

Introduction
Exhibition
Book Éditions du Chêne

Portraits With Vegetables

Photographs by **Joëlle Dollé**
Text by Christophe Opec
Preface by Michel Onfray



PHILIPS



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MAIRIE DE PARIS

An exhibition, and a book

Portraits With Vegetables

Photographs by Joëlle Dollé

Joëlle is a portrait photographer. She works with the press, communication agencies and various editors

In 2002, Joëlle created and published a collection of children's books, «The History of Seeing,» based on her photographs of animals. For several years, she planted her tripod in the streets of Paris, creating a portfolio of over 2000 black and white portraits. As an artist, she seeks to confront reality, finding beauty in each of her subjects. She developed this particular exhibition at the request of several town councils and organizations that wanted to display her photographs for the general public. In 2008 Joëlle began to look at the realities of illness and handicap in order to reveal the barriers they can present in an individual's life, forcing her to turn her gaze more toward the individual and less toward the problem. Here again, she sought to bring out the humanity in each individual. Two exhibitions came from this work, one with AIDES and the other with the « toît citoyen » in the La Defense area of Paris. Her vision sought to understand the simultaneous relationship between the individual and communal human being. In all her work, Joëlle calls for us to examine our relationship with others and with ourselves; and in this exhibition, «Portraits with a Vegetable,» she narrows the focus to our relationship with nature.

Joëlle has created this series of 90 studio portraits over the course of four years. The participants include friends and professionals whose work transforms and defends ethical and environmental values. Each person is photographed with a well known, lesser known, forgotten, adored or loathed vegetable. Each composition draws on the naturally flowing energy between model, vegetable, light and photographer, inspiring the imagination. At the same time, one may well find the odd nod toward a famous painting or popular culture icon.

Text by Christophe Opec

Christophe Opec has composed the narrative text that accompanies each photograph. The result of much research, these texts playfully educate the observer in the history of the vegetable, its properties and its uses.

Christophe attributes his love of the earth and the taste of a homegrown vegetable to his origins in the a region west of Paris, a region west of Paris. He learned about plant and mushroom identification from local savants in his village. With the practice of traditional Chinese medicine, he has broadened his knowledge of Chinese pharmacopeia and learned to approach the riches of the earth from an array of perspectives.

Preface by Michel Onfray

Inspired by the spirit of this photograph collection, Michel Onfray introduces us to the work of Joëlle Dollé in his preface.

The Vision

This body of work forces us to examine both our past and current relationship with vegetables, as manifested today in our culture, our history and our language. Indeed, we are all made of the same fiber.

The photographs figure as a call to rediscover the richness and diversity of our lands and environment. They ask us to rethink our relationship with nature, the earth and ourselves.

In order to change the world or save our planet, we must first question our own being and delve into our own conscience of who we are, searching for our origins and our relationship to the earth we live on.

Photography is the means by which Joëlle Dollé portrays the natural harmony that exists between man and nature, the harmony of each individual moment and the elements that comprise it.

This work aims to rekindle the pleasures of everyday life and the simplicity of our relationship with nature.

This work is aimed at all audiences and calls on the observer to use his/her senses.

Des Légumes et des Hommes, une histoire commune

We have opted for a broader definition of the word «vegetable» taken from the Trésor de la Langue Française: «A garden plant of which at least a part- root, bulb, stem, leaf, flower, seed or fruit is used for human consumption.

« This work allows us to weigh the extent to which the history of the vegetable displays solidarity with the history of mankind.

Inherent in the work are themes of climate and agriculture. First, from a medicinal perspective, vegetables represent a source of vitamins and nutrients for human development. This work does not promote the concept of a miracle vegetable or any version thereof that would save the world. Instead, it highlights the vegetable's diversity, since it is only by consuming many different vegetables that humans can maintain a balanced diet and good health.

The symbolism that accompanies the vegetable is extraordinary. Sometimes a specific name is linked to its form; other times it is tied to a function. Thus we find vegetables in all kinds of folklore and proverbs. They also surface in religious and spiritual practices and beliefs.

