



**Les Jardins
d'Étretat**

Collaboration Proposal



**Les Jardins
d'Etretat**

Dear,

As commercial development manager at Les Jardins d'Etretat, I'm happy to present to you our collaboration proposal. We believe that visiting our Gardens may bring to your clients an unforgettable experience and your travel agency might find interesting to introduce Les Jardins d'Etretat as one of your destinations in Normandy.

In this document you will find a brief presentation of Gardens' history, description of its new concept and a quick view of each garden. As our Gardens are also an open-air museum of contemporary art, you will find an over-all idea of our permanent and temporary collections.

The last part is devoted to the practical side of visit planning, our commercial proposal for the season 2019-2020 and the support that we provide.

I hope to see you among our collaborators,

Ekaterina CHEREMIS

History of the Etretat Gardens

The Gardens have a remarkable and symbolic story of creation from historical and artistic points of view:

- French actress Madam Thébault, inspired by her close friend impressionist painter and passionate gardener Claude Monet, in 1903 decides to lay out a green space at her villa in Etretat and lets Monet define the concept of her future garden.
- Later, this Garden and especially her vast collection of orchids have influenced Madam Thédault's carrier. According to herself, it was this collection of orchids, that personified the concubines of the Sultan Suleiman harem. Through this image Madam Thébault got into the character while rehearsing the role of her heroine Roxelane in the famous play, which has brought her a great success. In memory of this fact she gave a name Roxelane to the villa of the garden.
- Claude Monet himself spent many hours on the main terrace of the Garden painting his famous series of Cliffs at Etretat. This iconic view once inspired many other artistes and authors, such as: Jean-Baptiste-Camille Corot, Eugène Delacroix, Edouard Monet and Guy de Maupassant.



Etretat Gardens today

In the year 2015 landscape architect Alexander Grivko gave a new life to the Garden.

- He imagined another garden concept, expanded its borders and restored it by mixing classical methods of maître André Lenôtre and neo-futuristic architectural vision.
- Today Etretat Gardens have their own style, distinctive from any traditional ones: regular French, landscape English, formal Italian, Oriental (Persian or Mughal) or Asian (Japanese).
- It's innovative in the way the space is organized, in the way the large-scale trimmed plants are used to serve a material for the garden's architecture and in the methods of maintenance.
- At the same time, the creator draws attention to the diversity Normand nature and it's history with whom he has created a system of echoes resonant throughout the gardens.

