



BRUSSELS FLOWER CARPET

16/19
AUGUST '18
GRAND-PLACE



“The Grand-Place – the jewel of Brussels – is celebrating twenty years as a Unesco World Heritage Site this year. Every other August, an exceptional event makes it even more splendid and unmissable than normal: the famous Flower Carpet. This summer’s monumental yet ephemeral work is Mexican-themed, decked out in the colours of the Guanajuato region, which has a rich floral tradition. I would like to thank our Mexican friends along with the artists, artisans, gardeners and all of the volunteers who are involved in creating this masterpiece featuring hundreds of thousands of flowers. I look forward to welcoming you to see it from 16 to 19 August!”



Karine Lalieux

*Alderwoman for Culture and Tourism of the City of Brussels
President of the Brussels Flower Carpet association*

“It is an honor for Guanajuato to participate in the 2018 Flower Carpet event. We would like to thank the City Council of Brussels and the Brussels Flower Carpet association for inviting the art of our Uriangato carpet makers into the heart of their city. Ephemeral art is not of lesser value because its lifespan is short. Quite the opposite: it is a valuable allegory of the brevity of our existence. Our Uriangato carpet makers have become cultural ambassadors of Mexico. Please consider our presence in the Grand-Place as an invitation to discover our state. We look forward to see you in Guanajuato!”



Miguel Márquez Márquez

Governor of the State of Guanajuato

PRESS RELEASE

Brussels Flower Carpet brings Mexican cultural jewel Guanajuato to the centre of Europe

20th anniversary of the Grand-Place as a Unesco World Heritage site celebrated with an extraordinary floral exhibition at Brussels Bourse square

For the first time in its history the Flower Carpet on the Brussels Grand-Place adopts a Latin American theme. It is devoted to Guanajuato, a Mexican region with an exceptionally rich culture, history and flower tradition. To celebrate the 20th anniversary of the Grand-Place becoming a Unesco World Heritage site, visitors will also be treated to a stunning floral exhibition at the Bourse square.

More than 500,000 flowers on the “most beautiful central square in the world”: the Flower Carpet, which can be admired from 16 to 19 August inclusive, attracts tens of thousands of enthusiasts to the capital of Europe from home and abroad every two years. This year will be no different, because the organisers' decision to adopt “**Guanajuato, cultural pride of Mexico**” as the main theme promises another captivating edition that brings two of the world's most important floral traditions together.

Unprecedented cultural treasures

The colourful Mexican state of Guanajuato has a long tradition of creating carpets, just like Brussels. The annual highlight is “**La Octava Noche**” in **Uriangato**, a city in the south of Guanajuato. There, residents decorate kilometres of streets in carpets of coloured sawdust in memory of their patron saint, archangel St. Michael, which they share with the City of Brussels.

Although this religious tradition dates back to the Spanish colonial era, the tradition of creating sawdust carpets began in 1966. This annual spectacle is traditionally concluded with a nighttime procession over the carpets, “La Octava Noche” (“The Eighth Night”), the most important event for ephemeral art in Central Mexico. Uriangato has already organised two international meetings for flower carpet artists.

However, Guanajuato is also a region of unprecedented cultural treasures. With two World Heritage cities - the capital city of the same name, Guanajuato, and San Miguel de Allende - and five “magical villages” (“pueblos mágicos”) known for their authentic and historical character, archaeological sites and contemporary art scene, it has a great many goodies to offer.

What's more, it is also the birthplace of a number of indigenous population groups, such as **the Chichimeca, the Otomí, the Chupícuaro and the Purépecha or Tarascan**, renowned for their precious earthenware and rich culture. Uriangato is a place where the Chichimeca and

Purépecha civilisations converge. In short, providing an abundant source of inspiration for the first Latin American carpet on Belgian soil.

A puzzle spanning 1,800 square metres

The original design of the carpet was produced by the young graphic designer **Roo (Ana Rosa Aguilar Aguado)** from Uriangato. She incorporated lots of typical symbols, natural elements and motifs from Guanajuato's traditional culture to produce a harmonious whole in the characteristic reddish-brown colours of the region. Afterwards **Mark Schautteet**, the Brussels Flower Carpet's permanent designer, translated her design into a floral creation in life-size format.

