



Column

Rosa Eskelund

Rosa Eskelund is the owner of RosesForever ApS, a rose grower and breeder in Denmark.

Flowers say more than a thousand words

Giving flowers is a powerful means of communication. Bring someone a flower and you are sending a truly personal message. It is not so much the value of the bouquet or the plant, as it is the sincerity of the "I love you", "congratulations" or "get well soon". Flowers may well be the first greeting for a mother and her newborn baby, just as it may be the last sign of gratitude to put on the grave of a lost loved one.

Bringing plants and flowers into our homes satisfies our longing for nature. The colors, the scent, the freshness of flowers indoors stimulates us in positive ways that are hard to describe. Never the less, it's a scientific fact that people who surround them with flowers and plants – are simply happier! I have always loved walking into a flower shop. To get that sensation of being welcomed by freshness and wonderful scent of many different flowers. A very special atmosphere – just like walking into a greenhouse filled with flowers.

Certain flowers have signaling value in other distinct ways. Especially the rose sends clear messages solely by the fact that it's a rose and not just any flower or plant. So how can it be that the rose tend to draw us more than other flowers? Perhaps because it is at once fragile in its appearance and yet robust.

"A rose is a rose is a rose"

The rose is a well know icon in many contexts. For example, "Sub rosa" means underneath the rose. In the middle ages, a rose hung from the ceiling in a room was a symbol that confidentiality and secrecy was expected from those present. Rose associations around the world show that the rose is something that brings people together. No other flower or plant is so widely represented by clubs and associations from around the world. The interest in roses is simply enormous. I am thrilled that the 2018 - World Convention of Rose Societies, is going to be hosted in Copenhagen. People who love roses, from near and far, will gather for this event - for a rose. What interest, what knowledge!

A rose is a rose is a rose, and always will be! I love my work, and I love to develop new rose varieties. It is my passion. Every year when the new roses sprouts in my development greenhouse, I get truly enthusiastic – even about the ones I have to discard. Whether it is an Infinity rose with big well-shaped flowers, a fragrant Plant'n'relax rose or the one that ended in the compost - a rose can only be beautiful. ●