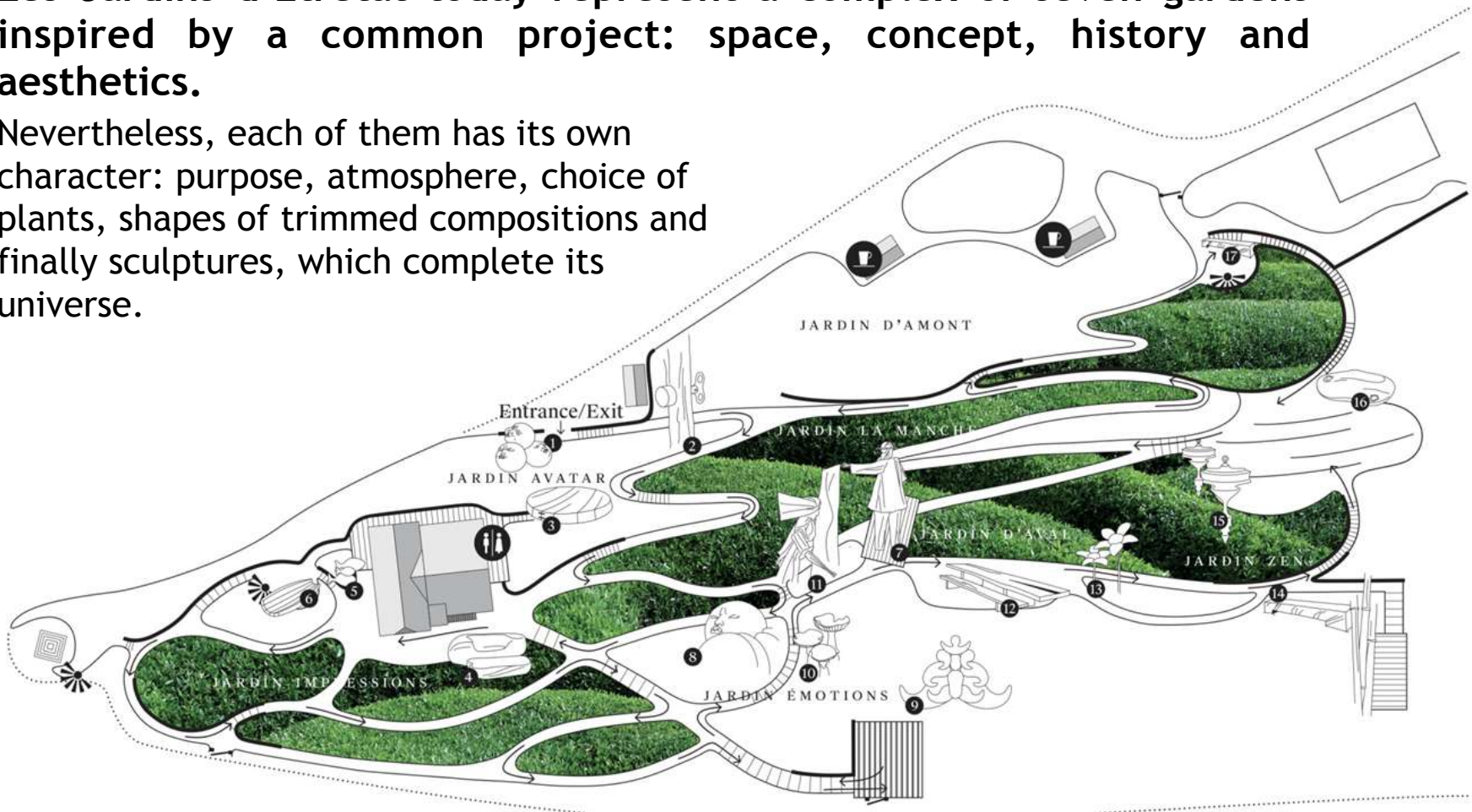


- Etretat gardens have unique characteristics. Despite of the difficulties of oceanic climate, fragile trimmed plants stay evergreen throughout the year. Our plant care technology makes it possible for the garden to resist salty winds and heavy storms.

Etretat Gardens today

Les Jardins d'Etretat today represent a complex of seven gardens inspired by a common project: space, concept, history and aesthetics.

Nevertheless, each of them has its own character: purpose, atmosphere, choice of plants, shapes of trimmed compositions and finally sculptures, which complete its universe.



Garden *Avatar*

The introduction garden, situated at the entrance, has a symbolic name and meaning: Avatar. In Sanskrit, Avatar represents a descending divinity on Earth, the custodian of the universe embodied in everything alive: grass, trees, flowers etc.

This garden is a door to another reality; surrealistic landscape and unordinary trimmed compositions remind the magic of the fairy-tale, where even a tree can play music, and invite the visitor to find his own Avatar.



Garden *Emotions*

The bottom of the English Channel has become the main prototype and image of this garden. In the shapes of trimmed plants, visitor can recognize the scenery of underwater world, the habitat of oysters. The first oyster farm of the Queen Marie-Antoinette, situated that time at the foot of the Amont's cliff, has become the second prototype of this garden.

The sculptures "Rain drops" represent oysters and the entire range of emotions and moods that inhabitants of the ocean can experience.



Garden *Impressions*

This is the historical heart of Etretat Gardens, from its main terrace opens the famous panoramic view on the ocean and Etretat Cliffs. This terrace was not only a place of work for Monet and many other artists but also a place of bohemian gathering in the beginning of the 20th century.

Again, Normand nature inspired the image of the garden: the shapes of trimmed plants remind the tides and ebbs of the English Channel, putting the visitor inside of the water forces.



Garden *Aval*

Aval garden symbolizes the spirit of the villa of that time: place of artistic gathering, leisure time, discussions and innovative moods. Large table with two benches reminds the visitor the hospitality of the landlady.

Garden's idea also comes from the well-known tale "Alice in wonderland" and proposes its version of a wonder garden.

This magic place is filled with bizarre plants, gorgeous orchids and numerous arches, symbol of Aval's cliff, that reinforce the surrealistic effect.



Garden *Zen*

Zen garden is a very special place with an important message. It symbolizes the union of human and nature, of human and divine. The white blooming flowers and bamboos make this place pure and virgin.

The sound installation “Until the word is gone” reminds the visitor that Art is the universal language for all humanity, and through Art a human being is aimed to realize his divine nature.