The large number of details means this is the most complex design since the very first Flower Carpet in 1971. Its construction also promises to be a truly amazing feat. Around a hundred volunteers will assemble the gigantic flower puzzle measuring 75 by 24 metres in less than eight hours. Good for a surface of over 1,800 square metres, including dahlias, grass and bark, in addition to the famous Belgian begonias from the region of Ghent. On this occasion, the permanent volunteers of the **AVBS (Flemish Nurserymen and Growers Federation)** will be helped by Mexican and foreign carpet layers.

Visitors can admire this unique design from Thursday 16 to Sunday 19 August inclusive. The balcony of Brussels City Hall offers a breath-taking view of the scene. Tickets can be purchased at the entrance of the City Hall. Admission to the Grand-Place is free.

Unesco monuments in flowers

However, this year there's more because it is twenty years exactly since the Grand-Place in Brussels was recognised as a Unesco World Heritage site. What better way to celebrate this than ... yes, with flowers!

At the invitation of the Flower Carpet's organisers, the **Comisión Gestora Internacional de Alfombristas de Arte Efímero** brings over dozens of carpet artists from Spain, Italy, Germany, Malta, Japan and Mexico to the Belgian capital for a unique floral exhibition in front of the Brussels Stock Exchange building: "Monuments of Unesco in Flowers".

With the Grand-Place as the backdrop, the various delegations will each create a small carpet depicting a Unesco monument, thus demonstrating their distinctive working method and style. Besides flowers other natural materials will also be used. There will be eight ephemeral creations allowing visitors to embark on a journey along some of the most spectacular landmarks in the world. For Belgium a team of children will produce a floral design of Brussels City Hall.

The **Comisión Gestora Internacional de Alfombristas de Arte Efímero** brings together thirty or so organisations of flower carpet artists from Europe, Latin America and Asia - including the Flower Carpet association from Brussels and La Octava Noche from Uriangato. It organises joint projects and conferences to encourage the exchange of experiences and techniques and further

promote and spread knowledge of this ephemeral carpet art. It is also putting together a case to obtain recognition from Unesco for this transient art form as intangible cultural heritage.

“Monuments of Unesco in Flowers” will be constructed on Friday morning 17 August and can be visited free of charge up to and including Sunday evening 19 August.

Flower Carpet 2018: practical information

■ Programme:

- **Flower Carpet “Guanajuato, cultural pride of Mexico” at the Grand-Place**
 - Construction of the Flower Carpet: 16 August, 5.00 a.m. to 12.00 noon
 - Official opening with sound and light show: 16 August, 10.00 p.m.
 - Visit to the City Hall balcony:
 - 16 August, 1.00–6.00 p.m. (last admission: 5.30 p.m.)
 - 17-19 August, 10.00 a.m.-10.00 p.m. (last admission: 9.30 p.m.)
 - Sound and light show: 17–19 August, at 9.30, 10, 10.30 and 11 p.m.
- **“Monuments of Unesco in Flowers” exhibition on Place de la Bourse**
 - Construction of the Unesco carpets: 17 August, 8.00 a.m. to 3.00 p.m.
 - Official opening: 17 August, 5.00 to 6.00 p.m.
 - Exhibition visits: 17-19 August, all day
- **Photo exhibition in the Royal Galleries St-Hubert**
 - Until August 18, the 20 previous carpets in the history of the Brussels Flower Carpet are displayed on giant photographs of 6 m².

■ Tickets:

- Panoramic view from the City Hall balcony: € 6.00 at the entrance of the City Hall (free for children under 10). Presale tickets are no longer available.
- The Grand-Place and Unesco exhibition are freely accessible during the entire event.

■ More info on: www.flowercarpet.be

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Press room: <https://flowercarpet.prezly.com/en> (photos in high-resolution will be available on August 16 from 3.30 pm)

About the Flower Carpet

The Flower Carpet (www.flowercarpet.be) is a biennial initiative by the non-profit organisation Tapis de Fleurs de Bruxelles and the City of Brussels. The Flower Carpet has been organised since 1971 and has evolved to become the ultimate point of reference worldwide for events of its kind. Since 2013, it has been alternated with Flowertime (www.flowertime.be), a prestigious floral art event held in Brussels City Hall, to offer flower lovers something to look forward to every year.

