



INDIAKA

CYCLAMEN
OF A NEW KIND

PRESS KIT 2022

Bringing joy and vibrancy through autumn and winter

Indiaka cyclamen add a splash of colour to life



Anyone who thinks cyclamen are old-fashioned has never seen an Indiaka cyclamen. With bright colours and striking mottled, bicoloured flowers, this new cyclamen variety presents itself as a modern trendsetter that is capturing the hearts of young plant lovers. Indiaka cyclamen blooms lushly and persistently from September to March and is easy to care for. Whether as a balcony, bed or house plant, a cut or pot flower, a table decoration, Advent decoration or a gift, the colourful Indiaka Cyclamen looks great in every situation. It adds a splash of colour to life, spreading cheer throughout autumn and winter.

A new cultivar with trend potential

The ancestors of today's cyclamen arrived in Europe from Anatolia in the 17th century. Today, thanks to horticultural successes, cyclamen are among the most popular ornamental plants in autumn and winter. The Indiaka cyclamen from French cyclamen breeder Morel is a particularly charming example. Its petals are divided horizontally into two sections.

While the lower section is white, the upper part shines in bright salmon, pink, violet or magenta. It is these unique colours that distinguish the Indiaka cyclamen from earlier cyclamen varieties, making it fresh and modern. Its flowers form a strong contrast to white, making balconies, terraces and interiors shine in autumn and winter, exuding freshness and cheer.

Bright colours have also had a major influence on this cyclamen's name. Indiaka is actually the name of a volleyball-like ball game from Brazil. In this game, two teams hit a shuttlecock decorated with feathers, known as the Indiaka, over a net into the opposing field. Breeders named this cyclamen Indiaka because its colourful petals are reminiscent of the bright feathers of the Indiaka shuttlecock. With its spectrum of colour, it spreads as much vitality as the fast-paced game.



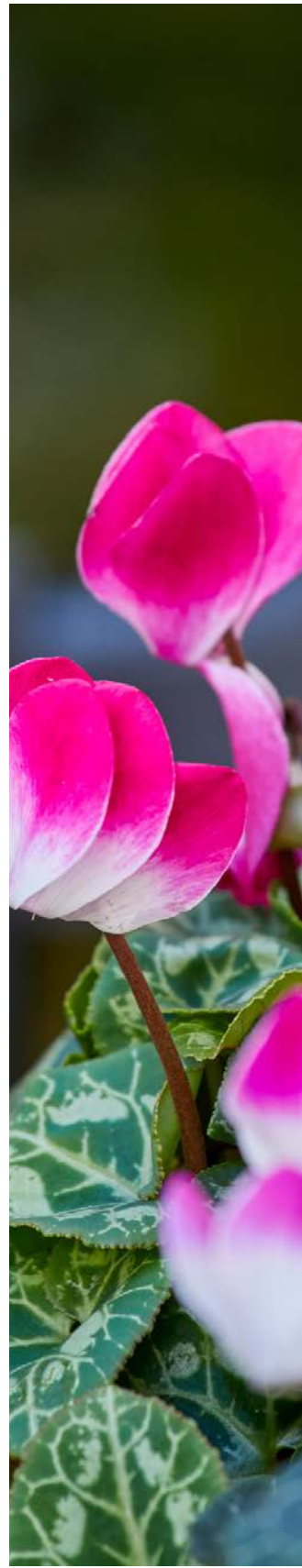
Colourful mood lifters for indoors and outdoors

With their bright flowers, Indiaka cyclamen bring colour into the winter season and create feelings of happiness on dreary days. And they do so both indoors and outdoors, because this pretty ornamental plant thrives at temperatures between -2 and 20 degrees Celsius. As a pot plant or cut flower, Indiaka cyclamen can bring interiors to life in the winter season. In balcony boxes, tubs, pots and beds, their magnificent flowers bring colour to balconies, terraces and gardens, preventing melancholy moods and autumn gloom.



Indiaka cyclamen as a table centrepiece, Advent decoration, or gift

Indiaka cyclamen not only decorate terraces, balconies, and gardens; as a pot plant or cut flower they are perfect as creative Advent decorations, festive table centrepieces, or individual floral gifts. Using simple methods, this beautiful plant can be arranged in many different ways. There are no limits to your imagination and creativity!