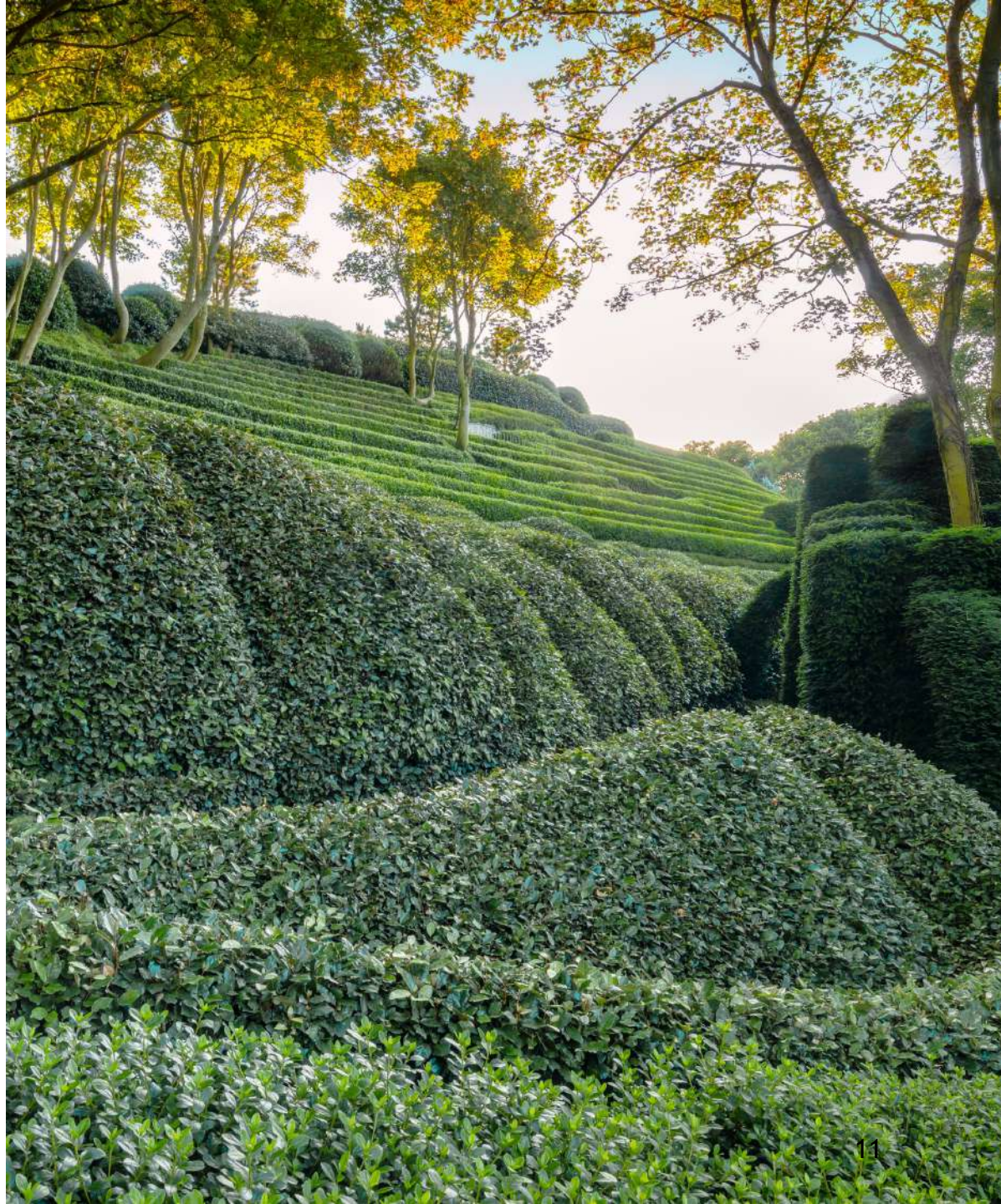


Garden *La Manche*

The central exposition is La Manche Garden, whose name speaks for itself, represents the English Channel.

A massive labyrinth of trimmed plants visualizes a restless sea and its troubled waves. Silver colour of the composition leaves resembles the foam of the waves crashing against the cliffs.

This spectacular garden is famous for its capacity to evoke vivid emotions during the visit.