“GUANAJUATO’S SOUL ARRIVES AT THE HEART OF EUROPE”



Miguel Márquez Márquez
Governor of the State of Guanajuato

“It is an honor and source of great joy for the state of Guanajuato to participate in the 2018 Flower Carpet event. Our thanks goes to the city of Brussels and the Brussels Flower Carpet association for opening the heart of your city to our own multicolored art, flower carpet artists from Uriangato city.

For 52 years, the citizens of Uriangato (“the soul of Guanajuato”), a municipality located south of our state and famous for its outstanding textile industry, have come together at one of their biggest and most spectacular festivities, “La Octava Noche”. “The Eighth Night”, also called “the night when the sky and the land are dyed in color”, is a multicultural event attended by flower carpet artists from every corner of Mexico, in which artists from Belgium, Italy and Spain have also participated. A beautiful tradition that I am sure will soon be included on the List of Intangible Cultural Heritage of Humanity.

Ephemeral art – due to its fugacious existence - is not of less value; on the contrary, it is a valuable allegory to the brevity of our own existence. A metaphor that teaches us that each day we must perform our tasks with passion, courage, bravery, and somehow why not, heroism. Today our flower carpet artists become ambassadors for Guanajuato and Mexico.

Please consider our presence at the Grand-Place as an invitation to visit the state of Guanajuato, “Mexico’s cultural destination”.

We await you in our two world heritage cities: Guanajuato state capital and San Miguel de Allende. We invite you to visit our five magical towns: Dolores Hidalgo, Jalpa de Canovas, Yuriria, Salvatierra and Mineral de Pozos. To marvel at our five archaeological zones: Cañada de la Virgen in San Miguel de Allende, Plazuelas in Penjamo, Peralta in Abasolo, el Coporo in Ocampo, and Arroyo Seco in Victoria. To discover our wine route, in “el Valle de la Independencia”, integrated by the municipalities of San Miguel de Allende, Dolores Hidalgo and Guanajuato. Our tequila route and mezcal in Penjamo and San Felipe. And to experience every October, the Festival Internacional Cervantino, the most important cultural event in Latin America, considered since 1972 to be one of the top five most important festivals in the world.

As you may have noticed, we, the Guanajuato people are proud of our historical and cultural wealth because it has given us a solid identity and a vocation of transcendence.

Once again, our gratitude and acknowledgement to the flower carpet artists of Uriangato that represent Mexico today, and the city of Brussels and the Brussels Flower Carpet association for their warm hospitality. We await all of you in Guanajuato. We are sure that you will all feel at home.”



BRUSSELS AND URIANGATO: TWIN CITIES

Brussels and Uriangato: these cities have been linked since they were founded as they are both protected by St Michael the Archangel.

Although geographically far from each other, two of their main traditions began in the mid-20th century: the first flower and sawdust carpet was made in Uriangato in 1966 and the first large flower carpet was laid out in the Grand-Place in Brussels in 1971. These craftwork creations have lent prestige to both cities ever since.

The first step towards building a warm, friendly relationship was taken with the Brussels delegation at the **First International Conference of Carpet Makers** in Uriangato in 2016. This relationship was consolidated the following year when Belgian carpet makers attended the Second International Conference and reaffirmed their artistic similarities through ephemeral art.

This year will go down in history and forever be remembered in both cities as they will share their passion, love and creativity at the best ephemeral art event in the world.

FLOWER CARPET 2018: THE DESIGN



The carpet was inspired by three indigenous cultures of Guanajuato: the Otomí, the Chupícuaro and the Purépecha.

The central feature is a **bird typically found in Otomi embroidery**. Surrounded by flowers to represent Mexico's great natural wealth of plants and wildlife - over 1.100 bird species and over 24.000 plant species - the bird is framed by a sun. Not only does this allude to the main deity of the Purépecha people, but also the meaning of Uriangato, the shortened version of the Purépecha name for the municipality, which translates as: "place where the sun sets on top".

This red and yellow sun representing the strength of the Purépecha people is embedded in a **Talavera plate**, typical pottery made in the north of the State of Guanajuato, specifically in

Dolores Hidalgo, the birthplace of the Mexican independence movement. This plate also represents Mexican cuisine's flavours, aromas, textures and colours that ensure each and every dish is a delight for all our senses. As such, they deserve to be served on a special plate hand decorated by Guanajuato artisans.



