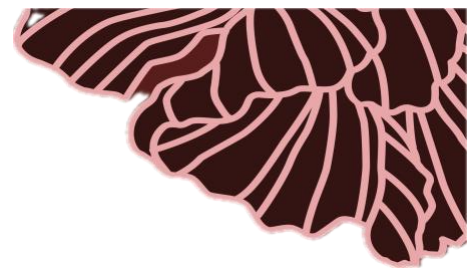


# flower carpet

**PRESS KIT  
2024**





## **"THIS SUMMER, THE FLOWER CARPET MAKES WAY FOR BUDDING CREATIVITY!"**

Over the years, the Flower carpet has become a not-to-be-missed event in Brussels' cultural and tourist calendar.

The Grand-Place in Brussels, a UNESCO World Heritage Site, will once again be aglow with colour. The famous Carpet of Flowers will return to the world's most beautiful square from Thursday 15 to Sunday 18 August 2024.

This new floral creation will be the fruit of collaboration between artists, horticulturists and volunteers from the four corners of Belgium in a unique project.

The 23rd edition of this ephemeral work of art is already shaping up to be historic, as for the first time dahlias will form the main motif.

We're also very proud to have entrusted the design of this work to a Belgian street artist: Océane Cornille. Her magnificent creation pays tribute to our city as the floral capital of Europe, but also as an international benchmark for Art Nouveau and the birthplace of Surrealism.

This summer, expect to see colourful images of Brussels blooming all over the world!

The Alderwoman for Culture, Tourism and Major Events of the City of Brussels

President of the npo Tapis de Fleurs de Bruxelles



## **THE BRUSSELS 2024 FLOWER CARPET: CHANGE WITH CONTINUITY!**

**The 2024 edition of the Brussels Flower Carpet heralds a dual revolution. This year, dahlias take centre stage, and the floral motif has been designed by a Belgian artist - and a Street Art artist at that! Injecting new life and promoting a younger, more inclusive image.**

Every two years since 1971, the Brussels Flower Carpet has unfurled its floral splendour on the world's most beautiful square. While the 2022 edition marked a return to normality, following the cancellation of the 2020 event because of the pandemic, 2024 marks a change that is as radical in substance as it is dazzling in form.

“The Flower carpet is THE event not to be missed this summer. As tradition dictates, this ephemeral creation will transform the Grand-Place into a giant, dazzling canvas in the image of our city. The 2024 edition will be marked by the magnificent creation of artist Océane Cornille. Her Art Nouveau-inspired work is a reminder of the major role played by our capital in this architectural movement. This summer, expect to see colourful images of Brussels blossoming all over the world!”, explains the Alderwoman for Culture, Tourism and Major Events of the City of Brussels and President of the npo Tapis de Fleurs de Bruxelles.

“The Flower carpet is one of those great moments in Brussels’ cultural life that attracts Belgians and tourists alike to the ephemeral beauty of an age-old art form modernised by the influence of Street Art. It's a unique moment that contributes to the attractiveness and dynamism of our city, which, coupled with the Shops in Bloom initiative, has become an unmissable summer event”, explains the Alderman for Economic Affairs at the City of Brussels.



## Under the banner of change

While the 2022 Flower Carpet symbolised a return to its roots, reinventing the motifs of *Arabesques*, the first Carpet of 1971, *Rhizome*, the 2024 motif is a real break with tradition on several levels.

Historically, the Grand-Place Flower Carpet was mainly composed of begonias. This year, splendid Campine dahlias take centre stage. The organisers of the Brussels Flower Carpet opted for those of the Loenhout Floral Parade, which had already supplied the dahlias needed for the 2022 edition.

This year, more than 80% (1,300 m<sup>2</sup>) of the gigantic 1,600 m<sup>2</sup> carpet will be made up of different colours and varieties of fresh dahlias. Grown in Belgium, the dahlia is both a robust and decorative flower, with millions of them used on the floats at the Loenhout floral parade. The 72<sup>nd</sup> edition of this floral parade will take place on 8 September. The 2023 edition attracted no fewer than 17,000 visitors who came to admire 32 floats covered in a total of 4 million dahlias!



## Whoups, a street artist from Liège!

For the organisers, the change of flower was an ideal opportunity to rejuvenate the carpet's image, by proposing a design that departed from the usual codes of previous editions, in order to attract a new audience, while retaining its loyal followers.

Until now, the Flower Carpet motif has been linked to a cultural event, the guest country of honour or an anniversary. *Rhizome* has been specially and uniquely designed for the Flower Carpet. It's a nod to Brussels and Art Nouveau, as well as a tip of the hat to Street Art, youth and Surrealism.

