



world **skills**  
London 2011

Showcasing skills  
that shape our world

# THE POWER OF PLANTS



**SHOWCASING  
SKILLS  
THAT SHAPE  
OUR  
WORLD**

We hope that you enjoy visiting our stand and remember experiencing the Power of Plants.

If you like what you see, you'll be amazed and inspired at the world's greatest skills Competition from the 5-8 October 2011. Be part of it!



Register for complimentary tickets  
at [worldskillslondon2011.com/visit](http://worldskillslondon2011.com/visit)

**SHOWCASING  
SKILLS  
THAT  
SHAPE OUR  
WORLD**



**The WorldSkills London 2011 Competition (taking place from 5–8 October) celebrates skills excellence. The event will bring together 1,000 of the world's most skilled young people to compete in over 45 vocational skills from seven sectors, ranging from creative arts and mechatronics to landscape gardening.**

WorldSkills London 2011 is delighted to be celebrating skills excellence at the RHS Chelsea Flower Show, an event which has long been associated with the highest level of horticultural skills.

Showcasing Skills that Shape our World is an exciting, interactive stand highlighting excellence in skills. Visit the stand to learn about the diverse use of plants and their powerful impact when combined with skills, science and human ingenuity.

Using a 'wedding' theme – featuring two unique eco-wedding dresses made from plant based fibres – we aim to illustrate how a number of countries, communities and individuals are harnessing the Power of Plants to develop skills, jobs and careers and foster creativity. Using the Power of Plants, innovation and skills they are producing products that enhance our wellbeing and satisfy our need for beauty and novelty in a sustainable and eco-friendly way.

**25% OF THE WORLD'S PESTICIDES ARE APPLIED TO COTTON PLANTS WHILE THEY ARE GROWING**

Whether it's finding out about the actual process for producing the fabric of the dresses or discovering the benefits of natural plant derived dyes, such as buttercup and woad, a wealth of information is on hand to inform, inspire and surprise.

Over 150,000 visitors are expected to visit the WorldSkills London 2011 Competition, which is taking place in the UK for the first time in 20 years on 5–8 October 2011. The event provides a once in a generation opportunity to explore a huge range of careers – including landscape gardening and floristry.

**"We hope that you enjoy visiting our stand and remember experiencing the Power of Plants at the RHS Chelsea Flower Show."**

**Chris Humphries CBE**  
Chairman of WorldSkills London 2011

**BAMBOO IS THE FASTEST GROWING PLANT IN THE WORLD**

In the run up to the event, WorldSkills London 2011 is participating at a range of events and creating one million opportunities for people to Have a Go at a new skill.

At Chelsea, visitors can produce sugarcraft flowers, traditionally seen on cakes, create 'mood enhancing buttonholes', craft a delicate flower brooch or even learn how to create a glamorous hair 'up do' arrangement using fresh flowers and plants.

If you are inspired to find out more about the careers on display and the qualifications that will help you discover your talent and unlock your potential, visit: [www.cityandguilds.com](http://www.cityandguilds.com)

City and Guilds is Premier Sponsor of WorldSkills London 2011

**WE USE AROUND 2,000 DIFFERENT PLANTS TO MAKE FOOD**



The WorldSkills London 2011 stand showcases skills that involve people and plants. These range from traditional plant-based skills, such as floristry and landscape design, to others – such as jewellery, fashion, hairdressing, and cookery – that draw on plants or new plant-based technologies for inspiration.

Area one



THE UK'S  
**8,400**  
FLORISTRY BUSINESSES  
EMPLOY AROUND  
**17,000**  
PEOPLE

Area one to include:

Filipendula sp  
Convallaria sp  
Lamium galeobdolon  
Digitalis alba sp  
Iris Sibirica sp  
Iris foetidissima  
Lamium maculatum  
Digitalis purpurea  
Hedera helix  
Dryopteris felix mas  
Asplenium scolopendrum  
and others

Area two to include:

Lavandula sp  
Rosemarinus  
Thymus  
Allium  
Phlox bill baker  
Delphinium  
Papaver  
Paeony  
Rosa  
Digitalis alba  
Dryopteris felix mas  
Filipendula sp  
and others

Area two



WorldSkills London 2011 –  
Showcasing Skills That  
Shape our World  
RHS Chelsea Flower Show 2011

See more on 5–8 October 2011  
[www.worldskillslondon2011.com/visit](http://www.worldskillslondon2011.com/visit)



## Find out more about the themes of our stand and plant related careers

The two wedding dresses on our stand are made of bamboo and bamboo and silk fibres, as an illustration of the new generation of eco-fibres.