Care tips for maximum flowering

Indiaka cyclamen are true flowering wonders and very easy to care for. Follow a few simple tips and they will produce a constant stream of new flowers throughout autumn and winter, spreading abundant cheer with their bright colours.

For long lasting flowers, Indiaka cyclamen need a bright spot without direct sunlight and temperatures between -2 and 20 degrees Celsius.

As houseplants, they prefer a location near a window facing east or west and moderate room temperatures between 16 and 20 Celsius. As such, rooms that don't see as much central heating – such as bedrooms, bright corridors or stairwells – generally offer better conditions than a warm, cosy living room. These plants should never be placed directly next to the radiator when it is on.

Outdoors, the Indiaka Cyclamen enjoys a spot in partial shade, protected from strong winds and rain. In late autumn and winter, a sunny location is no problem in central Europe, as the sun's radiation isn't strong at this time. At temperatures below -2 Celsius, it helps to place the plant close to the house wall. There, the plant will benefit from the waste heat of the building. A roof or a raised location will also protect the plant from the cold. However, in the case of heavy frost, Indiaka cyclamen should be kept in a bright garage or garden shed until the weather warms up again.



When watering, keep the soil slightly moist. Cyclamen do not tolerate waterlogging. Remove excess water from the pot or saucer after 30 minutes at the latest. To provide the plant with sufficient nutrients, it is advisable to add a commercial flower fertiliser to the water once a month during the flowering and growth phase.



To stimulate the formation of new flowers, any damaged flowers and leaves should be removed regularly. To do this, simply pull out the stem gently from below.

After the flowering period, do not fertilise the Indika cyclamen and only water very sparingly. In a semi-shaded place outdoors, protected from rain, the cyclamen will gather the strength to flower again in autumn.



Give the gift of joy in autumn and winter

Colourful gift ideas with Indiaka cyclamen

Whether as a birthday present, a souvenir for a dinner invitation or as a thank you gift, you can't go far wrong with flowers. In autumn and winter, cyclamen are one of the most frequently gifted flowering plants. It's no wonder, as these striking ornamental plants are one of the flowering stars of the season.

You'd be mistaken for thinking cyclamen are old-fashioned or stuffy. Modern varieties such as the Indiaka cyclamen are proving particularly popular among young plant lovers. With their brightly coloured, almost flaming flowers, they add colour to any space and spread instant cheer. And they do this both indoors and outdoors, because the easy-care cyclamen thrives at temperatures between -2 and 20 degrees Celsius. A beautifully flowering Indiaka cyclamen makes a perfect present in itself. However, it's made even more special with a bit of love, transforming into unique gift. Here are some colourful gift ideas for this special plant.



Indiaka cyclamen wrapped in felt

The Indiaka cyclamen wrapped in felt is an enchanting gift that is quick and easy to make.

You will need an Indiaka cyclamen, felt that matches the colour of the flower, coloured jute twine, hot glue, scissors and a button.

Here's how to make it:

- 1** Cut a square piece of felt. It has to be big enough so that the flower pot can be completely folded into it and the corners still protrude a good bit over the edge.
- 2** Place the pot with the Indiaka cyclamen in the centre of the felt. Fold the opposite corners of the felt upwards so that the top of the pot is covered.
- 3** Tie the felt cover to the pot with the jute string. It looks especially nice if you loop the string around the pot several times and make a bow.
- 4** Finally, glue the button to the middle of the loop with hot glue. Job done!

Tip: If you like, you can add a personal greeting on a plant label.



Flower magic in a DIY bag

A bright Indiaka cyclamen in a lovingly decorated paper bag is a beautiful, thoughtful floral gift. Sticking your own designs onto the bag is fun and ideal for craft activities with children. In addition to an Indiaka cyclamen and a matching paper bag, you will also need coloured paper or card in your favourite colours, a pencil, scissors and glue.



Here's how to do it:

- 1** Draw desired shapes with the pencil, cut them out and arrange them on the paper bag.
- 2** Once everything fits, stick the shapes on, let the glue dry and place the cyclamen in the bag.
- 3** If you like, you can tie a cardboard label with a personalised message to the handle.

