

Blaise Cooke

Born Nairobi, Kenya.



A large, ornate glass and metal conservatory with a prominent domed roof, situated in a garden. The foreground is filled with a dense field of colorful flowers, including yellow, white, red, and purple blooms. The sky is overcast with grey clouds.

**Diploma in Horticulture ,
Royal Botanic Gardens, Kew,
London**



Tropic of Capricorn



Rev. William Ellis. London Missionary Soc. 1858
Converted Queen Ranavalona II to Christianity





Catheranthus
roseus





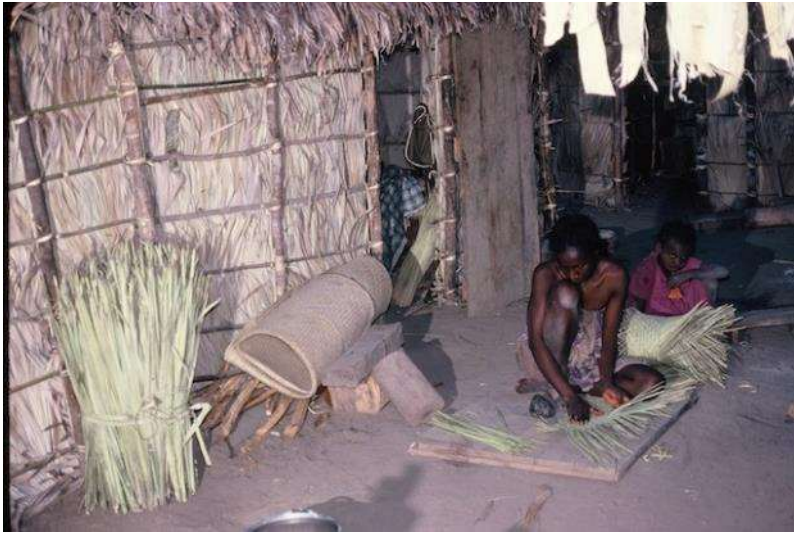
Madagascar - 1988



Antananarivo,
capital city of
Madagascar.