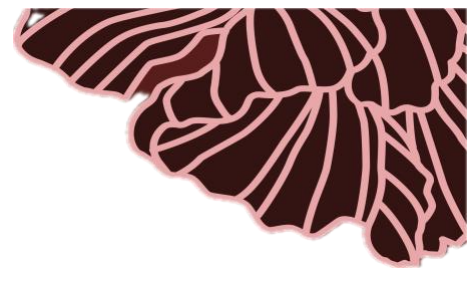
It was designed by Océane Cornille, a street artist from Liège. After studying graphic design at the École Supérieure des Arts de Saint-Luc in Liège, Océane adopted the pseudonym 'Whoups'. She composes graphic poems full of symbols, which combine emotion and materials in equal measure.

"In my artistic approach, I draw inspiration from the concept of the plant rhizome to express the complexity and interconnectedness of Brussels. The lines in my work represent the rhizome of plants, but are also a metaphor for the urban rhizome, where neighbourhoods converge and diverge in a complex and dynamic network. Like the roots of a plant, these lines intersect one another and overlap, creating a dense, organic network that reflects the diversity and vitality of Brussels," the artist explains.



**FLOWERCARPET, 2024** | CITY HALL SIDE





**Tickets to see this ephemeral masterpiece are now available on [www.flowercarpet.be](http://www.flowercarpet.be). Don't miss the grand return of the floral heart of Brussels, from 15 to 18 August 2024!**

**Press contacts :**

For more information or to request an interview, please call us or send us an e-mail (for press only - not for distribution):

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Tel.: +32 477 200 970

Press room: <https://flowercarpet.prezly.com>






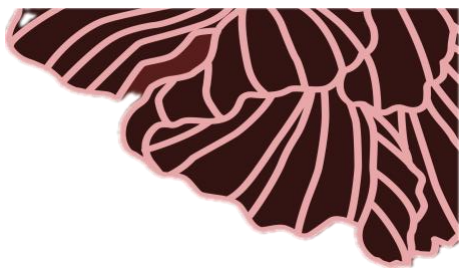
## PRACTICAL INFORMATION

### Programme:

- Construction of the Flower Carpet: 15 August 2024, from 9 a.m. to 1 p.m.
- Official opening with the sound and light show: 15 August 2024, around 10 p.m.
- Visit to the balcony of the Town Hall:
  - 15 August, 2 p.m. to 6 p.m. (last entrance: 5.30 p.m.)
  - 16 to 18 August, 10 a.m. to 10 p.m. (last entrance : 9.30 p.m.)
- Sound and light show: 15 to 18 August, 9-11 p.m. (every 30 minutes)

### Tickets:

- Panoramic view from the balcony of the Town Hall:
  - **Individual tickets:**
    - On sale at [www.flowercarpet.be](http://www.flowercarpet.be) (priority access) or at the entrance on the day of your visit (standard access)
    - **€7 on presale**
    - **€8 on site** at the entrance to the Town Hall during the event
    - Free for children under 10 years of age
    - Admission by time slot
  - **Group ticket** (minimum 10 people): **€7 per person + 1 free ticket for the group leader**
    - Presale only on [www.flowercarpet.be](http://www.flowercarpet.be) (priority access by appointment)
- Visit to the Town Hall Tower - The View Tower Experience (in collaboration with Brussels Major Events):
  - Individual tickets: €8.00 in advance - €9.00 on site
  - On sale at [www.flowercarpet.be](http://www.flowercarpet.be)
  - Maximum 10 people per 15-minute slot

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- The Grand-Place remains freely accessible throughout the event.

Would you like to come and help us on 15 August to lay the carpet in the Grand-Place?

Send us your motivation letter to : [Volunteers@flowercarpets.be](mailto:Volunteers@flowercarpets.be)

**For further information:** [www.flowercarpets.be](http://www.flowercarpets.be)



## OCÉANE CORNILLE: WOMAN, ARTIST, URBAN

After studying graphic design at the École Supérieure des Arts de Saint-Luc in Liège, Océane travelled to Brazil and Argentina. Her travels introduced her to many artistic disciplines. On her travels she painted, made street collages and experimented with new techniques.

Her creations are produced on a wide range of media: paper, glass, walls, etc. Océane knows no limits other than those of her creative power. Painting, dance, silk-screen printing, sewing, etc. Her universe is a vast field where experimentation comes into its own.

Under the pseudonym 'Whoups', she composes what she calls 'graphic poems full of symbols, which combine emotion and materials in equal measure'.

que les matériaux ».



For the Brussels Flower Carpet, her artistic approach is inspired by the plant rhizome, to express the complexity and interconnectedness of the city of Brussels. It's a metaphor for the urban rhizome, where neighbourhoods converge and diverge in a complex, dynamic network.

