

PRESS RELEASE

Floralien Ghent 2026: The year of connection

Ghent, October 6, 2025 - Ghent is preparing for a floral celebration. From Friday, May 1 to Sunday, May 10, 2026, the city will once again be the setting for Floralien, one of Europe's most prestigious flower and plant exhibitions.

The iconic Floralien Hall, Kuipke, and the Botanical Garden located in the Arts Quarter-Citadel Park will form the heart of this unique experience for ten days. National and international ornamental growers, florists, garden architects, and floral artists will showcase their most impressive creations.

Visitors follow a carefully designed route that takes them past floral installations and landscape artworks. Each space offers a new atmosphere, always surprising and immersive.

Power of connection

With the central theme 'connection', Floralien emphasizes the power of flowers and plants to bring people closer together and deepen their relationship with the environment. In a time when connectedness is more needed than ever, Floralien invites you to meet, care, and marvel.

"As Floralien, we cherish the close bond with local ornamental horticulture. The Province of East Flanders has a rich tradition of craftsmanship and innovation, supported by generations of growers who work with passion and dedication. Floralien wants to make this valuable expertise visible and share it with a wide audience. In this way, we connect the strength of our local sector with the experience of our visitors, and together we create a future in which flowers and plants continue to inspire and unite," says chairwoman Joke Schauvliege.

Ticket sales started

Tickets are now available via www.floralien.be. Visitors are advised to reserve their tickets in time to ensure access.

Poster contest: a heart for connection

In the fall of 2024, Floralien launched a call to creatives to submit a design for the 2026 poster image. After a vote by the general assembly, the work of Wendy Driesbeke was chosen as the winner.

Her design shows a floral heart shape that poetically represents the theme of connection. *"The flowers together form a heart, the universal symbol of love, harmony, and*

connectedness. The heart shows how individual elements merge into a greater whole, just as people, nature, and cultures are intertwined," says Wendy.

Floralien Ghent was first held in 1808 and is organized by the Royal Society for Agriculture and Botany (KMLP).

The mission of Floralien is to offer the public an interactive experience centered around the floral and green dream. In doing so, we build strong support within the community – from enthusiasts, ornamental growers, and researchers to librarians and the curious – in short, everyone who holds flowers, plants, and Floralien dear.

Additionally, Floralien aims to be a sustainable platform for promotion, recognition, and dynamism within the agricultural and horticultural sector, as well as the trade, services, and professional partners involved.

Through innovative initiatives, we contribute to the living heritage of ornamental horticulture and emphasize the societal value of flowers and greenery.

The creation of the Floralien Community further strengthens this commitment and brings people together around a shared passion and knowledge of nature and culture.

For more information:

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