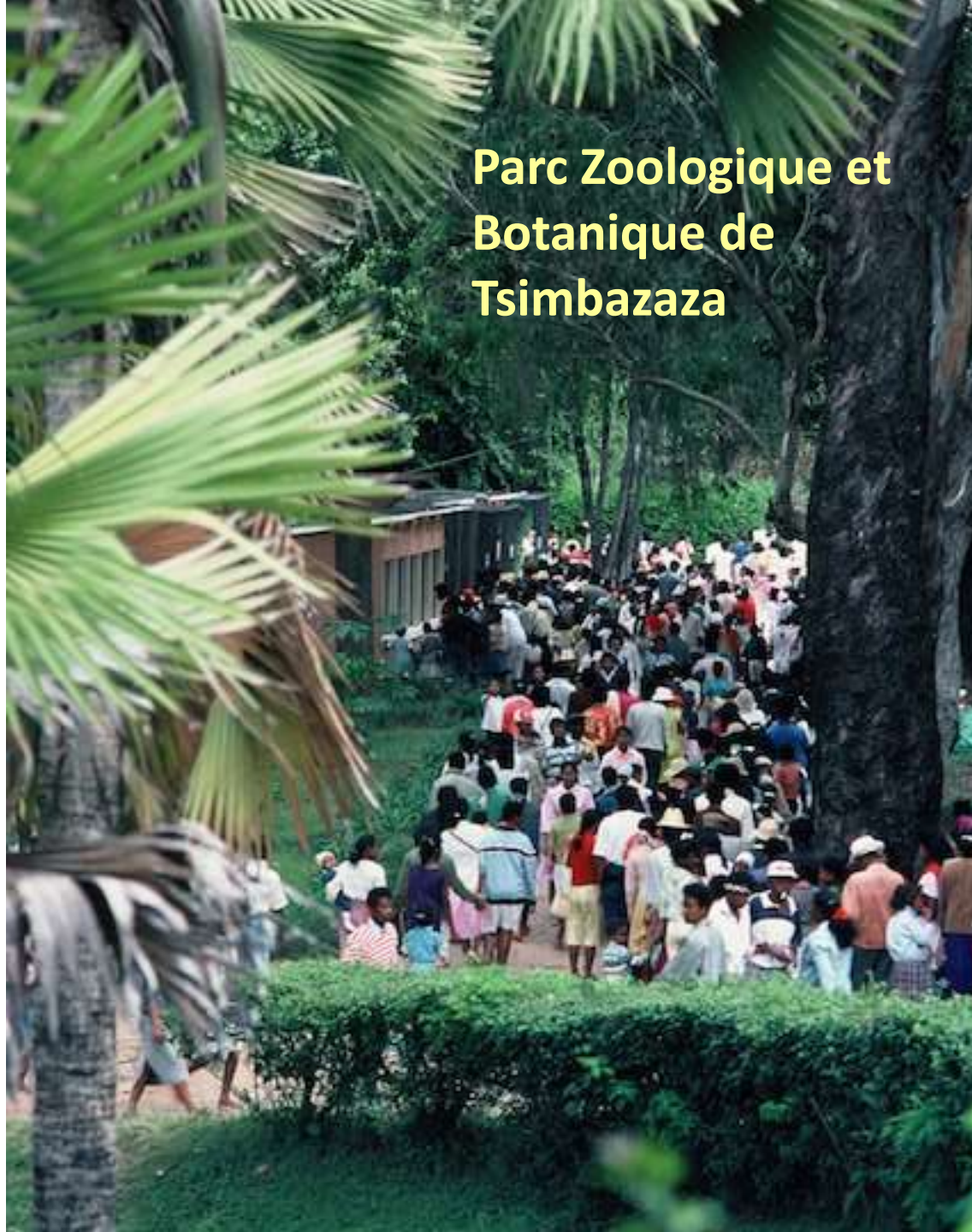
Altitude: 1500m asl
Population: c. 3
million