The vegetable also has a political statement to make. It is synonymous with power, presenting itself in the most expensive, the most exotic, and the most refined dishes. It defies the seasons and the weather.

The vegetable also maintains a global and transnational presence. The diversity of vegetables that appear on our plates comes from all the continents of our planet, brought to us via human migration and commercial transportation, both of which create furrows in the ocean currents just as a plow creates furrows in the earth.

The vegetable also enters into human innovation. It is used in scientific research, travelling from botany to genetics through the vector of mathematics.

We pay homage to all the gardeners who have developed and conserved local species since the agricultural revolution and the beginning of fixed settlements.

The kitchen garden values the importance of the Earth, solidarity, and environmental protection, since its gardeners visibly acknowledge that the earth nourishes us.

We humans must be aware of this heritage. Our responsibility is to keep it safe and to keep it fruitful.

«We have lost our link to living things. We no longer know what vegetables are, where they come from, the tastes they provide, or how they are grown. Behind the playful and light side of these photographs and text, I am trying to reconnect with the earth, to evoke a respect for the environment and for human beings' vital relationship with the earth. I want to reestablish a conversation between man and the plant world, on all platforms concerning food, cultivation and history. This exhibition is about reintegrating people back into nature and nature back into people.»

*Extract from an interview with Joëlle Dollé. Camille Labro, **M, Le Magazine du Monde**, 09/29/2012.*

90 portraits arguing for:

More vegetables
More discovery
More fun
More taste
More curiosity
More changes
More awareness
More cultivation
More variety
More choice
More balanced diets
More pleasure
More respect for the Seasons
More respect for the Earth
More respect for Oneself
More harmony
More unity

Portrait Subjects :

Gardeners,
writers,
film-makers,
farmers,
philosophers,
master chefs...

- **Frédéric Lamblin**, head gardener for the kitchen gardens of Baumesnil, works to preserve this estate's living heritage through the cultivation of more than 500 species of vegetable. He welcomes many visitors, presenting his gardens to children and adults alike.
- **Asafumi Yamashita** is a vegetable lover. He grows Japanese vegetables in his greenhouse with the precision of a clock-maker and the attention of one who listens closely to the rhythms of life. His vegetables decorate the plates of well-known chefs.
- **Michel Onfray** discusses in his «On the Philosophy of Taste» how taste and smell are the most slandered of the five senses because they repeatedly demonstrate the extent to which a person who thinks and meditates is also an animal that snorts and tastes. He is the creator of the University of Popular Taste in Argentan, France.
- **Jean-Luc Tabesse** created «les jardins dans la ville» in 1995 to supply food shelters called Restaurants of the Heart with locally grown produce. About fifteen men and women work on the plots that reinstate the cultivation of local produce in the city environment. With Michel Onfray, they have created the Popular University of Taste in Argentan and invite people of all walks of life to rediscover the taste of fresh produce.
- **Jean Lambert-wild**, son of a farmer, author, producer and director of the Comédie de Caen, is a vegetable lover.
- **François Couplan**, world-renowned botanist of wild plants, collaborates with chefs to promote the use of edible wild plants in their dishes and the rediscovery of forgotten tastes in the work place and schools..
- **Patrick Rouxel**, filmmaker of Green, which warns us of the devastating effects of deforestation in the world's large forests and the loss of biodiversity of species..
- **Alain Baraton**, head gardener for the gardens of Versailles and of the Trianon. As a frequent presenter on France Inter, a major French radio station, he conducts open discussions on the links that tie humans to their gardens..
- **Alain Passard**, founder of a project called «jardin de Cocagne,» 107 organic plots that provide work for 3500 people.
- **André Pochon**, is a former farmer, a writer, and a supporter of sustainable agriculture who energetically continues the fight for farming methods that respect the environment.
- **Jean-Guy Henckel**, founder of a project called «jardin de Cocagne,» 107 organic plots that provide work for 3500 people.
- **René De Obaldia**, poet, novelist, playwright and French Academy member.
- **Claude Bureaux**, master gardener at the Jardin des Plantes in Paris and horticulturist radio presenter on France Info.
- **Nikolas Karabatic**, rld champion of handball
- **Hervé Bonnavaud**, resident of a project called Family Gardens.