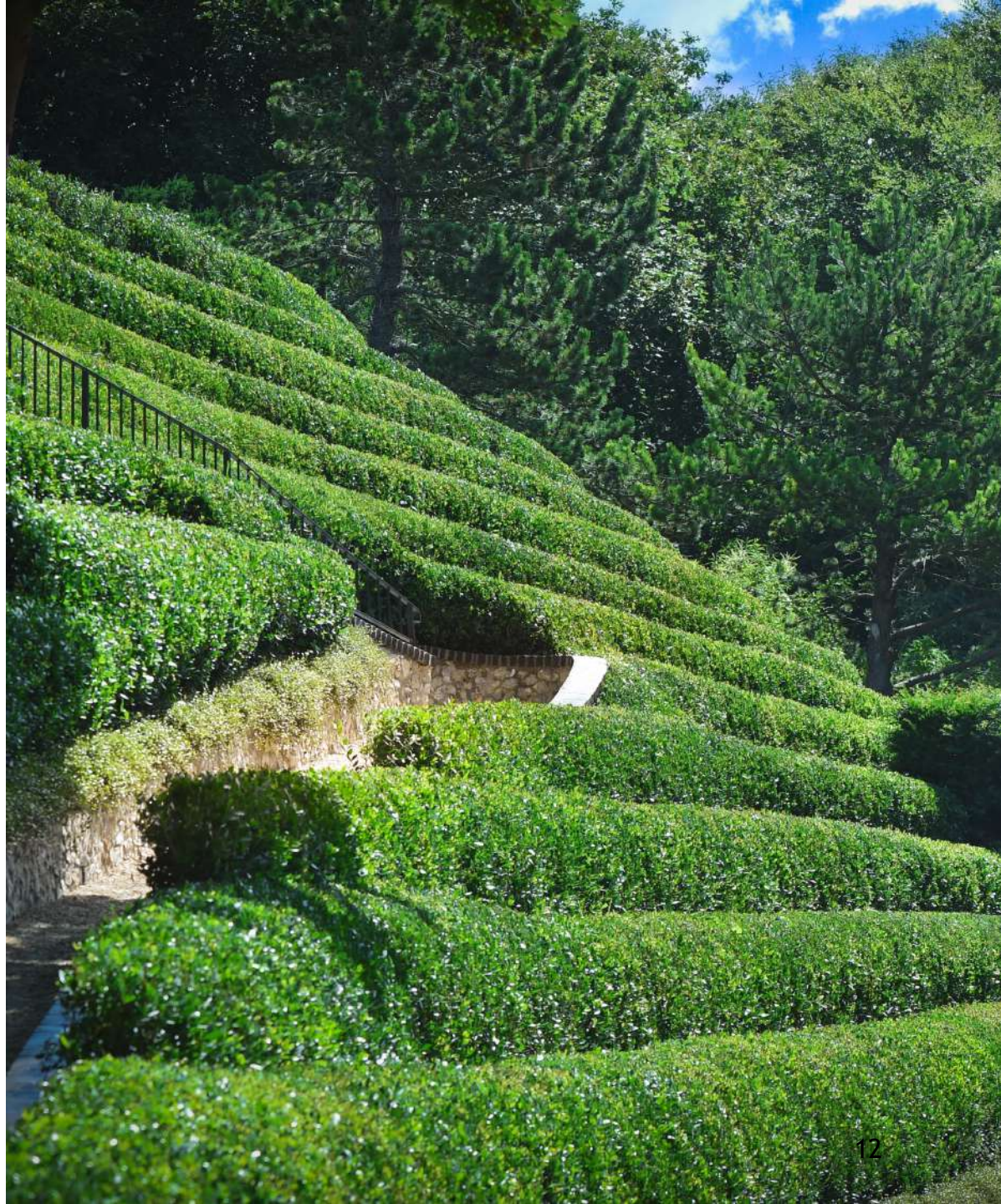


Garden *Amont*

Amont, farewell garden, majestically towers above all other gardens. Here, plants turn into the rocks and blend into the Alabaster coastline.

They repeat a million-year drawings of a cliff's cut and fascinate visitors by its mathematical precision and geometrical synchronisation.

At the highest point of the garden, a terrace opens a breathtaking panoramic view on Etretat environs.



Open-air museum of contemporary art: permanent collection

Setting a dialogue between art and nature, the past and the future, Etretat Gardens were also thought as an open-air museum of contemporary art.

Our permanent collection of sculptures which stakes the Gardens isn't a simple decoration, each sculpture reveals a genius of the place. Here the artworks converse and dance with the plants. They are an indispensable core of each garden, whose main message and artistic integrity would have been lost without these artworks. This artistic dialogue feeds the life of the Gardens.



Open-air museum of contemporary art: an exhibition venue

In addition to our permanent collection, every year, from April till October, Etretat Gardens become an exhibition venue for international expositions of contemporary sculptures.

In the year 2019, with the support of the Ministry of Culture, we organize an exhibition which is held as a competitive programme named “Double Jeu” and themed Contemporary Art Sculpture: Man and Nature.

30 talented sculptors from all over the world present their artworks in a competition for the Grand prix: funds prize and opportunity to be exposed in the gardens of Il Nature all over Europe.