This plate is flanked by **two frogs** representing the Purépecha origin of the name of our State of Guanajuato, which means "hill of frogs or mountainous place of frogs". They bear a cross on their backs to remind us that the area was evangelised in the 16th century. Next to them are **four yellow flowers** representing the four cardinal points, and **four red flowers** representing the four elements: earth, water, air and fire.

The reddish background and the yellow or sandy colours represent **ceramics made by the Chupícuaro**, one of the oldest cultures in Mesoamerica known for their pottery and their step pyramids. **Four large stylised flowers** represent Mexico's four main historical eras: pre-Hispanic, colonial, independence and modern-day.

At the two ends of the carpet on a coffee-coloured base, representing Mother Earth, are **two stylised pre-Hispanic warriors** representing the war between the Purépecha and the Chichimeca who fought over the land now known as Guanajuato. Uriangato lies on the border between these two cultures. The most visible part of these warriors is their feet representing our love for our land and our generous, friendly country, Mexico. Their heads and bodies are covered by **two shields**, which again depict the sun. The bonfires in their centres represent Curicaveri, the main Purépecha deity, and the ocote pine fires lit in Uriangato for nine days before the feast day of St Michael the Archangel, the city's patron saint.

The carpet border represents the many different peoples of Mexico, who, nevertheless, all come together as one nation.

The two bottom corners contain the **logos of the governments of Guanajuato and Brussels** (from left to right) and the two at the top depict **images of St Michael the Archangel** of Brussels and Uriangato.

The green, white and red colours running through the entire design represent **the flag of Mexico**, a beautiful country brimming with history, traditions, distinctive cuisines, and, above all, kind, friendly people that welcome visitors from all over the world with open arms.

ONE CARPET, TWO DESIGNERS

MARK SCHAUTTEET: BELGIAN GRAPHIC DESIGNER AND LANDSCAPE ARCHITECT

In the 1970s, Mark Schautteet started working for Etienne Stautemas (pioneer of the begonia carpets) producing various begonia carpets.

Together they created begonia carpets in Brussels, Columbus-Ohio, Vienna and The Hague. These carpets confirmed their major international appeal.

When Etienne Stautemas passed away in 1998, Mark decided to carry on his mentor's pioneering work and further it through promoting the begonia as an export product, using the flower carpets, in association with the begonia committee.

Between our borders many market squares have already been transformed with a stunning colourful begonia carpet designed by Mark Schautteet. Achievements abroad in recent years should also not be overlooked:

- **In Belgium:** Brussels, Tongeren, Seneffe, Koksijde, Leuven, Oudenaarde, Zaventem, Zottegem, Genk
- **International:** Frankfurt, Haarlem, Tel Aviv, Tenerife, Warsaw, Prague, Barcelona, Bern, Shanghai, New Delhi, Tokyo



Koen Vondenbusch, Annette Katz, Mark Schautteet

ROO (ANA ROSA AGUILAR AGUADO): A TALENTED YOUNG DESIGNER

Proudly Mexican, Roo (Ana Rosa Aguilar Aguado) was born in Uriangato, Guanajuato, on 28 July 1987. Her parents, René Aguilar and Rosa Aguado, encouraged her to approach every day and project with hard work and passion.

She completed her degree in Graphic Design with a full grant after working and studying at the University of León for five years. As part of her professional preparation, she gained design experience in tourism and culture projects working in a team and sharing knowledge, successes and especially enthusiasm with people from other cultures with diverse ideas. In 2012 she joined the non-profit organisation La Octava Noche as a designer.



La Octava Noche has been a springboard for challenges for the past six years. During this time, she has designed over 30 carpets in Mexico, and she has recently taken part in international events in La Garriga (Spain), Santiago de Compostela (Spain), Tokyo (Japan) and Elche de la Sierra (Spain). She was also the designer and community manager of the International Conferences of Carpet Makers in Uriangato.

Since she was young, she has been involved in several charitable ventures. She is currently an activist for the non-profit organisation “Refugio Amigo Fiel”, where she helps rescue street dogs and rehabilitate them for adoption. Her work as a graphic designer for a tourism firm has given her an opportunity to discover and share her love for her country.

Her work of art at the 2018 Flower Carpet display in Brussels, Belgium, has turned her into a cultural ambassador of Mexico, mainly representing Guanajuato and Uriangato. It is the first time Mexican graphic and artistic expression is taking part in the best-known ephemeral art event in the world.

