



PRESS RELEASE

February 3, 2021

Ghent Florales are moving to May 2022

Ghent- February 3, 2021- The Board of Directors of Floraliën Ghent (Royal Society for Agriculture and Botany npo) has decided, after consultation with the members of the General Assembly, that the next edition of Floraliën will take place from April 29 to May 8, 2022 .

“We have been constantly updating eight scenarios since last summer in the hope that we could stay ahead of corona, this week our Board of Directors, in consultation with the competent authorities, has taken the decision. Early May this year is not feasible for an event such as Floraliën with the expected 100,000 visitors or an average of 10,000 visitors per day ”, says Alexander Vercamer, Chairman of the Board of Directors.

The original theme “**My paradise, my worldly garden**” will be retained for the 2022 edition. Now that we live more at home in our bubbles, our own environment or garden, we notice that more people pay attention to fresh greenery and colorful plants in their garden, living room or terrace.

Due to this new postponement, the edition was originally planned in May 2020 when a full lockdown was set, we as an organization have the opportunity to continue the renewal of the event. In this context, a short 6-day contemporary hybrid event is being prepared for May 2021. “We will end on Mother's Day, which is ideal for us,” says Alexander Vercamer, Chairman of the Board of Directors.

The planned hybrid event in May 2021 should make Floraliën attractive to a new and younger audience of “digital natives” and young families. “We are working on a presence from Flanders with connections to different locations. We will inform you later how it will look” agrees chairman Alexander Vercamer.

The details of the hybrid event, as well as the name of the 6-day event, will be announced later.

All vouchers remain valid for the edition of Floraliën 2022 and all customers will be informed. For general information about this, the email address for individual tickets (tickets@floralien.be), groups (veerle@floralien.be) or VIP customers (vip@floralien.be)

On behalf of the Board of Directors,

My paradise, a worldly garden "will remain the theme of the next Floraliën. In our society, people are increasingly looking for peace and tranquility, for themselves and for their personal paradise. That paradise is in a different place for everyone. Some find it in their green living room, others feel best in a park or in their own garden. Wim Opbrouck adorns the campaign image of the next edition as an angel with wings of flowers. The actor completely lost his heart to the city of Ghent, likes to spend time in his own spacious garden and in the past also clearly left his mark on life in our city.

For more information:

Floralien Gent – Pieter Toebaert – Algemeen Directeur- pieter.toebaert@floralien.be
www.floralien.be - <https://www.facebook.com/gentsefloralien/>