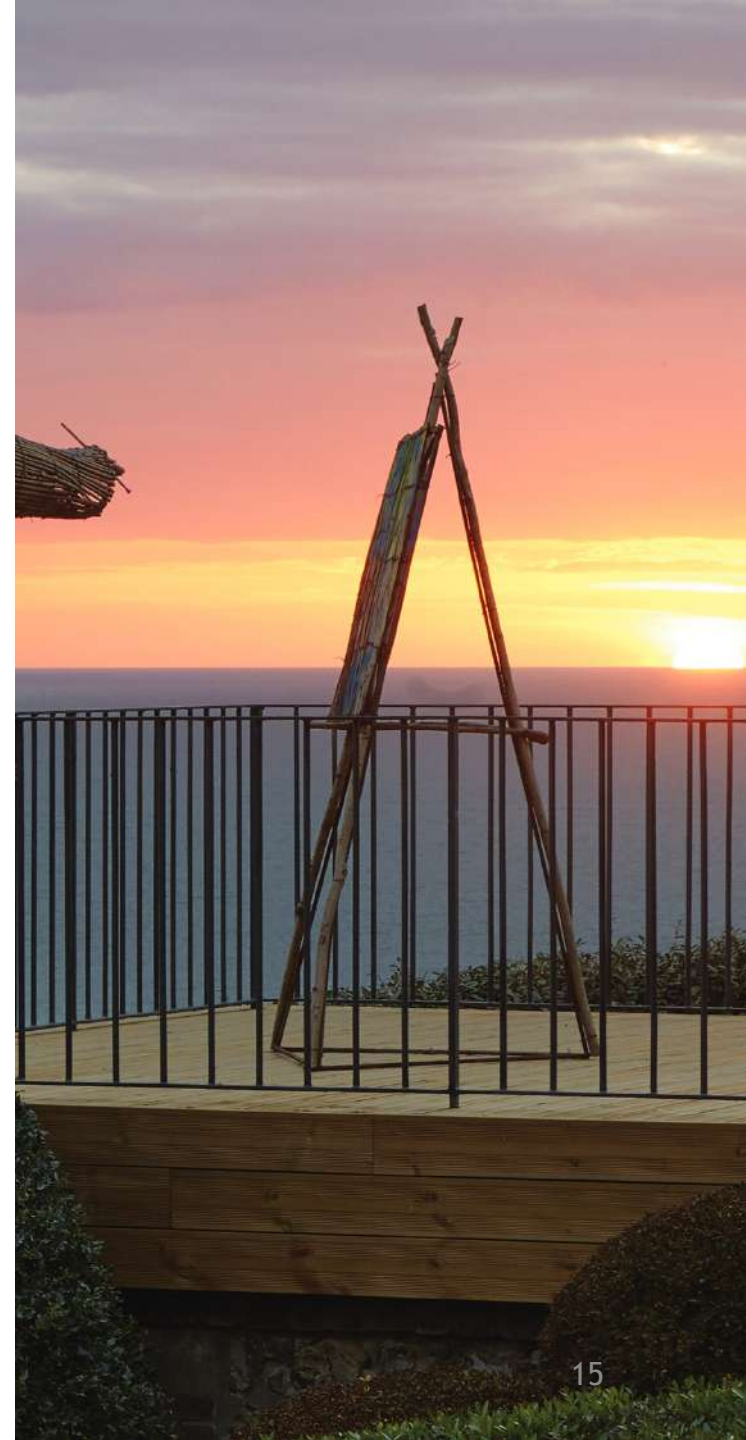


Les Jardins d'Etretat as a part of your tourist program

As Etretat Gardens are situated at the crossroad of several cultural and artistic themes, they can be easily integrated into any tourist programme built around the following thematic:

1. Impressionism - Claude Monet

- Tourist circuit “Normand Impressionism” is very rich: Giverny, Rouen, MUMA Museum in Le Havre, and many others. Les Jardins d'Etretat is a toposcope in this artistic and historic geography.
- As we saw, the founder of Impressionism, has played a crucial role in the birth of this place. The mood of the Garden, once defined by Monet, is carefully preserved up to nowadays.
- Many painters, like: Jean-Baptiste-Camille Corot, Eugène-Louis Boudin, Édouard Manet, Claude Monet, Vasily Polenov, have worked at the main terrace of the garden and immortalized the view of the Cliffs of Etretat, which nowadays became iconic.