THE BOOK

«Portraits With Vegetables»

présente 90 portraits dont ceux de l'exposition. Des textes courts accompagnent les photographies et apportent des informations sur l'histoire des légumes, leur culture, leur étymologie, leur lien avec l'Histoire et la Littérature.

Photographs Joëlle Dollé

Text Christophe Opec

Preface Michel Onfray



Éditions du Chêne

First edition - July 2012

Collection of Photographs
Exhibition catalog

Format 210 x 270 mm
Paperback cover with flaps
220 pages



Format and Materials for the Exhibition

- 32 color photographs with black background, shot in a studio with a Hasselblad
- 2 panels of text on a black background containing information on the exhibition and biographies of the portrait subjects
- Bilingual narratives that accompany each photograph
- Photographs printed on a Dibond surface suitable for both interior and exterior displays

Options for Exhibit

1/ Large format - 80 x 110 cm - 34 panels printed on Dibond

- 18 portraits with horizontal orientation: 86x105 cm
- 14 portraits with vertical orientation: 80 -111 cm
- 2 panels of text with vertical orientation: 80 x 111cm
- 5 cm holes at the four corners of each panel for easy hanging

Method of Transportation : 2 wooden crates with handles

127 x 103 x 23 cm

70 kilos/154 pounds per crate

Insured for 300 euros per panel

2a) Medium Format - 60 x 80 cm - 34 portraits printed on Dibond

- 18 portraits with horizontal orientation - 62 x 73 cm
- 14 portraits with vertical orientation - 56 x 79 cm
- 2 panels of text with vertical orientation: 56 x 79 cm
- Cross bars in place on the back of every portrait for easy hanging

Method of transportation - 2 wooden crates on wheels

50 x 88 x 72 cm - 55x81 x78 cm

50 kg/110 pounds per crate

Insured for 200 euros per panel

2b) Medium Format - 60 x 80 cm - 12 portraits printed on Dibond

- 7 portraits with horizontal orientation: 62 x 73 cm
- 6 portraits with vertical orientation: 56 x 79 cm
- Two central holes in each portrait for easy hanging

Method of transportation - Portraits are packed in bubble wrap inside cardboard boxes. Each portrait is insured for 200 Euros.

3a) Small format - 40 x 50 cm - 34 portraits printed on Dibond

18 portraits with horizontal orientation : 40x50 cm

14 portraits with vertical orientation: 36x 50 cm

2 panels of texts with vertical orientation : 36 x 50 cm

Hook on the back of each portrait for centralized hanging

Method of Transportation -1 wooden crate with two handles

70 x 63 x 53 cm

30 kg/66 pounds per crate

Insured for 150 Euros per panel

3b) Small format - 40 x 50 cm - 34 photographs ready for framing

18 portraits with horizontal orientation: 40x50 cm

14 portraits with vertical orientation: 36x50 cm

2 panels of text with vertical orientation: 36x50 cm

Each panel insured for 80 Euros

The photographs can be printed by different process on other media (posters, banners, stickers, ...) Please contact us for any new idea.

Lecture

Supplemental material

An introduction to the exhibit «Portraits with a Vegetable» by Joëlle Dollé. Joëlle speaks of her creative path as a photographer, her artistic vision, her early career and the key messages that are carried throughout this unique photographer's work.

Christophe Opec, co-author revisits the history of vegetables, their origins, their properties and their uses with careful and thorough research. He nourishes our curiosity with humor and intelligence.

Lecture accompanied with a 90-minute slide show.

General Information for Mounting an Exhibit of PORTRAITS WITH A VEGETABLE

Price

Upon request

Price reduction possible depending on length of exhibit

Transportation

- Receipt and Remittance at the expense of the exhibit organizer
- Portraits will be available 10 days before the opening of the exhibit and must be returned within 10 days of its closure.

