

Poésie florale en Normandie

Cédric Deshayes

Floral Poetry in Normandy



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Preface

Cédric Deshayes is an accomplished florist based in Grand Bourthourolde, near Rouen.

Since 2004, he has been honing his craft, starting with an apprenticeship in Paris alongside world champion florist Gilles Pothier, mentored by the esteemed Mr Bayard. With three years of dedicated training and numerous competition wins, Cédric has garnered recognition as Vice Champion of France and Meilleur artisan de France in 2019.

His dedication to excellence is evident in the words of a renowned florist who dedicated a book to him, recognizing Cédric as a talented and aspiring florist: "Cédric, you are demonstrating what it takes to become a good, even exceptional, florist. Keep up the great work, and you are bound to achieve..."

This book represents the culmination of his passion for Normandy's heritage, history, and most importantly, his love for the art of floral design.

Cédric comes from a long line of horticulturists and florists, dating back four generations. In 1936, his great-grandfather established a renowned horticultural company in Normandy, specialising in the propagation of cyclamens and hydrangeas. Cedric was enchanted by the vibrant colours, textures, and fragrances present in the greenhouses. His grandfather and great-uncle continued the business. At the age of 45 his grandmother opened a successful flower shop with the help of Rouen's leading florist. Later, Cédric's father took over the shop. Despite initially pursuing a career as a gunsmith, Cédric's passion for floristry led him to complete an apprenticeship in Paris, where he aspired to become an outstanding florist, as the great ones once were in the city. It was during his time at Gilles Pothier that he truly discovered the art of floral design. Cédric is an artist at heart, appreciating beauty, grandeur, and creativity. His love for plants and meticulous approach to working with them while maintaining respect became his ultimate passion.

In 2004, his father offered him a professional opportunity to open a flower shop; Art et Végétal. Since then, he has started a family and participated in competitions, often achieving top three-three finishes. Through these experiences, he has embraced the values of sharing, learning from others' techniques, and

maintaining friendships with fellow competitors. While striving for professional greatness, he has remained committed to his core principles of openness, sharing, and mentorship. Outside of his professional life, he shares his passion with his wife Charlotte, who plays a crucial role in organising and managing weddings, and their three daughters. He admiringly describes his wife as having the discerning eye of a competition judge and credits her for motivating him to continuously improve, always with kindness and objectivity.

Since the opening of Art et Végétal, he has expanded his focus towards events and floral design. He has decorated major events and venues in Normandy and elsewhere. Cédric draws inspiration from his natural surroundings, while his background as a metalworker aids in crafting the perfect support structure for his envisioned designs. The seasonal flowers, his artistic medium akin to a painter's palette, are meticulously selected from Rungis as Cédric possesses an astute eye for the most exquisite blooms. Like an artist, he envisions the result and subsequently shapes the structure, skilfully incorporating touches of yellow or red against carefully chosen backdrops. The creation effortlessly emerges from the interplay of colours and textures, yielding monumental compositions for Mont Saint Michel and sophisticated elegance for the Dior Museum or Cherbourg umbrellas. Collaborating with his photographer has revealed enlightening possibilities, such as capturing the essence of the Allied Landings at Arromanches through an American helmet and a single poppy against a wartime backdrop. Be it styling models in the spirit of the Roaring Twenties at Deauville or tailoring designs to each unique locale, Cédric consistently achieves mastery in his craft.

The dedicated team that assisted him in creating this book accompanied him along his remarkable journey through Normandy. Countless kilometres, an abundance of flowers, extensive preparation, and countless hours of work. It is the very locations that ignite inspiration, from roses for Dior to hay at the Haras du Pin, and mussels at Mont Saint Michel. When it comes to religious sites, the rules of the order must be respected, while a castle warrants a celestial shower of roses.... Driven by his deep respect for his clients and his family, Cédric consistently exceeds expectations; routine and mediocrity are not his cup of tea.

For Cédric this book is a precious cultural and moral legacy that he wishes to pass on to his children. Cédric exudes humility, devoid of any smugness. He takes pleasure in sharing his journey with Pierre, his friend and florist, who brings him the missing ingredient - the patience of a goldsmith. While Cédric provides guidance throughout the creation process, Pierre adds his exquisite "jeweller's touch" to certain aspects of their work. Together, they foster teamwork, open-mindedness, and adaptability.

This book essentially serves as a progress report on his ongoing work. It not only proves his brilliance as a professional, but also demonstrates his own belief in his abilities. His initial challenge was undoubtedly to promote his idea of the florist profession, which was no easy feat with a home base in the rural countryside of Normandy. Nevertheless, he successfully showcased a fresh perspective on the profession to his customers. As a result, he is now a master of floral art.

His other passion is sharing his expertise. He has trained groups of amateur florists in Normandy, Japan, and other places. He takes delight in transmitting his knowledge to his apprentices and is thrilled when they embrace his vision of the profession. It brings him great pleasure to pass on his passion, just as his master did for him.