Use the touch-screens on our stand to find out more about bamboo and other eco-fibres – such as hemp, ramie, flax, nettle and eco-cotton – and about some of the companies that are using new textile technologies to create jobs, wealth and success. After the show you can revisit this information and view videos of additional Have a Go activities on our special Facebook page: [www.facebook.com/worldskillslondon2011.com](http://www.facebook.com/worldskillslondon2011.com)

At Chelsea we are showcasing just a few of the skills on display at WorldSkills London 2011. During the Competition the UK will be represented by 40 talented young people, aged 18–24, competing as Team UK. Taking on the best apprentices, students and learners from around the world, Team UK will be aiming to be named the best of the best in 35 skills ranging from Landscape Gardening, Floristry and Fashion Technology to Mobile Robotics, Electrical Installation and Graphic Design.

(Edge, the independent education foundation, is the Premier Supporter of Squad and Team UK. Brathay Trust is the Premier Partner for the Training and Development of Squad and Team UK.)

Use the touch-screens to find out more about the Competition; follow the journey of Team UK as they prepare for WorldSkills London 2011 at: [www.worldskillsteamuk.org](http://www.worldskillsteamuk.org); or come to see Team UK compete at ExCeL London (5–8 October): [www.worldskillslondon2011.com/visit](http://www.worldskillslondon2011.com/visit)

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**THERE IS  
RENEWED  
INTEREST IN  
NATURALLY  
COLOURED  
COTTON  
TO AVOID THE USE OF  
TOXIC DYES**

See more on 5–8 October 2011  
[www.worldskillslondon2011.com/visit](http://www.worldskillslondon2011.com/visit)

## WorldSkills London 2011 Have a Go activities and support



**Chris Humphries CBE**  
Chairman of WorldSkills London 2011 and UKSkills

### Concept and stand design



**Victoria Mawhinney**  
WorldSkills Fashion Expert / Training Manager at UK Skills – creator of the initial concept and theme.



**Alan Westcott**  
Visual retailing expert and Workshop Supervisor (Visual Merchandising) at WorldSkills London 2011 – advisor on stand design.



**Chris Beardshaw**  
Award winning garden designer and TV presenter – creator of the planting plan for the stand.

### eden project

**The Eden Project**  
Producer of key materials on plants, fabrics and dyes for the stand, touch-screens and webpages.



**Julie Dutton**  
Designer and dressmaker – creator of the bamboo fabric wedding dresses.

### WorldSkills London 2011 Have a Go activities



**Staff and students at Merrist Wood College** are delivering the 'mood enhancing buttonholes' Have a Go activity.



**Pureology** (part of L'Oréal Professionnel) are providing the hairdressing with flowers Have a Go.



**Westminster Kingsway College**, through The Springboard Charity, is responsible for running the sugarcraft Have a Go activity.

### Cookson Precious Metals

**Cookson Precious Metal Ltd**  
Cooksons are devising and delivering the floral brooch making Have a Go activity.

### Peter Jones

**Peter Jones**  
The famous Chelsea department store – for providing a special WorldSkills London 2011 window display to support our stand.



Thank you to our sponsors



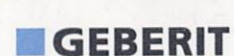
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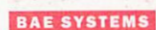
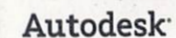
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or call us on 020 7429 2811

THE  
POWER  
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Find out more about WorldSkills London 2011 at: [www.worldskillslondon2011.com/haveago](http://www.worldskillslondon2011.com/haveago)

Twitter: [www.twitter.com/WorldSkillsLDN](http://www.twitter.com/WorldSkillsLDN)

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Visit the event

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