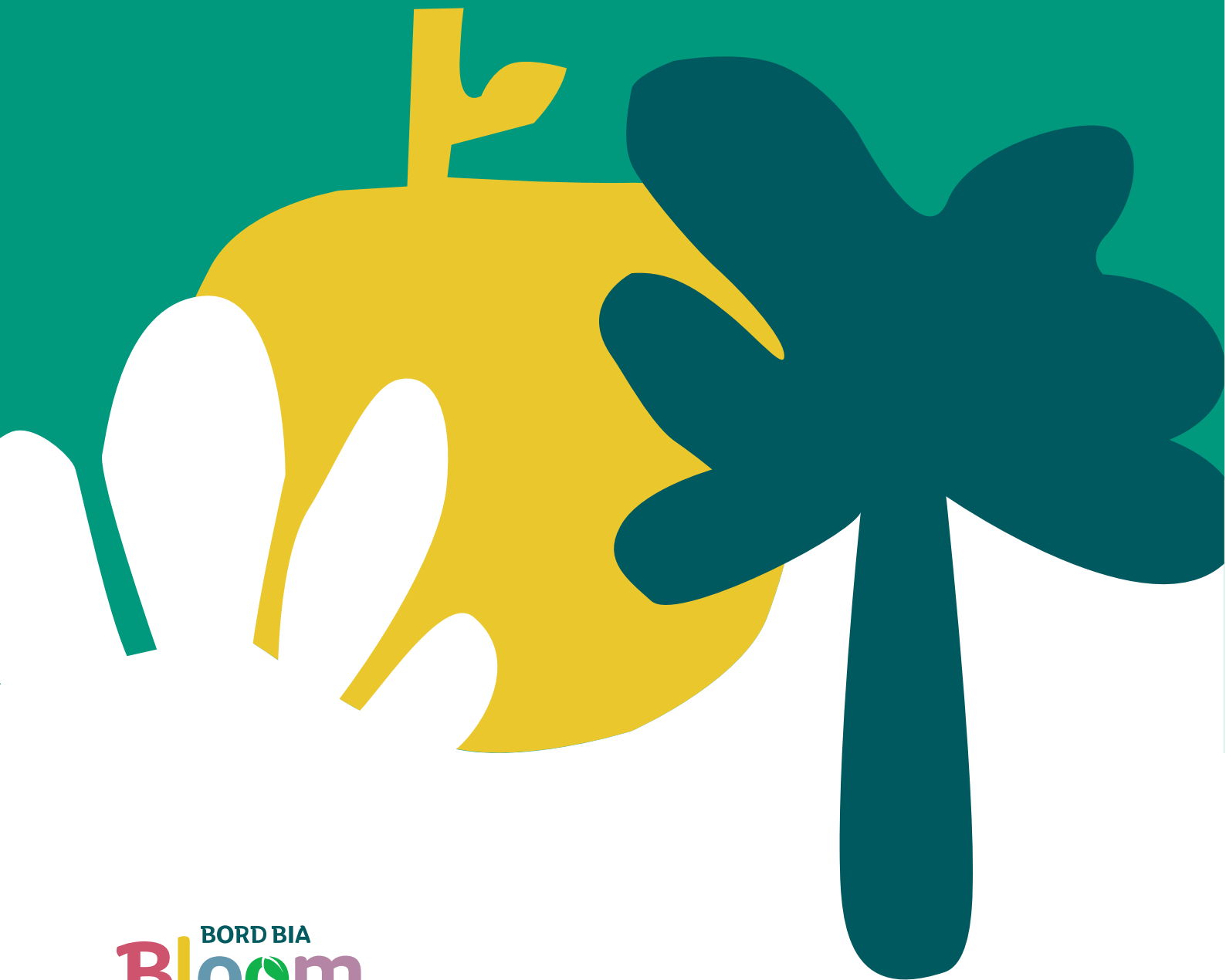


# Cultivating Talent

## Bord Bia Bloom 2024



## Win an Opportunity to Design a Bord Bia Bloom Show Garden

### Apply for the new Cultivating Talent programme

[Cultivating Talent Application Form](#)

**Deadline:** Extended to **Thursday, 7<sup>th</sup> December 2023**

As the centrepiece of Bord Bia Bloom, the show gardens provide a space for leading garden designers, landscape architects, horticulturalists and plantspeople to create spectacular gardens that entertain and inspire the festival's 100,000+ visitors. The gardens are an important showcase of industry talent and many designers who have participated in Bloom have found the experience hugely beneficial to their careers.

#### Nurturing the next generation

Now, in a bid to support the next generation of garden designers and horticulture professionals, Bord Bia Bloom has launched **Cultivating Talent**, an exciting new initiative that will bring one newcomer to Bloom in 2024. The programme will provide financial support and one-to-one mentoring to an emerging designer, helping them to design and deliver their first show garden at the festival.