“MONUMENTS OF UNESCO IN FLOWERS” EXHIBITION (17-19 AUGUST)

This year marks the twentieth anniversary of the Grand-Place in Brussels, one of the most beautiful central squares in the world according to many, being recognised as a Unesco World Heritage site. On the occasion of this special event the organisers of the Brussels Flower Carpet invited the **Comisión Gestora Internacional de Alfombristas de Arte Efímero**.

This international organisation unites flower carpet artists from all over the world and brings a unique floral retrospective to the Brussels Stock Exchange on the fringes of the Flower Carpet on the Grand-Place. The retrospective is titled “Monuments of Unesco in Flowers”. The commission's president, **Vicenta Pallarès Castelló**, provides us with some more detailed information.

What exactly does the commission do?

"We welcome flower carpet associations that share our objectives and values, from all over the world. The commission comprises thirty members from three continents (Europe, America and Asia) and is currently working on a joint project. This project enables us to communicate about our art, share experiences and techniques during the events we organise, forge new friendships and promote solidarity among members."



Vicenta Pallarès Castelló

This is no ordinary project. How was it created?

"Indeed, the commission is the only organisation that unites flower carpet artists. It was founded shortly before the organisation of the IV Congreso de Arte Efímero in Barcelona, to represent carpet artists, organise joint activities on their behalf and provide unity at conferences."

The Brussels Flower Carpet is widely known. However, in which other countries does this tradition live on and how does it differ?

"Our carpet artists share the same values and objectives and respect the tradition. They use different techniques and resources and present and complete the carpets in a different way. In Spain, Italy and Germany, for example, they have carpets of flowers, sawdust, salt, sand and a combination of techniques for the traditional Feast of Corpus Christi. In Malta, Sicily and Cerdeña they create carpets from flowers, salt or even cross-stitch (a unique and innovative technique) for festivals or other events."

And beyond Europe?

"In Huamantla in Tlaxcala, Mexico, people celebrate the traditional festival "La Noche Que Nadie Duerme" from 14 to 15 August and "La Octava Noche" in honour of St. Michael on 6 October in Uriangato. These are the main national holidays during which people can admire sawdust carpets. In Guatemala sawdust and flower carpets are mainly created during Semana Santa and Corpus Christi. Brazil is also a major player on the South American continent. In Asia, Japan organises large-scale events where stunning, high quality flower carpets are displayed. Korea also has flower carpets and in India people often use pebbles in varying tones of colour that form a detailed drawing; a unique technique."

Lastly: what exactly can we expect from your exhibition during the Flower Carpet?

"It is a unique and exclusive presentation, during which visitors will be able to marvel at part of the Grand-Place and eight world heritage monuments in the form of flower carpets. The monuments will be represented by delegations from Japan, Mexico, Germany, Spain, Italy and Malta."

This event is also highly symbolic, because it also has a mission...

"It is an important occasion for the commission, because we would like to use this project to submit a file to become part of the Representative List of Unesco Intangible Heritage. Our carpet artists all share the same dream and are keen for their flower carpets to be recognised as ephemeral artworks. Creating flower carpets is a centuries-old tradition in which artists have often laboured in silence for decades. We believe the time has come for future carpet artists to receive the recognition they deserve."

MAKING A FLOWER CARPET

Two years of patience and preparation is what it takes to conceive and create the four magical, colourful days of the Brussels Flower Carpet. If there is one thing this thousand-year-old site has, it is patience. The stones have all the time in the world.

The team behind the event has to choose the theme, design the project, and assess just how to grow the right number of begonias while taking into account the variety of colours. Hundreds of thousands of flowers are required, sitting shoulder to shoulder in order to create the patterns, texture and nuances of a carpet unlike any other.

Precise and delicate coordination

The begonia fields are located close together in a single region of Flanders. For several months, the flower producers will plant and cultivate their begonias in order to obtain the exact colours and quantities needed to bring the Flower Carpet to life. When the time comes, these horticulturists will pack and transport the flowers as quickly as possible so as to ensure that they last the length of the event.

A hundred volunteers in action

On the day itself, the life-size design will be transferred onto a transparent plastic sheet. It will then be up to the 100 volunteers to perform an extremely delicate task: "colouring in" this giant image with the right shades of begonias and placing them as close as possible to one another.