"Each line in my work symbolises a street, a traffic lane or a social link in the city. Like the roots of a plant, these lines intersect and overlap, creating a dense, organic network that reflects the diversity and vitality of Brussels."

However, the historical elements have not been forgotten, and irises and water play a prominent role. The iris, the city's emblem, evokes urban resilience and Brussels' ability to reinvent itself over time. Water symbolises the constant flow of urban life, as well as the city's creative and regenerative force.

"By bringing these elements together in my work, I aim to capture the rhizome-like spirit of Brussels, its cultural diversity and its urban dynamics. My work invites the viewer to explore the many facets of the city, to contemplate its invisible links and to celebrate its complex and changing beauty," Océane Cornille explains.

Modern, elegant and dreamlike, the final version of Rhizome is also a wonderful nod to two other Brussels specialities: *Art Nouveau* and *Surrealism*.



## BRUSSELS, CAPITAL OF ART NOUVEAU

With great names such as Victor Horta, to cite just one, Brussels abounds with architectural treasures in this short-lived style, which nonetheless had a profound impact on the capital's arts and façades.

*Art Nouveau* was an artistic movement of the late 19th and early 20th centuries. In response to the weighty academic nature of the time, it emphasised natural structures and floral motifs. It is characterised by inventiveness, rhythm, colours and decorations inspired by flora and fauna. It is also an all-encompassing art that aims to cover all aspects of life and creation, in order to enhance the development of modern man.

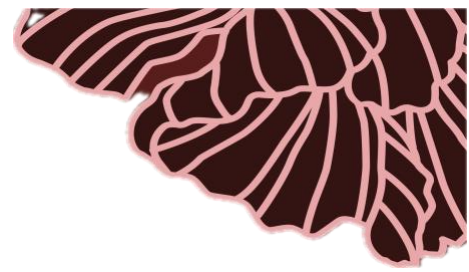
*Art Nouveau* emerged in Brussels in the early 1890s. Breaking free from the architectural codes of the time, Victor Horta, Paul Hankar and Henri Van de Velde were inspired by forms in nature. Their work makes bold use of materials and pays meticulous attention to detail. Using products from the industrial revolution, such as steel and glass, they abandoned the boundaries between architecture and the decorative arts, conceiving each of their creations, content and vessel, as a work of art in itself.

Victor Horta left an indelible mark with his iconic creations such as the Hotel Van Eetvelde and the Maison Autrique, not to mention his own home, now the Horta Museum. Paul Hankar, another key figure, also contributed to the development of this unique architectural style. Henri Van de Velde, although best known for his work as a designer, added his personal touch to *Art Nouveau* architecture, with creations in which every element, from the furniture to ornamental features, is carefully thought out to fit in with his overall artistic vision.

Brussels is still home to a number of the finest *Art Nouveau* façades, some of which are UNESCO World Heritage Sites. In addition to the examples already mentioned, don't miss the former Waucquez shops (now the Belgian Comic Strip Centre), a perfect example of how *Art Nouveau* can transform commercial spaces into veritable works of art.

Henri Jacobs, although less famous than his contemporaries, left behind some equally remarkable works. His schools, notably No. 1 and No. 13, show how *Art Nouveau* can be applied to educational buildings, combining functionality and aesthetics to provide inspiring learning environments.

Finally, those who wish to delve even deeper into *Art Nouveau* can visit some exceptional sites such as the Maison Hannon, the Maison Cauchie, the Hôtel Max Hallet and the Hôtel Solvay. These architectural gems, open to groups on request, offer a fascinating insight into the richness and diversity of this artistic movement.



Immerse yourself in the charm and innovation of Art Nouveau in Brussels, and be seduced by the beauty and creativity of these total works of art, where every detail is designed to amaze and inspire.

## **SURREALISM A BELGIAN PHENOMENON**

The 2024 Flower Carpet motif and the Gothic architecture of the Grand-Place produce a subtle marriage that reminds us of Brussels' role in the Surrealist movement. It was, in fact, a century ago this year that the *Manifesto of Surrealism* was published.

Almost immediately, Brussels became one of the centres of this movement, which privileged the creative process over the final work itself.

With its colours and dreamlike motif, *Rhizome* echoes this artistic movement, following on from the 2023 edition of *Flowertime*, which invited visitors to embark on an extraordinary floral promenade through the most beautiful rooms of the Town Hall.

Absurdism, dark poetry, creative chaos, self-mockery, etc., surrealism is deeply rooted in the genes of Brussels and Belgium. More than an artistic movement, it's practically a way of life! Mischievous and surprising, Belgium is the land of Surrealism, and Brussels its capital!