Les Jardins d'Etretat as a part of your tourist program

2. Normand nature - Normand Wonder

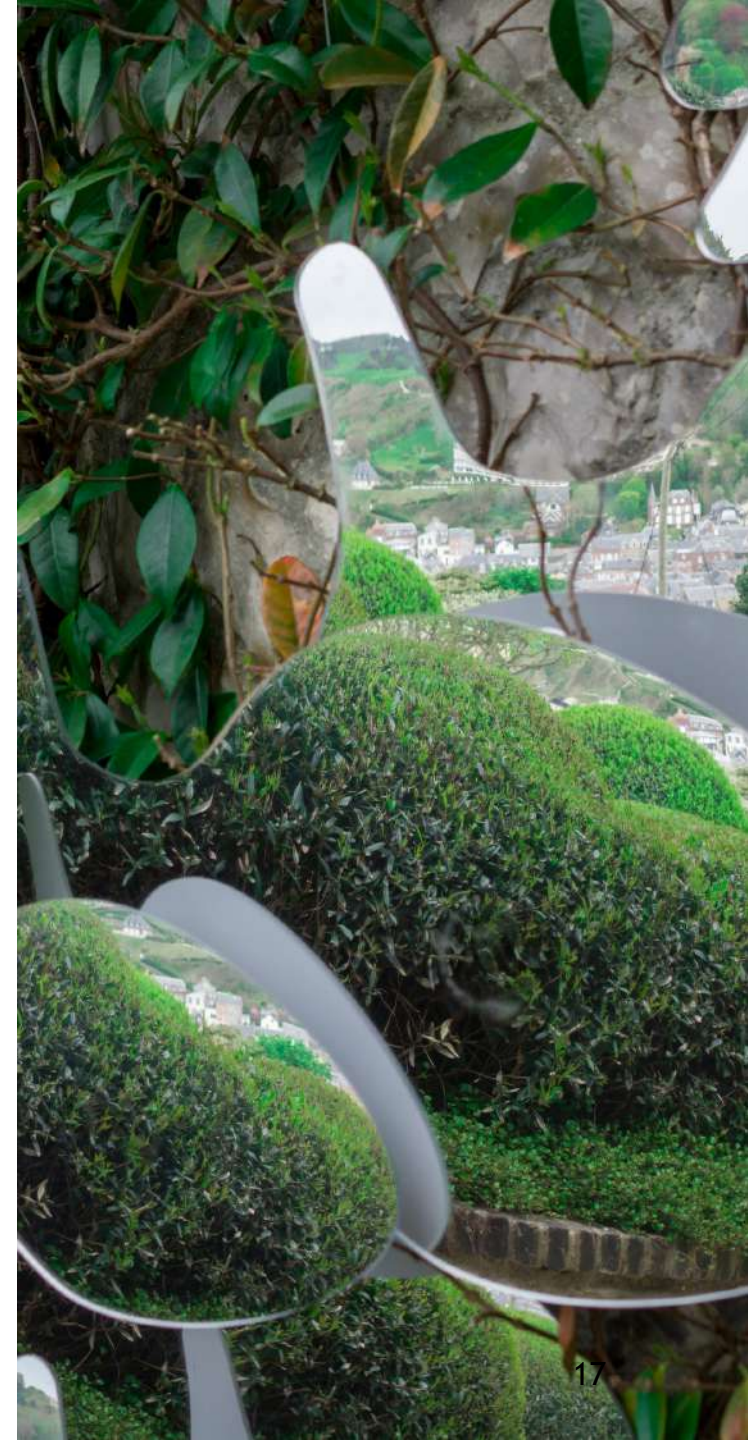
- Etretat is worldwide known for its picturesque cliffs, impressive sight of the Normand coast and the English Channel.
- By the choice of plants and its sculptural compositions, les Jardins d'Etretat are a real tribute to the diversity of Normand nature and artistic history of Etretat. In the Garden you can enjoy the stylized embodiment of the Normand's Cliffs, Aval arche, storm of the English Channel and even the ocean bottom.
- For any tourist circuit, aimed to discover Normand coast, visiting Etretat Gardens is necessary to fulfil the programme.



Les Jardins d'Etretat as a part of your tourist program

3. Avant-garde Garden

- Gardens have always been a special place for a human being, they reflect the values of the society of each epoch. Today garden excursions are getting more and more popular among tourists.
- Les Jardins d'Etretat is a creative experimental laboratory that proposes a new interpretation, aesthetics and neo-futuristic vision of a garden, where artistic genius and latest technologies are combined.
- There are numerous public or private gardens in Normandy. Visiting Les Jardins d'Etretat can be easily combined with the gardens of the neighbourhood and will complete this thematic.



Les Jardins d'Étretat as a part of your tourist program

4. Contemporary art

- Contemporary art is very vast and dynamic, and everywhere it finds its admirers. Even if the tourist circuit has another major theme, this component will always give an additional value appreciated by tourists.
- Both our collections of artworks, coming from all over the world, either permanent or temporary, aim to rise not only the intemporal subjects, such as human nature and divinity, but also the issues of modern society, such as ecology and new understanding of humanity.