Insurance

- Works are insured from the moment of departure until the moment of return
- Price of insurance is dependent upon the format package ordered, see pages 8-9.

Set-up and Care

- To mount the portraits, cloth gloves must be worn. No bare fingers can touch the photographs.
 - To clean the photographs, please use a micro-fiber towel with water that leaves no watermarks.
- No detergent allowed.

Previous Exhibits

Paris «Jardins, Jardin» at the Tuileries Gardens

31 mai - 3 juin 2012

This exhibit presented the avant-première of a selected extract of the full exhibition 15 portraits at the Tuileries Gardens



« Le Potager du Roi » Versailles

June 24th - september 2012

An on - site exhibit

Under the direction of Louis XIV, the best artists of the time period made the Palace of Versailles a world class royal court. An expert in fruit and vegetable gardening, Jean-Baptiste de la Quintinie was put in charge of the fruits and vegetables that would adorn the King of France's tables. La Quintinie took on the enormous task (which cost at the time more than one million pounds) of creating Versailles's kitchen gardens, practically unchanged since their first harvest. Terraced walkways dominate the gardens and offered the king and his visitors a theatrical vision of the cultivation of fruits and vegetables and their gardeners..

The portraits were exhibited outdoors along the walkways of the gardens.

Exhibition contained 34 panels

Format - 80 x 10 cm printed on Dibond.



Paris « Chai de Bercy »

October 1- December 31, 2012

Exhibition presented by the City Council of Paris. In an earlier life, La Parc de Bercy used to be a storehouse for wine. The garden has preserved the square framework of the streets and paved roads of the former site. In the middle, the garden plots and flowerbeds reflect the typically square format à la française, allowing leisurely strolls amongst the vegetable plots, the fruit trees, and the vine arbor. Le Chai de Bercy opens out directly onto the garden.

Format 80 x 110 cm



« Foire D'Automne »
Paris, Porte de Versailles

October 26 - November 4 2012

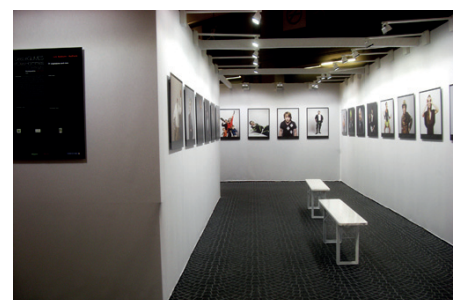


Open every day from 10 am to 7 pm
Parc des expositions
Porte de Versailles
Hall 7.2 allée A001

Format 60 x 80 cm

The Fall Fair, part of the annual Paris Fairs, brings together the latest trends in interior design, gastronomy, artisanal wares, and modern well-being. An event for the whole family, one can discover a multitude of new ideas and creations, as well as expert tips, centered around the key words of pleasure and curiosity.

The highlight of the 8th annual fair was an exhibit called «Le Potager à croquer,» a city garden installed in the place of honor, with practical workshops and expert advice on how to construct and succeed at, even in the city, establishing a kitchen garden and reaping the benefits of its produce. The offbeat and playful manner of the Fall Fair offered surprises for both children and adults.



Paris « Fnac Bercy » november 2012 - february 2013

Format 40 x 50 cm



Lecture and signing Meet the artists



« Chateau de La Roche-Guyon » 4May 4 - 5,2013

Open from 10 am to 7 pm

1 Rue de l'Audience, 95780 La Roche-Guyon

Format 60 x 80 cm



PLANTS, PLEASURE AND PASSION

At the heart of the regional natural park of the Vexin lies 1000 years of civilization in one of the best preserved sites in north central France. Shaped by its history, medieval to modern, this strange and mysterious chateau does not fail to make a mark on the minds of its visitors. Backed against a cliff that gives birth to it, the chateau dominates one of the Seine's many meandering loops. Throughout the centuries, the chateau has intertwined the elegance of many architectural styles. Its impressive stables destined to welcome 99 horses today welcome art exhibitions instead. The experimental fruit and vegetable garden, part of the «Century of Light Exhibit,» is surprising for both its structure and the project of which it is the object.



