



# flower carpet

## **The Flower Carpet 2024 ends on the Grand-Place in Brussels**

Brussels, August 18, 2024 - This Sunday, August 18, marks the last day of the Flower Carpet. Just hours before its dismantling, the organizers are taking stock of a new edition that was more than successful. No fewer than 20 500 visitors have come to admire this ephemeral work from the balcony of the City Hall over the past four days.

The 23rd edition of the Flower Carpet marked a change, as for the first time, the majority of the design was made up of dahlias from Belgium. Known for their robustness, the dahlias fulfilled their role perfectly. The Flower Carpet did not lose any of its splendor despite the heat on the first day and the occasional showers that fell on the capital.

The collaboration with street artist Océane Cornille, working under the pseudonym Whoups, also brought a fresh perspective to the Flower Carpet. Her project "Rhizome" highlighted the city of Brussels and its vibrant energy.

*"This 23rd edition has made history for the Flower Carpet by introducing something new. We are extremely proud that through this ephemeral artwork, we have been able to pay tribute to our city as the floral capital of Europe, as well as an international reference for Art Nouveau and the birthplace of Surrealism",* the Alderman for Culture, Tourism, and Major Events of the City of Brussels, who is also the President of the non-profit organization Flower Carpet Brussels that organizes the event, explains.

*"The Flower Carpet has once again attracted numerous visitors to our capital. Thousands of people from around the world came to see the Flower Carpet. This has led to significant economic benefits and contributed to the city's international prominence",* says the Alderman for Economic Affairs of the City of Brussels.

## **What's next?**

We will have to wait until the end of 2025 to find out if the Flower Carpet will be included in the UNESCO Intangible Cultural Heritage.

In the meantime, the organizers invite you to join them in August 2025 in Brussels to discover the 6th edition of Flower Time, a floral exhibition set up in the City Hall and on the Grand Place of Brussels.



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*“We conclude this 23rd edition with great satisfaction. The feedback has been positive, and we look forward to welcoming flower enthusiasts, art lovers, and tourists back to the heart of Brussels soon”, concludes Richard Poncin, administrator of the non-profit organization Flower Carpet Brussels.*

## **The Flower Carpet in numbers:**

More than 500 000 dahlias

A carpet of 1680m<sup>2</sup> (the largest flower carpet in the world)

120 volunteers

20 500 visitors over four days on the balcony of the City Hall

**For all requests for accreditation, interviews or visual material, please contact (not for publication):**

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