Cédric, your family, friends, whether they are florists or not, are proud of you. Hats off to you, the artist. You truly embody the Oscar Wilde quote, "Shoot for the moon. Even if you miss, you'll land among the stars." What stars are you aiming for, Cédric? We all know that you will continuously push yourself to new heights. Will it be organizing bigger events, writing another book about gardens around the world and history? You have already created the shop of your dreams, where you can create in front of your customers. Where will your dreams and passion for what you do take you? Your ambition is not to outshine your peers, but to continuously challenge yourself and excel while upholding your values of sharing, friendship, transmission, and creation.

Cathérine

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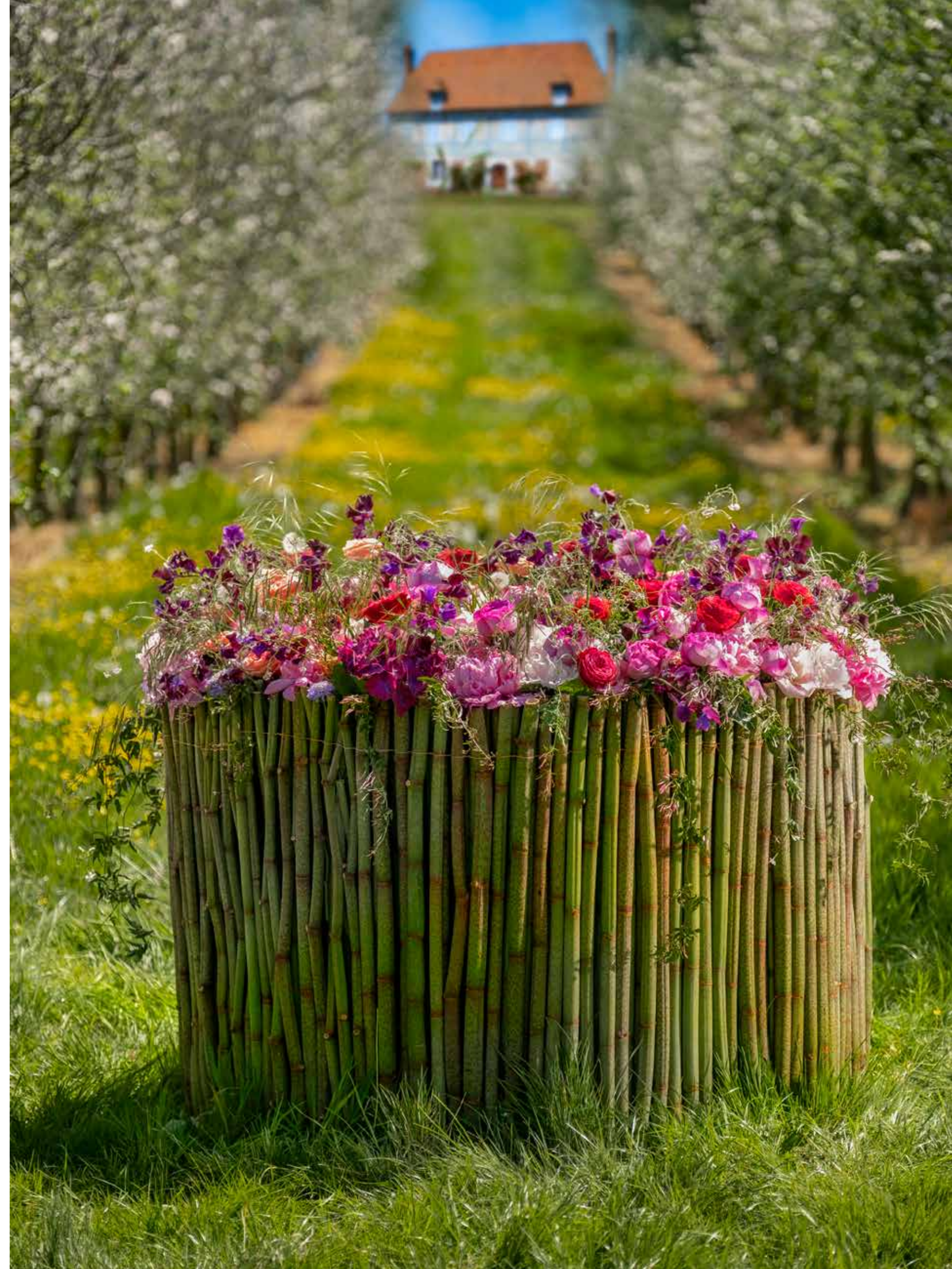
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Carte de La Normandie Map of Normandy



La maison familiale, là où tout a commencé
The family home, where it all began





Le Cidrier des Haut-Vents, symbole de notre savoir-faire normand
The Cidrier des Haut-Vents, a symbol of our Norman know-how

