

BBC Gardeners' World Live are proud to announce that they will be working with Florist Holland, leading Dutch plant breeders, to produce an impressive display of Garvinea® the garden Gerbera, in the centre of the Floral Marquee.

BBC Gardeners' World Live will launch the vast pyramid display system in June 2018, with an impressive area of up to 90m² which can showcase up to 1,200 individual plants. The display is the first of its kind at a British flower or garden show.

Visitors can explore and shop in the Floral Marquee whilst also being able to learn more about, and purchase, Garvinea - the first true garden Gerbera. Visitors will be wowed by the impressive floral spectacle. With great weather tolerance, Garvinea provides uplifting colour from early spring until the first frost. This robust garden plants offers countless long-lasting large flowers and brings a garden to life with friendly pollinators including bees and butterflies.

The pyramid will become an annual feature at BBC Gardeners' World Live, offering growers an unprecedented opportunity to have their plants seen by 100,000 visitors including leading garden designers, press and influencers.