Your gift is complete!

Indiaka cyclamen with autumn grasses

This DIY decoration with Indiaka cyclamen in a natural, autumn style makes a great decoration or gift idea for a garden party. Dried grasses make the bright colours of the cyclamen shine even more intensely. This piece forms a striking display for terraces, balconies and garden tables and is very easy to make.

You'll need a wooden box, four Indiaka cyclamen in bright pink, dried grasses, jute ribbon, scissors and hot glue.



Here's how to do it:

1

Lay the grasses next to each other according to size and cut the lower ends straight.

2

Then stick the grasses all around the box. To maintain a clear view of the colourful flowers, place the longer grasses at the corners.

3

Next, wrap the box with jute twine to ensure the grasses do not slip out of place.

4

Finally, seal the twine and any thin spots with more grasses and place the cyclamen in the box.

Job done!

Tip: This natural decoration is also a great gift idea for garden parties!

Indiaka cyclamen in a natural, autumnal DIY pot

With their bright colours, Indiaka cyclamen can be beautifully presented in DIY pots for a natural, autumnal look. These decorative pieces are quick to make. Simply apply a strip of double-sided adhesive tape halfway up a collection of glass jars and stick decorative leaves all around. Then tie various ribbons and cords around the jars and knot cones to the ends. Place the cyclamen (in their plant pots) inside the jars and fill the spaces in between with moss. Kept in a bright location without direct sunlight and at room temperatures between 16 and 20 degrees Celsius, cyclamen will consistently produce new flowers from September to March, making rooms pop with beautiful colours throughout autumn and winter.



In a frenzy of colour

Vibrant table decorations with Indiaka cyclamen

Shortly before hibernation, nature finds its grand finale in the autumn when it plays all its trump cards. With rich colours, intense smells and delicious fresh produce, this season sings to our senses. Among the flowers in bloom after summer, the Indiaka cyclamen is a superstar. With its bright, bicoloured petals it provides bursts of colour and joy, both indoors and outdoors, either potted up or cut and displayed in a vase. Thanks to its intense colour and versatility, the Indiaka cyclamen makes a fantastic floral table decoration. Here's a collection of ideas to create spectacular settings to suit every taste.

A lavish holiday scene with Indiaka cyclamen and seasonal fruits



On a balmy autumn day, there's nothing better than a celebratory get-together outdoors – apart from when seated at a table bedecked with beautiful fresh flowers. Here, a row of Indiaka cyclamen in bright magenta and violet set the scene for an occasion filled with joy. This autumnal table is topped with seasonal fruits such as grapes, apples, plums and figs, together with more floral decorations of heather, brassica, and snowberries.



Charming place settings to welcome guests can be made by inserting cut Indiaka cyclamen stems together with a sprig of snowberries in a coloured flower tube (sometimes called water vials).

Minimalist table decoration with Indiaka cyclamen

At this dinner table there's no need for a decorative tablecloth, as Indiaka cyclamen plants are stars of the show, together with a selection of choice blooms. This DIY centrepiece can be made by hand, as the rectangular container is made of coloured cardboard. Coasters are topped with stems of Indiaka cyclamen in various shades, while glass tubes of coordinating cut flowers and garlands of dried Amaranthus are scattered amongst each other, creating a garden-style scene indoors. Meanwhile, Indiaka cyclamen flowers are arranged together with chrysanthemums atop plates.



DIY idea: a cheerful centrepiece for the coffee table



Spread boundless cheer with Indiaka cyclamen decorations in eclectic, homemade glass pots. These DIY containers are quick to make.

Simply wrap empty jars or other glass containers with decorative tape or ribbons that match the colour of these bright blooms. To keep decorations in place, it's important to clean glass jars thoroughly beforehand. Tip: Since there are no drainage holes in jars, water very carefully. Indiaka cyclamen like to be kept slightly moist, but they don't tolerate waterlogging!



Table decorations with cut cyclamen



A small, perfectly formed bouquet of cut Indiaka cyclamen makes a salmon-coloured centrepiece on this autumn coffee table. For this artistic decoration, a wreath of pink snowberries provides a frame for the upright cyclamen stems.

