



PRESS PACK / MARCH 2010

www.jardindesplantes.net

The website that's giving plants a voice

On March 20th, the first day of spring, the Muséum national d'Histoire naturelle is putting a new website on-line: www.jardindesplantes.net, an innovative – practical – scientific – interactive – community website, a website that opens up the Jardin des Plantes, that extends out into botany and biodiversity and that has a personal touch brought to it by the public's gardens. This ambitious project, financed by the L'Occitane Foundation, is bringing the Jardin des Plantes into the digital age and participative science.

The website reaches out to all audiences: to lovers of the Jardin des Plantes and gardens in general, to the curious, to confirmed experts wishing to extend their knowledge, to gardeners and botanical amateurs and to eco-citizens wanting to participate in the preservation of biodiversity.

It's over to the web surfers to give the Jardin des Plantes a voice, as it is a true place of learning...

A Muséum national d'Histoire naturelle website

→ www.jardindesplantes.net is not simply a website providing advice to amateur gardeners but it is also the Jardin des Plantes' official website. The Jardin is a centre like no other, an ornamental garden, historic site and botanical garden rolled into one where plants have been studied since the 17th century and where science continues to develop in response to the issues of today.

→ It is also the home of plant biodiversity echoing the Muséum's principal vocations: education, the diffusion of knowledge and anticipation for a better preservation of the natural world.

An educational website

→ The site's content (themed data sheets) has been developed based on the pioneering knowledge of scientists, technicians and gardeners at the Muséum.

→ The site is regularly updated to progressively develop a comprehensive resource centre on the plant world.

A participative website

→ Open to comments from visitors who can leave comments on all the pages.

→ Open to the owners of gardens, terraces, balconies...and anyone else who wishes to become a part of this green community and exchange their experiences.

→ Open to all those who would like to be part of the research panel for plant biodiversity and contribute to its preservation.

An incentive website

→ It is a tool for planning your visit to the Jardin des Plantes with all the necessary practical information.

→ It is an invitation to come to the Jardin and see nature "in the flesh" and to take part in activities (workshops, guided tours, courses, conferences, films and debates, etc.).

A practical website

→ Effective ergonomics and easy navigation between the different sections: "A botanical garden – Visit the Jardin – What's on at the Jardin – Plant biodiversity – My garden".

→ Transversal links connecting the different sections bring together the interconnections within the plant world.



1

A botanical garden

The complete visit of the Jardin des Plantes: its beauty, its unique characteristics, its operation, behind the wings.

The Jardin's gardens: A comprehensive and interactive tour around the differently planted zones of the Jardin and the four glasshouses.

What is a botanical garden? Objectives - challenges - how the Jardin des Plantes operates.

Behind the wings of the Jardin: The careers (gardeners, landscapers, orators, the entire garden team) - the Jardin's hosts (birds, foxes, frogs, fish, etc.) - areas that are closed to the public (the herbarium, the seed repository, the greenhouses and the Chèvreloup Arboretum collections).

Botany and research at the Muséum: Botanical collections - research units and departments - scientific expeditions - biodiversity research panels (butterflies, pollination vectors, birds etc.) - scientific programmes.



5

My garden

The social network of plant and garden fans with the opportunity to exchange experiences and advice.

Each visitor to the website can have a personal space and a blog. Tagged conversations, labelled with key words make up the collective themed blogs on sustainable and responsible gardening, preservation of biodiversity, but also photography, cooking with plants from the garden, healing with plants, etc.

The Jardin des Plantes also has its own blog: contributions from the Muséum's scientists, technicians and gardeners on news from the Jardin and the plant world.



2

Visit the Jardin

Everything you need to know for visiting the Jardin and planning your trip, alone, in a group or as a family.

Practical information: access, opening hours, entry tariffs. Download themed circuits: the alpine garden, plants of Asia or the Americas, beautiful trees, birds, statues, scents and the children's treasure hunt, etc.

3

What's on at the Jardin

All the appointments: conferences, guided tours, activities, "gardener's tips", celebrations, workshops by age group, by type of event, by type of handicap.



4

Plant biodiversity

Data sheets, case files and videos to learn and understand about plant biodiversity to better preserve it.

- **Datasheets for plants exhibited at the Jardin:** Photos and very comprehensive descriptions, the multidisciplinary perspective from the Muséum's scientists.
- **Multimedia themed case files:** plant communication - pollination vectors - plant reproduction - invasive species - plant taxonomy - carnivorous plants, etc.
- **Gardeners' tips:** videos, advice and guided tours lead by the Jardin des Plantes' gardeners.



And soon...

The website www.jardindesplantes.net - a prototype for a complete revamp of the www.mnhn.fr website - is going to offer even more over the next few months with:

- **New offers:** the interactive visit to the garden according to the season - your visit organised around your availability - the chance to podcast information on an MP3 player, mobile phone or iPod.
- **New content:** plant data sheets, themed case files and news from the Jardin des Plantes.
- **New sections:** The Jardin's history, the children's garden, they love the Jardin.



VISIT THE MUSÉUM'S GARDENS

The Jardin des Plantes in Paris can be found on:
www.jardinesplantes.net

Right in the heart of Paris, the different planted areas of the Jardin provide a promenade bursting with diversity: the alpine garden, the iris and perennial garden, the ecology garden, the squares, the botanical school's garden, the bees and the birds garden, the rocks and roses garden, the peony garden, the Stegosaurus garden, the maze, the tropical rainforest glasshouses, the desert and arid land glasshouses, the New Caledonia glasshouse and the plant History glasshouse.

Other gardens of the Muséum, on the web soon.

- The Chèvreloup national Arboretum in Versailles
- The Val Rahmeh exotic botanical garden in Menton
- The Harmas de Fabre in the Var
- The Jaÿsinia, alpine botanical garden in Samoëns

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Photos and press packs
can be downloaded on:

www.mnhn.fr/presse/dp

Password: **presse2010**

Join the Jardin de Plantes also on:

www.facebook.com/jardinesplantes



THE L'OCCITANE FOUNDATION



The L'OCCITANE Corporate Foundation was created in 2006 to ensure the continuity of sponsorship activities undertaken by L'OCCITANE since 1976. The foundation supports three areas in particular: the economic emancipation of women in Burkina Faso and Brazil, support to the visually impaired and the conservation of "the knowledge of nature".

L'OCCITANE's roots lie in Provence, and its inspiration is taken from nature. The third area is therefore a rational choice; the transmission of knowledge about plants and ethno-botanical traditions and knowledge.

The Foundation's support to the Muséum in the form of €220,000 funding for the creation of the **www.jardinesplantes.net** site falls within this objective. The ambitious project aims to contribute to the education of the general public in the conservation of biodiversity via an accessible, efficient and reliable source of information, approved by the scientific authority that the Muséum national d'Histoire naturelle represents.

<http://fondation.loccitane.com>