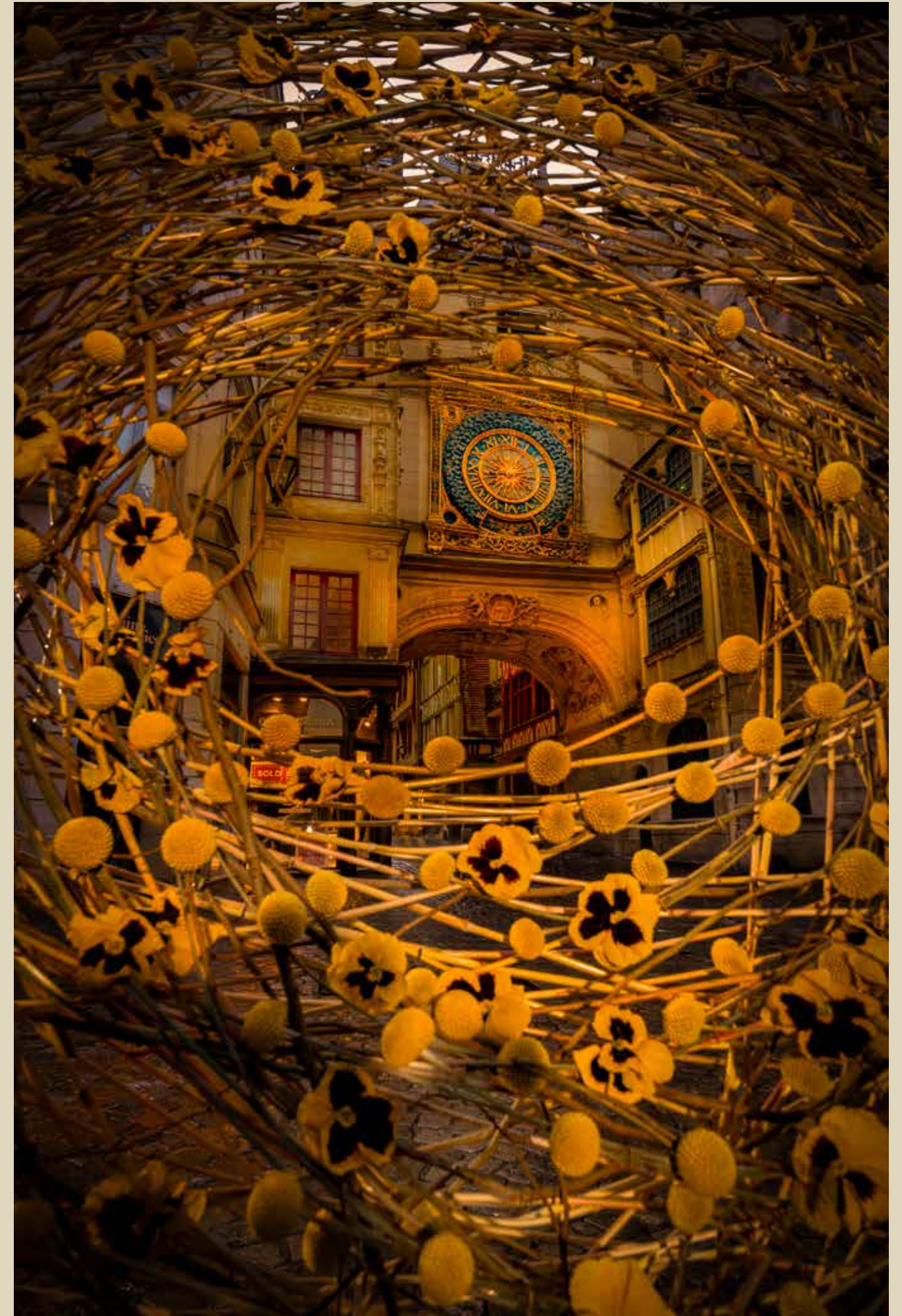
Le Musée des Lampes Berger, ma lampe
The Berger Lamp Museum, my lamp





Le Bec-Hellouin, nous sommes dans le cloître de l'abbaye du Bec-Hellouin, un grand moment solennel de recueillement, dans un des plus beaux villages de France. / Le Bec-Hellouin, inside the cloister of Bec-Hellouin Abbey, a solemn moment of meditation in one of France's most beautiful villages.





La rue du Gros-Horloge, mes pensées tourbillonnent
Rue du Gros-Horloge, a whirlwind of thoughts

La cathédrale de Rouen. Jeu de transparence aux couleurs mystérieuses face à ce joyau de l'art gothique
Rouen Cathedral. A play of transparency and mysterious colours in front of this jewel of Gothic art





L'Abbaye de Jumièges, lumière printanière
Jumièges Abbey, springtime light



Le temps d'une distillation
Distilling time



Arromanches, un hommage aux soldats... Merci!
Arromanches, a tribute to the soldiers... Thank you!



Le Mont Saint-Michel et les prés salés. Une éruption volcanique
Mont Saint-Michel and the salt meadows. A volcanic eruption