This display brings bountiful colour to the darker seasons. Here, various glass bottles contain cut Indiaka cyclamen, eucalyptus branches and colour-matched flowers from the garden, combined with waxed purple pinecones – all arranged carefully across a decorative tray.

Colourful floral decorations in December

Advent Decorations with INDIKA Cyclamen

Advent and Christmas are the most popular periods for crafting and decorating, more so than any other time of the year. Even many people who don't celebrate Christmas still decorate their homes at the end of the year, because when it's dark and gloomy outside, a lovingly dressed indoor space lifts spirits to make all the difference.

Colourful winter flowering plants can create cosy indoor retreats. They brighten up winter rooms, bringing cheer and celebration. The INDIKA cyclamen is a new flowering plant set to take centre stage this season. With its bright, bi-coloured flowers, this beautifully flowering variety creates an attention-grabbing display that can surprise and delight as an Advent decoration. Here, a selection of examples offer inspiration.

Advent table decoration with INDIKA cyclamen

A large, round glass bowl forms the basis for this Advent decoration in a fresh, natural look, which also makes a perfect centrepiece on the Christmas table. To create it yourself, simply arrange bright magenta INDIKA cyclamen plants in a bowl together with pine and larch branches, moss and pinecones.

Tip: Water carefully, as INDIKA cyclamen do not tolerate waterlogging. Indoors, these beautiful flowers feel at home at temperatures between 16 and 20 degrees. This means an overheated living room is not always the ideal place.



Flowering Advent Wreath in Pink



This charming Advent decoration with bi-coloured INDIAKA cyclamen is a real hit for those who love all things pink. This flowering alternative to the classic Advent wreath is quick to make. Simply arrange green foliage, four candle holders, snowberries, and brightly coloured INDIAKA cyclamen flowers in a watered foam wreath. Add matching candles, and you're done!

Tip: Remember to keep the foam wreath moist. Withered flowers can be easily replaced.



Wall Wreath with Cut INDIAKA Cyclamen

It's impossible to imagine Advent and Christmas without wreaths. This stunning example is made with cut INDIAKA cyclamen, strung from an indoor wall where it captures most attention. This decorative piece is quick to make. Simply bind holly and berry branches around a ready-made wreath ring, fixing them with wire. Then, insert water-filled flower tubes between the branches and place cut cyclamen inside.



Bright Christmas decoration for the garden

In a corner of the garden, this Christmas still life scene invites you to pause. Pots of heather, Gaultheria mucronata, and a big basket of INDIKA cyclamen form a colourful ensemble, together with fir branches, cones, and ornamental pumpkins. These bright, bi-coloured cyclamen flowers sing of cheer and celebration.

Tip: The easy-care cyclamen thrives in a bright location without direct sunlight and at temperatures between minus two and 20 degrees both indoors and outdoors.



Reprint free of charge, please provide a copy of publication.

Copyright©Indiaka Cyclamen



About Morel Cyclamen

A passion for cyclamen for more than 100 years

The Morel family has been growing cyclamen in the south of France since 1919 and has developed around 280 different cyclamen varieties from generation to generation. These range from standard cyclamen to very unusual varieties, for indoor and outdoor use, with a wide range from mini to maxi flower size.

Local and environmentally friendly

MOREL produces and researches 100% in Fréjus - France and is committed to local, responsible and environmentally friendly production.

Robust quality plants

The selection of cyclamen varieties has been carried out since 1945 in the south of France, in a Mediterranean climate.

This climate is characterised by heat, high light intensity and strong fluctuations in relative humidity. Long and very dry periods alternate with short periods of intense and abundant rainfall. Therefore, super resistant F1 hybrids result from the combination of two robust parent lines.

Press Contact

Stéphanie BAUER (DE)

Tel: +49 162 69 68 479

E-mail : pressede@indiaka.eu

Héloïse MOREL (FR)

Tel. +33 (0)4 94 19 73 15

Mob. +33(0)6 31 87 68 18

E-mail : heloise.morel@cyclamen.com



indiaka.eu



[indiaka_cyclamen](https://www.instagram.com/indiaka_cyclamen)

Click here
for our picture
database





INDIAKA
SHARE THE JOY



Click here to
download our
picture catalogue