

**Press release**  
**6 May 2019**

### **Floralien Ghent 2020, innovative and refreshing**

- Centrally located in the city at one location: the ICC, Floralienhal and the Kuipke
- Theme for 2020: "My Paradise, a Worldly Garden"
- Period: 10 days of bloom from 1 to 10 May 2020
- A new and enthusiastic organisation group who aim to give it their all.
- Campaign image: Wim Opbroeck is the model for an innovative edition of Ghent Floralien

**From 1 May to 10 May, the city of Ghent will be dominated by Floralien 2020. The iconic location of the Floralienhal in the Citadel Park – will provide the backdrop for the most beautiful creations by nationally and internationally renowned florists, ornamental growers, garden architects and artists.**

### **Central in and to the city**

Cities have increasingly less room for green spaces. For 10 days, Floralien wants to present a counterbalance to this with a dynamic, green and flourishing environment created by the local and international horticultural sector and with an offer of amazement, workshops, pop-ups, green- and concept rooms. At Floralien 2020 visitors will be shown the latest developments in the field of trends, sustainability, research and innovation.

The flower and plant festival will take place in the usual buildings of the ICC, the Floralienhal and the Kuipke. By choosing the Floralienhal we want chiefly to focus on the authenticity and the essence, on a green experience with a clear acknowledgement of business-related aspects.

In the run-up to the next edition, Floralien will collaborate with the likes of such Ghent organisations as Community Gent, vzw Jacobus, Liberales, Huis van Alijn, the neighbours of the S.M.A.K., St. Bavo's Cathedral, de Krook, OMG Van Eyck Was Here, Historische Huizen, de Tuinen van Beervelde and the Province of East Flanders (for the Van Eyck year). The aim is to write a single Ghent story about greenery in the city, flowers and plants.

*The above-mentioned organisations will include "the story behind flowers and plants" in their programming.*

### **My Paradise, a Worldly Garden! – as the theme**

In our modern society of rationalism, and the massive influence of technology, fast means of communication and individualisation, people are increasingly attempting to find silence and peace, themselves, and their personal paradise. Each person has their own version of a personal paradise. Some may find it in a plant-filled living room, urban greenery, parks or nature reserves. While others might find it closer to home in their own garden, inspired by the 'gezond uit eigen grond' ['healthy products from my own garden'] principle or simply enjoy walking through nature.

The starting point and source of inspiration for "My Paradise, a Worldly Garden" is the Lamb of God by the Van Eyck brothers and a print of Bishop Triest's garden, which shows a functional garden and a pleasure garden, indigenous and exotic plants. For example a citrus tree, the symbol of Italy, which is part of the pleasure garden. Hereby, an image is sketched of *the migration of flowers and plants*, the past and present of Ghent, a city created at the intersection of the Leie and Scheldt, and today in particular still a green, liveable and malleable city.

### **#OMG Van Eyck was here!**

In 2020, Ghent pays tribute to Van Eyck, the Flemish Master who is inextricably linked to the city by the Mystic Lamb. Floraliën Gent 2020 is a partner in the program of the Van Eyck year.

### **Wim Opbrouck is the focus of the campaign image**

To illustrate the new, fresh, somewhat mischievous approach of this new edition, we called upon Wim Opbrouck, who in the past too has clearly left his mark on life in our city and who remains a very active symbol of passion for our city. He regularly explains how the city has captured his heart. This love for Ghent is also a symbol of the campaign image, My Paradise, a Worldly Garden: Wim Opbrouck as an angel dressed in white with wings made of flowers.

### **Higher, faster, further**

As an organisation, too, we are ambitious. "The whole city should feel the beating heart of the Floraliën in 2020", says Frederik Matthys, the new president of Ghent Floraliën. "We must live up to our role as a sector representative but also as an organiser of this wonderful exhibition".

That is why we opted for clarity, simplicity, great mobility and efficient accessibility by public transport. We have also set aside room for art, design and creativity. Anyone who shines a spotlight on flowers and plants in a social context (in a sport such as cycling, for example) can affiliate themselves with the Floraliën.

We are looking beyond that as well and are on the lookout for new, younger target groups. This is also why the prices will be lower: the Floraliën are for everyone.

For more information go to:

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Appendix:

- Ghent Floraliën 2020 campaign image