Ajaccio May 31 - June 31, 2013
Jardin des Cannes

To celebrate the success of Ajaccio's neighborhood garden project, the town created an artistic vegetal route in the heart of the Jardin des Cannes and welcomed the exhibition in collaboration with an organization called Corsikonica.

Format 60 x 80 cm



Ludes Domaine Canard-Duchêne

28 juin - 31 août 2013

Format 80 x 110 cm

1, rue Edmond Canard
51500 Ludes
t 03 26 61 11 60

La Maison Canard-Duchêne présente l'exposition au sein de son domaine, à Ludes, au coeur des vignes et de la Montagne de Reims.

Découverte de l'exposition dans le parc et visite guidée des caves du lundi au samedi.



Potager de Beaumesnil July 3rd - september 30, 2013

The exhibition, presented in the kitchen gardens themselves, found itself surrounded by nearly 500 varieties of vegetables, whose cultivation is overseen by the organization called Mille et un légumes, which seeks to preserve the variety of vegetables transmitted through generations of gardeners and farmers.

Created in 2007, the Potager conservatory of Beaumesnil proposes tours and workshops for schoolchildren, workshops for adults focusing on the creation of kitchen gardens, and the sale of local produce onsite.

The 6th Festival of the Mille et un légumes takes place the weekend of the 28/29 September. July/August from 2 pm to 6 pm Wednesday through Sunday September from 2 pm to 6 pm Saturday and Sunday only

Format 60 x 80 cm



Médiathèque d'Argentan November 2, 2013 - February 12, 2014

exhibitions organized since 1995 by the Mediatheque, the exhibition, «PORTRAITS WITH A VEGETABLE» will be take place for 3 months at Argentan birthplace of the Organization called Gardens of the Town, which seeks to reconnect people through the cultivation of vegetables.

Format 80 x 110 cm

Entrée libre - Tuesday and Wednesday from 10 am to 6:30 pm Thursday and Friday from 1:30 pm to 6:30 pm And Saturday from 10 am to 6 pm
1-3 rue des Rédemptoristes
61200 Argentan



The 32 photographs with the captions



Scorzonera, Black salsify, is the cousin of salsify. It was once used as an antidote for snake venom (escurçó in Catalan, whence it gets its name).

Lucie, an actress, is also a lyrical singer.



Tomatoes first arrived in Central America along with the first European explorers, and quickly began to be eaten in Spain and Italy, although several centuries would pass before the French and the Belgians stopped considering tomatoes as ornamental plants with a dangerous reputation and adopted them in their plates.

Jérôme is a butcher.



Curly endives were selected in the years 1780-1790. When caramelised, its root serves as a substitute for coffee.

Former head gardener at the Jardin de Plantes in Paris, **Claude**, with his trademark good humor, now hosts a radio show on France Info.



The red color of the **beetroot** is due to its specific pigment, betanine. This «beetroot red» has been approved as a food additive under the code name E162.

Director of the Caen Theater, **Jean** declares a true passion for vegetables and eating well.



The **tuberous chervil** is a cousin of chervil. We only eat the root, since the leaves are toxic. Once peeled, it's a gastronomic marvel, a mix between an apple, a chestnut and an artichoke.

Creative director of a communications agency, **Antoine** loves racecar driving.



In 1811, a farmer, frustrated by his bad harvest threw both his manure and mushrooms into a disused quarry. Some months later, he was surprised with a miraculous harvest. Within decades, his technique filled 3000 quarries in the Paris region. Thusly, the **Paris mushroom** was born.

Tenor and actor, **Rodolphe** is an epicurian.



The etymology of the word **pumpkin**, potiron in French, is said to derive from a big mushroom or a toad... The ideal material for fairytales.

Gabriel is the same age as his grandmother Odile's pumpkin: they're both 6 months old! Gabriel and his grandmother



It is believed that pilots of the Royal Air Force ate **blueberry** jam during the Second World War to improve their night vision.

Mayli, a journalist, participates on many levels to save our planet.