Planning the visit

Gardens visit:

The visit is usually self-guided; during summer season lasts about 2 hours, and during winter season - from 1 h to 1 h 30min. At the entrance visitors receive a description plan which aims to guide them through the Gardens. In this case they are free to discover the gardens at their own rhythm and enjoy the places they prefer the most.

Logistics takes about 30-40 min: including walking from our parking to the Gardens, some free time for a drink and snack in our cafe, and, at last, walking down the Amont's Cliff by stairway (or by the road) to the downtown promenade.

Opening hours:

The Gardens are open every day:

- from April till October: from 10h till 19h
- during the months of March, November and from 1st till 20 December: from 10h till 18h

Entry tickets*:

Full rate:

- in March, November and December: 9,70 €
- from April till October: 12,50 € (the price includes temporary collection)

Group rate (from 20 visitors): 8,70 €

Child's rate (2-12 years old): 6,50 €, under 2 years free of charge

Logistics and accessibility



Logistics for groups

- The circulation on the cliff is strictly limited and prohibited for all vehicles. All our clients are invited to use our private (800 m to the Gardens) parking to deposit or pick up tourists, at the following address: Place de la Gare, 76790 Étretat
- After depositing the group, the vehicle must liberate the place and be stationed at the Étretat autocar long-stay parking, at the following address: 25 Rue Guy de Maupassant, 76790 Étretat.

Etretat Garden from Paris



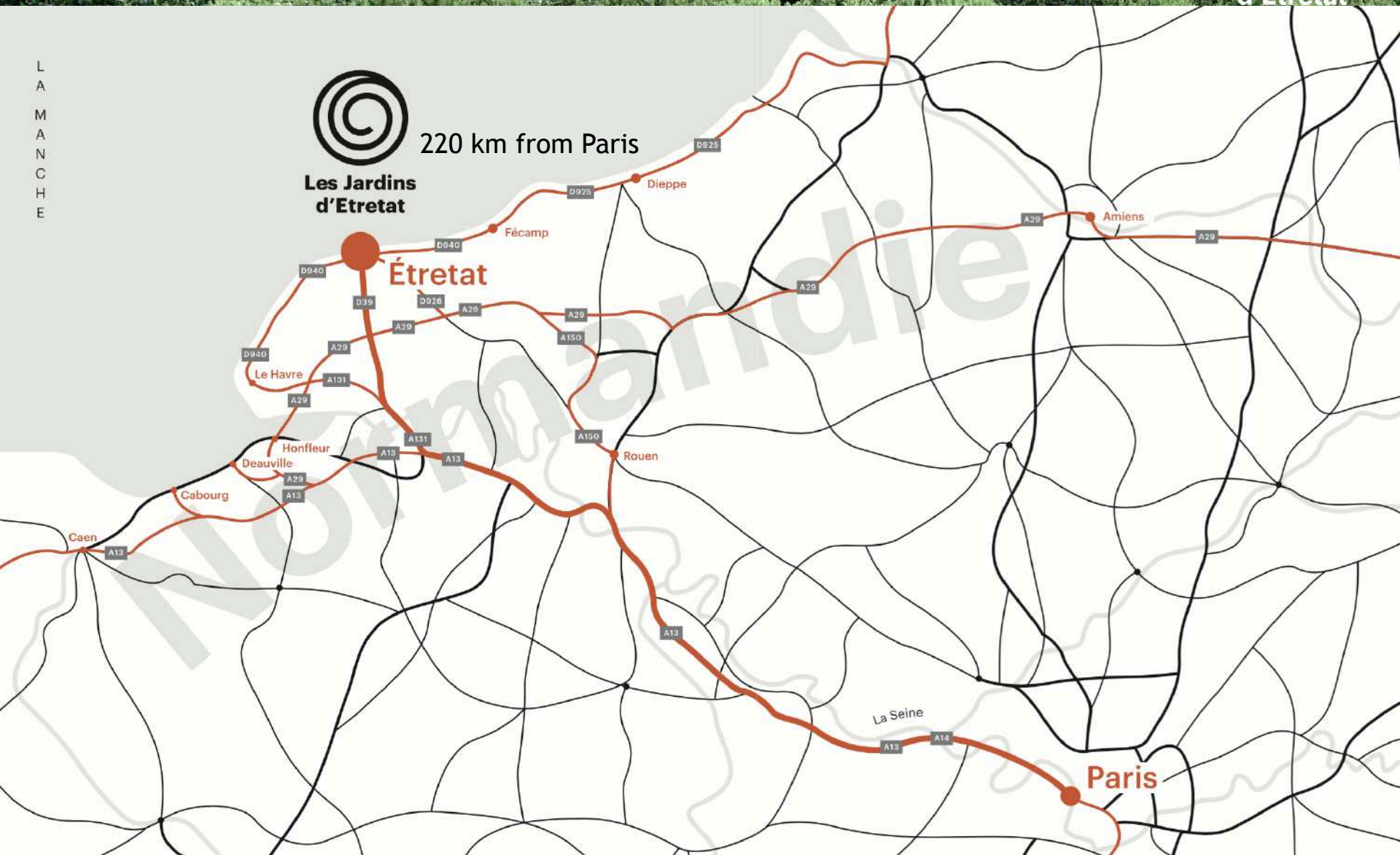
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d'Étretat