All of this work will be carried out in the few days leading up to the Flower Carpet event, which will open on 16 August. This fleeting masterpiece will be on show to the general public for four days.



FLEMISH BEGONIA: UNIQUE IN THE WORLD

With its long flowering period, broad range of colours, variety of shapes and suitability for borders and patios alike, the Flemish begonia has many strengths, which are the result of years of tradition and craftsmanship. No wonder that the Flemish begonia is a success as far away as America and Japan.

Tradition and craftsmanship

Flanders is the world's leading producer of tuberous begonias, thanks to a rich tradition of seed selection and tuber production. Every year, over 30 million tubers are exported to Europe, North America and Japan.

Begonia cultivation is chiefly concentrated in East Flanders, and more specifically in the region around Ghent. Selection companies are continuously looking for new colours and flower shapes. The most popular types are the double begonias and the hanging varieties. The immense Belgian flower carpets of tuberous begonias present an alluring picture and enjoy international renown. The begonias are perfectly showcased in all their colourful splendour.



Flower spectacle for the garden and the patio

Tuberous begonias are the perfect choice for anyone who loves striking colours. Colours range from white to yellow and orange to red, as well as a whole spectrum of pinks; and flowers can be single, hanging or double. The begonia range offers a wide selection, meaning that there will always be a begonia to suit every taste, and to complement the rest of your plant arrangement. With its abundant and long-lasting flowering period, it will provide colour from early July right up to the first frost. Furthermore, tuberous begonias are extremely versatile, as they can be used for balconies, in hanging baskets, on patios, or as bedding plants. They require little maintenance and also have the benefit of being allergy friendly, as they do not cause hay fever.



A BRIEF HISTORY OF THE FLOWER CARPET

Officially, the first Flower Carpet as its present-day form was created in 1971 on the Grand-Place by the landscape architect Etienne Stautemas, but, in fact, it was the culmination of a whole series created in various towns in Flanders.

Etienne Stautemas, who was born in Zottegem, and graduated from the Ghent Horticultural College, had been experimenting since the early 50's making simple small carpets, more like rugs, mainly consisting of begonias (in Knokke, Oudenaarde, Sint-Niklaas, Lille...).

He very quickly realised that floral carpets would be an excellent vehicle for the promotion of his beloved begonias which he had always worked with, technically, economically and aesthetically. After years of attempts and calculations, this architect, who was inventive and imaginative, and knew how to make the most of the numerous resources of begonias, became an expert in the creation of superb floral carpets with sophisticated colours and complicated designs.



The first Flower Carpet in 1971

His fame spread and he was asked to make carpets not only in Belgium (Ghent, Bruges, Antwerp, Ypres, Courtrai, Hasselt, Tongres, Mons, Durbuy ...) but worldwide (Cologne, Hamburg, Luxemburg, Paris, London, Breda, Amsterdam, The Hague, Vienna, Valencia, and as far afield as Buenos Aires and Columbus, Ohio). Since his disappearance, the landscape architect Mark Schautteet has taken over with talent. The carpets of Brussels' lace and the Gardens of Versailles have enchanted thousands of visitors since the year 2000.

Some of these carpets were bigger than the ones created in Brussels (75 x 24 m), like the 1973 masterpiece at Sint-Pietersplein, Ghent that reached a gigantic 164 x 42 m. However, as Stautemas himself says: "*Nowhere is the carpet more beautiful and distinguished than in the unique, ancient surroundings of the Grand-Place in Brussels.*"

Themes of the carpets:

- **1971:** Decorative Arabesques
- **1976:** Year of the Landscapes, Parks and Gardens
- **1979:** Brussels Millenium
- **1980:** Celebration of Belgium's 150 anniversary
- **1986:** Coat of Arms of the City of Brussels
- **1988:** A Chinese Carpet, inspired by the carpets of the Chinese province of Sinkiang
- **1990:** Year of Mozart
- **1992:** Brussels, Capital of Europe
- **1994:** 50th anniversary of the Liberation of Brussels

- **1996:** A garden "à la française"
- **1998:** A carpet inspired by the semi-nomadic tribes living today in NE of Turkey
- **2000:** Brussels' lace
- **2002:** Versailles
- **2004:** Art Nouveau
- **2006:** Middle Ages
- **2008:** Savonnerie
- **2010:** Europe
- **2012:** The African continent
- **2014:** Anatolian carpet on the occasion of the 50th anniversary of the Turkish and Moroccan immigration in Belgium
- **2016:** 150 years of Belgo-japanese friendship
- **2018:** Guanajuato, cultural pride of Mexico

On the occasion of its twenty-first edition, the public can “plunge” into the story of the Flower Carpet. A retrospective exhibition offers to its audience an absolute visual feast. Giant photographs of the twenty previous flower carpets are displayed until August 18, 2018 in the splendid Royal Galleries St-Hubert in Brussels.