Since the 1920s, Brussels has been the heart of Belgian Surrealism. Its representatives, such as René Magritte, Marcel Mariën, Paul Delvaux, Jean-Michel Folon and so many others, created a parallel and ideal Brussels and Belgium that continue to attract lots of visitors thanks to the power of their message and the fascinating beauty of their works.

## THE DAHLIA, KING OF THE GRAND-PLACE

Native to the high plateau of Mexico, where it was discovered in 1788 by Spanish botanists, the dahlia was named in honour of the Swedish botanist Andréas Dahl.

In the language of flowers, it is a symbol of recognition and gratitude for some and magnificence for others. What is certain is that the dahlia is a particularly decorative flower in terms of its size, shape, colour and exceptional palette of colours.

Hardy, colourful, decorative and easy to work with, the dahlia has become the flower par excellence for decorating floats at flower shows and other floral events.

All these qualities resulted in it being chosen as the main element in the 2024 edition of the Brussels Flower Carpet. However, the flower is smaller than that of the begonia and therefore requires more work and, inevitably, more flowers per m<sup>2</sup>.

*Rhizome* is made up of more than 500,000 dahlias, covering no less than 1,300 m<sup>2</sup>. This is the first time that such a high percentage of flowers has been used in its creation (80% of the Flower Carpet).





## LOENHOUT BLOEMENCORSO

Loenhout's first floral parade was held to mark the inauguration of a new road in 1952. Delighted with the event, the organisers decided that every year a colourful procession of floral floats would pass through the streets of this pretty rural Campine village.

The Bloemencorso in Loenhout is an annual event every 2nd Sunday of September. The Bloemencorso in Loenhout is the largest in Belgium and attracts more than 17,000 visitors every year. More than 32 floats drive through the streets of Loenhout with half of the floats being on average 14 metres long and 8 metres high. In total, over 4 million dahlias are processed in the floats. The procession of floats is complemented by drum bands and street entertainment.

The festive event in Loenhout goes beyond the parade of floats alone. The whole of Loenhout is packed with activities. While the floats manoeuvre to their starting point in the morning, you can have a good time browsing the flea market in the morning. For the smallest visitors, there is a children's fair and if you are hungry, you are sure to find something to your liking at the Foodtruck Festival. All along the route, you can visit the drinks stands of the various community groups. They will do their utmost to keep you entertained, inform you about the parade and provide the necessary refreshments. And best of all, you sponsor the construction of their float by doing so!

Since 2013, the parade has been recognised as intangible cultural heritage, something they are particularly proud of in Loenhout.

The Flower Parade is open to everyone.

Info : [www.bloemencorsoLoenhout.be](http://www.bloemencorsoLoenhout.be)



## FLOWER CARPET THEMES SINCE ITS CREATION

- 1971: Ornamental arabesques
- 1976: Parks and gardens
- 1979: Brussels millennium
- 1980: 150th anniversary of Belgium
- 1986: Coat of arms of the City of Brussels
- 1988: Carpets of the Chinese province of Sinkiang
- 1990: Mozart
- 1992: Brussels, Capital of Europe
- 1994: 50th anniversary of the Liberation
- 1996: A French garden
- 1998: Handmade rugs from north-east Turkey
- 2000: Brussels lace
- 2002: Versailles
- 2004: Art Nouveau
- 2006: Alchemy, the Middle Ages
- 2008: The Savonnerie
- 2010: Europe
- 2012: The African Continent
- 2014: 'Anatolian' rugs as part of the 50<sup>th</sup> anniversary of Turkish-Moroccan immigration
- 2016: 150 years of Belgo-Japanese friendship
- 2018: Guanajuato, Mexico's cultural jewel
- 2022: 50th anniversary of the Flower Carpet
- 2024: Rhizome



## ACKNOWLEDGEMENTS

The ASBL Tapis de Fleurs de Bruxelles would like to thank its partners :

- The City of Brussels and its services, which provide us with invaluable support
- Visit Brussels
- Loenhout Floral Parade and its volunteers
- Floraliën
- The Belgian National Lottery
- Hotel Amigo
- Interparking
- The European Parliament
- Maison De Greef
- Mini-Europe
- Poechenelle Kelder
- Vismet
- Art et Tradition
- L'Association du Marché aux fromages
- Thill
- Brussels City Museum
- Marché aux Fromages Traders' Association
- La Mort Subite establishment
- Burger King rue du Marché aux Herbes
- Häagen Dasz
- Do Flowers
- L'Occitane
- Cirio
- Gaston Batistini (photographer)
- The shopkeepers in Brussels city centre

... and all the partners who support us and contribute to the success of this event.