We only cook the **flowers of male zucchini**, they are those which have a long stalk...

David, Emmanuel and Mathias are all gardeners at the King's Kitchen Garden (Potager du Roi de Versailles).



The term Baccalaureat means «to crown with **laurels**.»

Alain is the head gardener at the Parks and Gardens of Versailles. With his stories, books and eloquent quips, he has converted many a listener to the vegetable cause.

These laurels come from the garden of Monsieur Raymond Mondet, known better as «Nicholas, the Gardener».



In the Ivory Coast and in New Caledonia, the festivals of **yams** are celebrated at harvest time. These are very important moments for communicating with the ancestors.

Mauricio is a creator and hat-maker.



Maize is a pro at self-defense. When it is attacked, it produces toxic substances against certain insects and the plant's leaves emit odors that attract the predators of those same insects.

Magali is an illustrator.



Emperor Maximilian the first died from an overdose of eating **melons**.

Nikolas is world champion at handball. A force of nature, he is a very simple man. His head has certainly not swollen to the size of a melon !



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In the year 215, the Romans, wishing to circumvent the siege of Casinilum by the Carthaginians, threw thousands of **walnuts** into the river that runs through the town. The famished inhabitants were able to retrieve them.

Claude is a former director in the steel industry.

Portuguese navigators carried the South American squash to Asia. The Japanese of Hokkaido selectively cultivated it into the **red kuri squash**. In turn, the Japanese version was grown in Europe and America. What a journey!

Catherine is a painter and visual artist.

At the beginning of the 20th century, two months before their matches, boxers daily rubbed their bodies down with a mixture of **horseradish**, salt, vinegar, lemon juice and whisky to harden up.

Alain is a renowned starred chef who restores vegetables' nobility with wit and tenderness. His kitchen gardens are worked without recourse to any mechanical force.

The Swedish vegetable called the rotabaggar came to France at the beginning of the 19th century. A cross between kale and the turnip, it thus takes the name of **rutabaga**.

In *The Philosophy of Taste*, **Michel** explains how taste and smell are slandered today because they show that the man who thinks and meditates is also an animal who also snorts and tastes. Michel has created the Popular University of Taste with his friend Jean Luc, in Argentan. They invite «everyone to learn to rediscover the taste of foods.»



King Louis XIV was a fan of **asparagus**. His head gardener at Versailles, La Quintinie, accomplished the feat of making them grow in December and January.

Aurelie is a dancer



The Greeks served **cabbage** to women who had given birth. Might this be the origin of the legend of children being born in a cabbage patch?

Axelle, already the mother of one «cabbage,» has just given birth to her second little «cabbage.»



Until the 19th century, **leeks** that were cooked under the ash of cabbage leaves were applied to abscesses, boils, hangnails and burns.

Jean-Claude has been the mayor of a rural community in the Haute-Saône for 30 years.



The Babylonians chewed on pomegranate seeds before battle in order to make themselves invincible.

Mathieu is a motor fanatic. He started up his own mechanic's business when he was only 20 years old.



Chicory is a variety of curly lettuce, the leaves of which have been bound and which is covered in earth at the beginning of autumn.

Violette loves dancing, horseback riding and cooking !



When researchers evaluated the nutritional content of **spinach**, they found it had 27 mg of iron per 100 g of leaves instead of the actual 2.7 mg. The forgotten decimal point created a legend.

Jean-Pierre: a genuine tough guy with tattoos.



Zuchhinis (courgettes in French) are a variety of shiny fleshy squash, harvested before maturity.

The **Courgeon family** with Remi, Elodie, Helio and Mathias. He is an illustrator and she is a primary school teacher.



The word **squash** (cource in French) comes from the Latin, cucurbita, which gives us the word «gourd» in French and English today.

Frederic, a gardener, has created a magnificent vegetable garden for the preservation of species at the Beaumesnil estates. It has more than 500 varieties of vegetable.



A food that guaranteed safety from famine, the **sweet potato** is called cilera abana, which means «protector of children» in East Africa.