**Parc Zoologique et
Botanique de
Tsimbazaza**



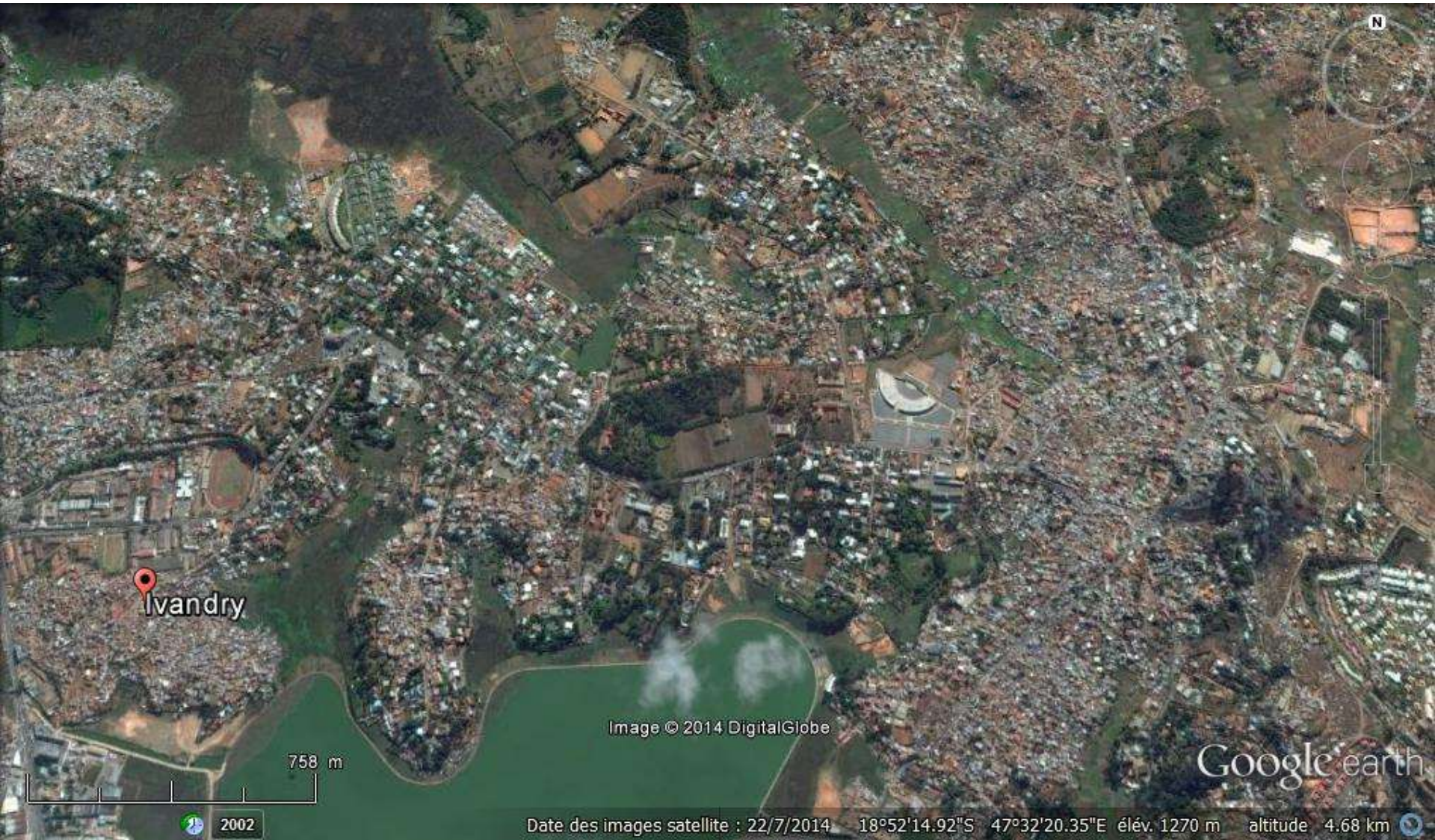




Cattle market - Tsinjoarivo







Ivandry

758 m

Image © 2014 DigitalGlobe

Google earth

2002

Date des images satellite : 22/7/2014 18°52'14.92"S 47°32'20.35"E élev. 1270 m altitude 4.68 km





15/04/2012 14:06

Le professionnel du jardin

PARADISE GARDENS
PHYTO-LOGIC

Conception

Création

Installation

Entretien

E-mail : phyto-logic@phyto-logic.com

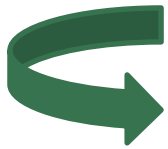
Tél. : 22 438 74 / 034 11 333 46

PARADISE GARDENS
PHYTO-LOGIC

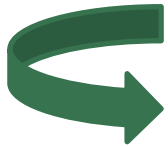
**LE PROFESSIONNEL
DU JARDIN ET DES
ESPACES VERTS**

Activités de la société

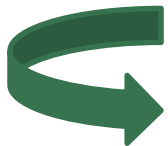
Une gestion différenciée des espaces verts urbains : une nouvelle façon de gérer les espaces verts urbains



Rationaliser la gestion des espaces verts en y affectant
les ressources nécessaires



Améliorer la qualité de vie et d'usage en diversifiant les
qualités paysagères et les offres d'aménités



Restaurer, préserver et gérer la biodiversité

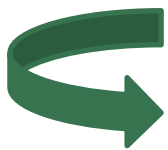
Vers une nouvelle pédagogie
de l'environnement...



- Established in 1999 in Antananarivo : we have gained 17 years of local experience.
- The team comprises c.80 full-time, permanent employees. 35% of staff have a Bacc., 21% have a further professional qualification.
- The company is now managed by a very competent Frenchman – Mickaël Lauret.
- Phyto-Logic undertook to be compliant with ISO 9001 management system early in 2013. They go for Certification in 2017.