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Les Jardins
d'Étretat

220 km from Paris



Commercial Proposal

1. During the tourist seasons of 2019-2020 we have a special offer, you are free to choose the option that suits you the most:
 - *10 - 25 % of entry ticket full-rate, the percentage depends on the number of tourists.*
 - *Or special group rate 8,70 euros per person from 20 visitors +*
2. We provide travel agencies with all needed support:
 - *organisation of a guided-visit for the agency,*
 - *training workshops for agency guides in order to prepare them to make guided-visits for tourists at our Gardens,*
 - *supply with promotional items: books, brochures, posters, videos etc.,*
 - *large scale promotion campaign of Les Jardins d'Étretat in mass media will be also helpful for our collaborators to make their tourist circuits more attractive.*

Alexander Grivko



Creator of Les Jardins d'Étretat - a landscape architect Alexander Grivko - is a famous figure in professional world, a creative director of Il Nature, an international Garden Design & Landscaping company.

His ability to combine classic styles with contemporary architectural trends and artistic ideas opens the opportunities for experiments and new creations in the garden and landscape design. Alexander is in a permanent search for new ways of arranging spaces, new shapes of sculpted trimmed plants and new methods of plant caring. As a result, we see splendid gardens impossible to create without his knowledge.

Today Alexander opens his experimental gardens to the public to enjoy new aesthetic and to learn about new possibilities in gardening.

According to AD magazine (Condé Nast Corporation), Alexander Grivko was ranked 23rd in the Top 100 among the best architects and designers. One of his gardens, Orehovno, was ranked in the Top 10 world's private gardens according to the Forbes Life rating.

Numerous professional magazines and journals, like Vogue, AD, Elle Decoration, House and Garden, Forbes, Le Monde, Paris Match, Le Figaro publish regularly articles about Alexander Grivko's work and achievements.

Feedback and Likes



Les Jardins
d'Étretat



LaurentS825
Étiolles, France

103 46



Avis écrit le 15 octobre 2018 par mobile

Jardin des quiétudes magnifiées

Ces jardins en pente magnifient l'art topiaire et y accueillent des artistes particulièrement inspirants. Des jardins intérieurs parlant à l'intérieur. De toute beauté.



Chuck S
Alvesta, Suède

5 2



Avis écrit le 12 février 2019

An unbelievable garden in Brittany

[Google Traduction](#)

This is a one of a kind garden in an incredibly beautiful setting. The garden is fabulously well groomed. Not a blade of grass or a hedge out of place. The view of the town is also great. If you love gardens, this is not to be missed.

[Afficher moins](#)

Date de l'expérience : septembre 2018



Donatello-1302

1



Avis publié : il y a 4 semaines par mobile

N'a rien à envier aux jardins du château de Versailles !

Une symphonie arborescente parsemée de sculptures originales fondent ce jardin d'hiver une étape incontournable à Étretat.



Date de l'expérience : mars 2019



Igor M

9 6



Avis écrit le 9 octobre 2018

Work of art

[Google Traduction](#)

Les Jardines d'Étretat is a beautiful and esoteric garden. There are works of art in the garden, but the garden itself is a work of art. You cannot have a feel of this garden looking at photos, they don't do justice to it. You should visit the garden and appreciate this carefully manicured and enchanted place. It is clearly also a work of love.

[Afficher moins](#)



francois60130
Étretat, France



Avis publié : il y a 3 jours par mobile

Les jardins d'Étretat

Une très belle visite Magnifiques sculptures Une visite à faire absolument, en couple , avec les enfants

Date de l'expérience : avril 2019



Carlem6
Le Havre, France

40 11



Avis écrit le 11 octobre 2018 par mobile

Agréable visite!

Visite très agreable de ces jardins, très reposants et très bien entretenus. Entre des arbres et arbustes taillés d'une main de maitre, sont exposées diverses sculptures. Jardins à decouvrir...vous ne serez pas déçus!



Date de l'expérience : août 2018

Contacts



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d'Étretat

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LES JARDINS D'ETRETAT

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