Kathryn Feeley, who designed a Bord Bia Bloom garden for the first time in 2022, urges other young designers to consider applying for the programme. "As a new designer, getting an opportunity to design a show garden was such a great experience. Creatively you get the chance to design something exactly how you want it. This gives you an opportunity to explore your own style and show it to prospective clients. Real gardens can take time to mature so having a garden ready to photograph has been very helpful for my portfolio. It was also the first time I had the chance to meet so many people in the industry. These were the people I had been coming to see at Bord Bia Bloom for years and now here I was in the middle of them! Designing a show garden for Bloom was stressful, exhausting, but utterly unforgettable and I'd thoroughly recommend it to others."

#### Apply now

If you are a designer, gardener or plantsperson currently working in the industry or embarking on a career in horticulture and if you have the drive, ambition and commitment to bring a garden to Bord Bia Bloom, then we want to hear from you.

This document and the supporting material listed are designed to help guide you through the application process. If you have any further queries, please contact Bord Bia Bloom's Show Gardens & Horticulture Content Manager, [Kerrie Gardiner](#).

Remember, the application deadline has been extended to **Thursday, 7<sup>th</sup> December 2023**. Good luck!

## About the programme

Cultivating Talent is open to designers, gardeners and plantspeople who wish to bring their first show garden to Bord Bia Bloom in 2024. We are looking for designers who have a strong vision for a theme and design that communicates a unique message or story, whether that is a garden for active retirees, moveable containerised garden for the renting tenant, a circular economy garden, or more...

The winner will be granted the opportunity to design a small show garden at Bloom 2024 and will receive funding from Bord Bia Bloom to execute their designs. Along with financial assistance, the successful candidate will also receive mentorship from an award-winning show garden designer plus support from Bord Bia Bloom's show garden team, led by Kerrie Gardiner, Show Gardens & Horticulture Content Manager.

This is a valuable opportunity to build your career profile, network with peers, and learn from leading designers who have a proven track record in delivering award-winning show gardens at Bloom.

## How to enter

Applications for the Cultivating Talent 2024 programme must be submitted via this [online form](#) no later than **Thursday, 7<sup>th</sup> December 2023**. To enter you will need:

- A concept brief – max. 1 page
- Sketch proposal – max. 2 pages
- Precedent sheet/mood board – max. 2 pages

You will also be asked to consider the environmental and social impact of your garden and to demonstrate which (if any) elements of the garden can be reused, recycled or returned after the festival.

You are advised to read all supporting information before submitting your application. This includes:

- [Show garden rules and regulations](#)
- [Key dates and deadlines](#)
- The list of FAQs in this document

Any queries should be submitted to Kerrie Gardiner, Show Gardens & Horticulture Content Manager, via [email](#).

## Judging

Applications will be reviewed by Bord Bia Bloom's panel who may request additional information if required. The winner will be notified in writing during the week commencing January 2<sup>nd</sup> 2024 and all applicants will be notified hereafter.

## Frequently Asked Questions

### What funding is available?

The Cultivating Talent programme is funded from the Bord Bia Bloom seed funding. The winner will receive funding for the design and build of the show garden in line with *Show Garden Rules & Regulations, Section 16 – Bord Bia Bloom Funding*.

### Who will mentor the winner?

Bord Bia Bloom will organise a suitable mentor to assist and guide the winner through the show garden design and build process. This mentor will be an award-winning Bord Bia Bloom show garden designer with a proven track record in delivering gardens at Bloom. They will be selected based on the proposed style of the winner's design.

### Can I enter if I previously worked on another show garden at Bloom?

Cultivating Talent is open to candidates who wish to design their first Bord Bia Bloom show garden. If you have previously worked as part of a team on another show garden you are welcome to apply providing you were not the lead designer on that project.

### What size garden can I design?

The Cultivating Talent initiative funds a small show garden. The size of small gardens can be either 5m wide x 5m deep or 7m wide x 5m deep.

### What drawings do I need to submit?

Please see *Show Garden Rules & Regulations, Section 1 – Application Requirements*.

### What height are garden boundaries?

Please see *Show Garden Rules & Regulations, Section 2 – Boundary Treatment*.

### Can I excavate?

Please see *Show Garden Rules & Regulations, Section 3 – Excavation*.

### What is the Design Brief?

Please see *Show Garden Rules & Regulations, Section 10 – Design Brief*.

### What medals are awarded at Bord Bia Bloom?

Please see *Show Garden Rules & Regulations, Section 11 – Bord Bia Bloom Awards*.

### How will funding be processed?

Please see *Show Garden Rules & Regulations, Section 16 – Bord Bia Bloom Funding*.

### Are there items that I'm not allowed to have in my show garden?

Please see *Show Garden Rules & Regulations, Section 23 – Items Not Allowed* and *Section 24 – Items Requiring Special Permission*.

**When does the build start?**

Please see [Show Garden Key Dates and Deadlines](#). Please ensure you are available for the key dates set out in the schedule.

**Do I need to know the exact design and build cost?**

No, however an understanding of costs is beneficial. Please see *Show Garden Application Form, Question 10 – Cost Estimate* which may act as a prompt.

**Can I seek further sponsorship or product placement for my garden?**

Yes but please note, Bord Bia Bloom will seek to review additional sponsors and product placement.

**For additional information please contact:**

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