates.
- Week 11: Signature of the agreements with the successful candidate/designers.
- From March 19th to May 25th: On-site intervention.
- May 24: Deadline of completion is Friday, May 24, 2019.
- June 1 or June 8: Inauguration of the Gardens (presence of designers required).
- Early June: Launch of the season with the annual National Rendez-vous au Jardin Festival.
- Weeks 42-43: Dismantling of the gardens, recovery of materials.

CONTACTS

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Le Bourg
16140 SAINT-FRAIGNE

PERSONNES RÉFÉRENTES :

Franck BONNET – Maire of Saint-Fraigne

06 77 58 18 67 / 05 45 21 37 67 (secretary of the mairie)

For all questions relating to the project, please contact

Isabelle CHASSON, Coordinator, L'Isle Nature

Laurie BEUZON, In charge of green spaces for the commune of Saint-Fraigne

05 45 21 57 65

Mail : contact@islenature.fr

For all questions relating to payments:

Joëlle FRANÇOIS – Secretary

05 45 21 63 65

For any technical questions relating to the management of the gardens in relation to the insertion team

Grégory ROBERT – Technical assistant 06 73 05 66 22

Isabelle CHASSON – Accompagnatrice Socio-professionnelle 05 45 21 62 13

PLAN OF THE GARDENS (to be signed and included in application file)