VIVA MÉXICO, VIVA MÚSICA!

Like every edition of Flower Carpet, there is a special musical theme that will grace the evening light spectacular on the Grand-Place. This year, it is in the more-than-capable hands of **José Luis Montiel Moreno**.



Born in Mexico City, self-taught multi-instrumentalist, arranger and music producer, **Montiel** is a man of many musical talents with over 35 years' professional experience.

As a bassist, he has worked together with artists such as **Chico Freeman, Celia Cruz, Eugenia León, Irving Lara and Joel Pibo Márquez**. With Pibo Márquez, he has performed at Europe's biggest jazz venues. Montiel Moreno has produced more than twenty albums with different artists from Mexico, Africa, Singapore and Europa. He currently lives in Antwerp and has his own production studio, MSM - Montiel Sound & Music.

“In my composition for the Flower Carpet, you will discover the cadence of rhythm of the coast of Veracruz, the mystique of the melodies from El Istmo de Tehuantepec, the joy of the marimba from Chiapas, and the power of the music from El Bajío and Los Altos de Jalisco. Allow yourself to be swept away on this musical journey by the magic of my beautiful country, Mexico!” says **Montiel**.

FLOWER CARPET 2018: AGENDA

Flower Carpet “Guanajuato, cultural pride of Mexico” on the Grand-Place

13, 14 & 15 August: first preparations on Brussels’ Grand-Place

16 August: press day – assembly of the carpet – afternoon public opening of the City Hall – opening show

Upon request: meetings with the organisers throughout the day

- **3 am-5 am:** arrival of the flowers
- **5 am:** first flowers laid by 100 volunteers
- **8 am:** City Hall opens for journalists and photographers, possibility to interview the organisers and creators, visitors can watch the Flower Carpet being made
- **1 pm:** end of carpet construction and public opening of the City Hall until 5:30 pm
- **8:30 pm:** official opening at the City Hall and Museum of the City of Brussels (invitation only)
- **10 pm:** opening show with sound and light effects, fireworks and concerts

17, 18 & 19 August 2018: City Hall open to the public

- **10 am-10 pm:** visits of the City Hall balcony for a panoramic view of the carpet (last entrance at 9:30 pm). Entrance fee: € 6 (free for children under 10). Free access to the Grand-Place.
- **17, 18 & 19 August, at 9:30 pm, 10 pm, 10:30 pm & 11 pm:** sound and light show at the Grand-Place

“Monuments of Unesco in Flowers” exhibition on Place de la Bourse

17 August 2018: set-up of the Unesco carpets - inauguration of the exhibition

Upon request: meetings with the organisers throughout the day

- **8 am-3 pm:** construction of the Unesco carpets by the international delegations
- **5 pm-6 pm:** inauguration of the exhibition

18 & 19 August 2018: exhibition visits (all day)

- Free access to Place de la Bourse

Tickets:

Admission to the Grand-Place and Place de la Bourse is free. There is only a charge to access the City Hall balcony (providing a panoramic view of the carpet). Tickets can be purchased at the entrance of the City Hall and cost € 6 per person (free for children aged ten and under). Online purchases are no longer possible (presale tickets).

For more info: www.flowercarpet.be

PRESS CONTACT

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- Visit Brussels
- the Comisión Gestora Internacional de Alfombristas de Arte Efímero and its flower carpet artists
- the AVBS (Flemish Nurserymen and Growers Federation) and its team of volunteers
- the Ghent Floralties
- Interparking
- Hotel Amigo
- the Belgian National Lottery
- Chocopolis
- Corona
- Biobest
- Fintro
- JCDecaux/Villo!
- retailers in and around Brussels' Grand-Place and Fish Market
- RTBF – La Première, Viva Bruxelles, OUFtivi
- VRT Radio 2



... and all the partners that contribute to the success of this event.