Production of plants:

Nurseries in Antananarovo and Toamasina



**Culture directe de plus de 800 espèces
implantées dans l'île**

Village nurseries – native plants by people living near relic vegetation

Production des plantes autochtone de Madagascar dans des conditions souvent isolés.



Areas of €

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Plant Nurseries

Plant identification

Plant nurseries



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Development of high production nurseries



Fernandoa madagascarensis
– endemic to west coast




Clematis bojeri



Combretum coccinium



Colvillia racemosa – endemic to west coast



Dypsis decipiens
– endemic to central highlands

Aloe macroclada
– endemic to central highlands



Every Tree Counts

In 1950, 30 % of the world's population was urban.

In 2014 54 % of the world's population live in urban areas.

By 2050, 66 % of the world's population is projected to be urban.

UN Dept Econ & Soc Aff., World
Urbanization Prospects: The 2014
Revision, Highlights





Khaya
madagascariensis



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Craspidospermum verticillatum



Dracaena marginata
Lam. – red-edged
dracaena or
Madagascar dragon
tree: also known as
Dracaena reflexa var.
angustifolia



Helichrysum petiolare – very close
to native H. cordifolia – widely
used as medicinal plant



10 of the benefits of planting



Improved Air Quality

Plant leaves filter out pollutants from the air and absorb dust particles.



Temperature Regulation

Reduces the effects of 'urban heat island' in cities. Also acts as insulation to regulate a building's temperature which can even allow for the reduction in air conditioning requirements.



Social Impact

Enhancing public areas can reduce vandalism including graffiti. Can have a further positive impact on both physical health and mental wellbeing.



Branding Opportunities

Presenting your brand logo with foliage is a unique environmental statement.



Increased Biodiversity

Living walls provide an alternative ecological habitats for insects, bats and birds.



Staff Morale

Many studies have shown the positive effect that plants can have on staff morale in the workplace.



Structure Protection

Outdoor structural protection from both ultraviolet rays and acid rain is increasingly important. Plants provide a natural answer to both of these considerations.



Property Value

Living walls have the potential to increase residential and commercial property value and can also help secure planning permission.



Aesthetics

Planting patterns with varied species provide a stunning alternative to common building products.



Sound Insulation

Whether indoors or outside, plants absorb and deflect noise.

Understanding garden value





Choice of plants





Yellow Cane plant



Dypsis lutescens

Why – Reduce urban heat

Every Tree Counts



Trees affect energy consumption by shading buildings, providing evaporative cooling, and reduce reflected heat.

Urban parking



(French) Legislation encourages development



60% new
commercial roof
surface to be
solar or planted







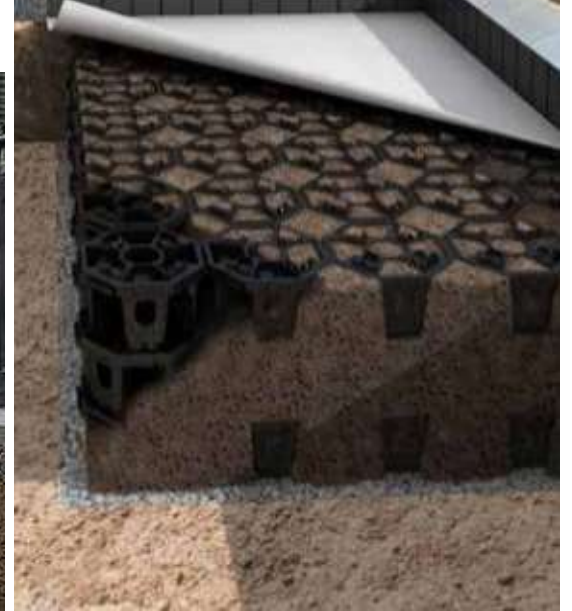
PARADISE GARDENS
PHYTO-LOGIC



Where – Space

Every Tree
Counts







Fathil Ismail

Managing Director, Menara Mesiniaga

‘...no point having success today and not having success tomorrow.’



Royal Botanic Gardens

Kew

State of the World's
Plants Symposium

25-26 May 2017

Gavin Ellis