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Chelsea Flower Show exhibit to reveal the plant that makes the nation feel happiest!

Positive Power of Plants

“Plants can lift your emotions just by sight”

A unique public experiment at the **Chelsea Flower Show 2015** will demonstrate the enchanting power of plants to make people happy.

High-tech facial recognition technology more commonly used in law enforcement will be redesigned to reveal which plants lift our spirits and make us smile.

Using 4,000 public plant nominations and thousands upon thousands of social media votes, TV gardener **David Domoney** identified the nation’s favourite plants.

The three-month public experiment culminates this week (May 19-23) at Chelsea 2015 in David’s Discovery exhibit featuring our top-20 ‘happy plants’.

By utilising cutting edge technology, the incredible exhibit will highlight how we enjoy plants and how gardens can improve our well-being.

State-of-the-art cameras will scan the faces of visitors to monitor and decode their reactions to each plant – measuring eye movement, facial expression, physical gestures and general engagement in what is a first for Chelsea.

Plants will also be ranked according to age group and gender interest – which are most popular among men and women, and how young and old may rate them differently.

A giant plasma screens will display members of the audience as it reveals the most popular plants for their specific demographic.

By the end of the show, with many of Chelsea’s 157,000 visitors having viewed the exhibit, the experiment will reveal which of the plants creates the greatest sense of personal well-being and happiness





The one-off exhibit, is sponsored by the **Horticultural Trades Association's National Garden Gift Vouchers Scheme** and is the brainchild of TV Gardener David Domoney, who is the gardening ambassador for THRIVE. THRIVE is a national charity which helps people living with disability through therapeutic gardening.

Sir Richard Thompson, immediate past-president of the Royal College of Physicians and the former doctor to HM the Queen for 21 years, and Patron of Thrive has said: "Just looking at a garden is scientifically proven to improve recovery time. Patients do much better after surgery if they look at 'green things' and they get out of hospital quicker."

"If everyone was encouraged to do a bit more gardening, you can well imagine how that would affect obesity rates and reduce the stress of the NHS."

"The good news is that health professionals have an appetite to find out more about alternative treatments like ecotherapy, of which gardening forms part of, and many would be prepared to refer patients to social and therapeutic horticulture programmes like the ones offered by Thrive."

Carol Paris, Director General of the Horticultural Trades Association, said: "There's already been a great response to the experiment and we can't wait to see what the top plants will be. Anything that gets people talking about gardening and the plants they love is a good thing."

"We already know how many positive spin-offs there are to gardening and this unique experiment will reveal the actual plants that really make us happy as individuals."

David Domoney said: "The idea of a technological exhibit at Chelsea intrigued me. But we've wedded the best of nature with the most up-to-the-minute technology to create something that has never been done before."

"It seems fitting that the very technology criticised for keeping young and old alike indoors with their iPads, smartphones, TVs and computers is being used to enlighten us to the fact that true happiness does comes from the interaction with nature."

The Plant Personality quiz is back by popular demand! Vote for the plants that make you happy and find out your own 'plant personality' - visit www.daviddomoney.com/plant-personality

Take part on Twitter: #PosPowerOfPlants





NOTES TO EDITORS

David Domoney is one of the UK's most popular TV gardeners, he co presents with Alan Titchmarsh ITV1's Love Your Garden and is This Morning programmes resident garden presenter. He is a fellow of the chartered institute of horticulture & is the Gardening Ambassador for the charity Thrive.

Thrive is the UK's leading charity using gardening to bring about positive changes to the lives of people living with disabilities or ill-health, or those who are isolated, disadvantaged or vulnerable. For more information please go to www.thrive.org.uk.

The Horticultural Trades Association is the leading trade association representing the UK's garden industry. Established in 1899 at the Crystal Palace, it is among the oldest and largest organisations of its kind in the world.

Accepted at more than 2,000 leading gardening outlets across the UK, on some 90,000 gardening-repeated products, the **National Garden Gift Vouchers** scheme has been running for more than half a century.

Premier Epos is a leading UK business software provider, creating Electronic Point of Sale, facial recognition software and Screen Technologies and bespoke customer loyalty systems.

Stay up-to-date with David Domoney:

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Simply answer the following question and we will enter you into our prize draw to win £250 of National Garden Gift Vouchers.

Question: What charity is associated with the Positive Power of Plants?

(a) Thrive (b) Greenfingers (c) Perennial

Email your answer, along with your name and address, to:

chelsea@the-hta.org.uk

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