Anne is an administrator in the cinema world.... and mom.



Cato the Elder presented the Roman senate with a fresh **fig** picked at Carthage. In this way, he demonstrated the close proximity of this great enemy and obtained the decisive vote to annihilate the town. Thus was born his famous quotation: «Delenda est Carthago»... «Carthage must be destroyed.»

Jérôme is a fruit farmer at the King's Gardens at Versailles.



La **fève** servait de jeton de vote pour désigner le roi du banquet lors des saturnales, fêtes de la liberté, où tout était inversé : les maîtres obéissaient aux domestiques, les domestiques donnaient les ordres.

Jeff est psychanalyste, il pratique la photographie avec passion.



À partir de 1855, le moine autrichien et botaniste Gregor Mendel a passé 8 ans à croiser des **petits pois**. C'est à travers cette activité sociale débridée qu'il a ouvert le chemin de la génétique en découvrant la transmission des caractères héréditaires biologiques.

Colin, plein d'humour a immédiatement accepté l'idée.



Un vieux dicton japonais dit que manger trop de **myoga** rend oublieux ou stupide.

Asafumi est un jardinier japonais, il cultive avec sa femme **Naomi** des légumes de l'archipel nippon pour les chefs étoilés.



« En rang d'**oignon** » n'a rien à voir avec la cuisine ou le jardinage. Artus de La Fontaine Solaro, baron d'Oignon, était Maître de Cérémonie auprès des rois depuis Henri II. Il assignait les places aux seigneurs et députés présents selon leur rang. C'est pourquoi dans cette expression, oignon n'a pas d'« s » et qu'il devrait prendre une majuscule.

Gaston est torrificateur.

Partenaires 2012



- **GrDF** distribue le gaz naturel dans plus de 9400 communes. Soucieux de la qualité de vie au coeur des villes, GrDF soutient naturellement les initiatives respectueuses des hommes et de leur environnement.

- **Philips** : est un groupe centré sur la santé et le bien-être des personnes. Acteur majeur de la vie quotidienne des français, Philips Consumer Lifestyle conçoit des solutions favorisant l'adoption d'un mode de vie sain et rendant la vie à la maison plus simple et plus agréable.



- **Vilmorin** : est la référence mondiale du végétal et développe son expertise depuis 1743 au service des jardins, de la santé des plantes et de l'entretien des plantations.



- **Picto** : spécialiste du traitement de l'image photo et de l'impression numérique. Labo photo professionnel au service des photographes, agences de publicité et annonceurs, il soutient les photographes par ses prix, bourse et expositions photographiques.

Soutien aux associations

Ils sont présents dans le livre, un espace leurs est dédié.

Jardin de Cocagne



Les Jardins de Cocagne sont des jardins maraîchers biologiques à vocation d'insertion sociale et professionnelle. Ils permettent à des adultes en difficulté de retrouver un emploi et de (re)construire un projet personnel.



Jardin dans la ville / Université du goût,

Au coeur d'Argentan, les « Jardins dans la ville » retissent du lien social à partir de la culture de légumes de façon biologique. C'est ici que l'Université Populaire du Goût a vu le jour, insufflant une nouvelle dynamique au chantier d'insertion.



Fédération Nationale des jardins familiaux et collectifs

Les Jardins Familiaux sont des groupes de parcelles potagères mises à disposition des familles de jardiniers vivant en habitat collectif moyennant une cotisation annuelle modique. Les produits du jardin sont strictement destinés aux besoins de la famille et ne peuvent être vendus.



Contacts :

France

Laure Augustins : 06 26 65 80 69
laure.augustins@joelledolle.fr

Germany

Eva Gravayat : +49 (0)176 3954 6162
eva.gravayat@joelledolle.fr

Auteurs :

Photographs

Joëlle Dollé : 01 48 04 70 85 - 06 09 33 93 80
contact@joelledolle.fr

Text

Christophe Opec : 01 48 04 70 85 - 06 82 56 26 88
christophe.opec@joelledolle.fr

www.deslegumesetdeshommes.fr

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