

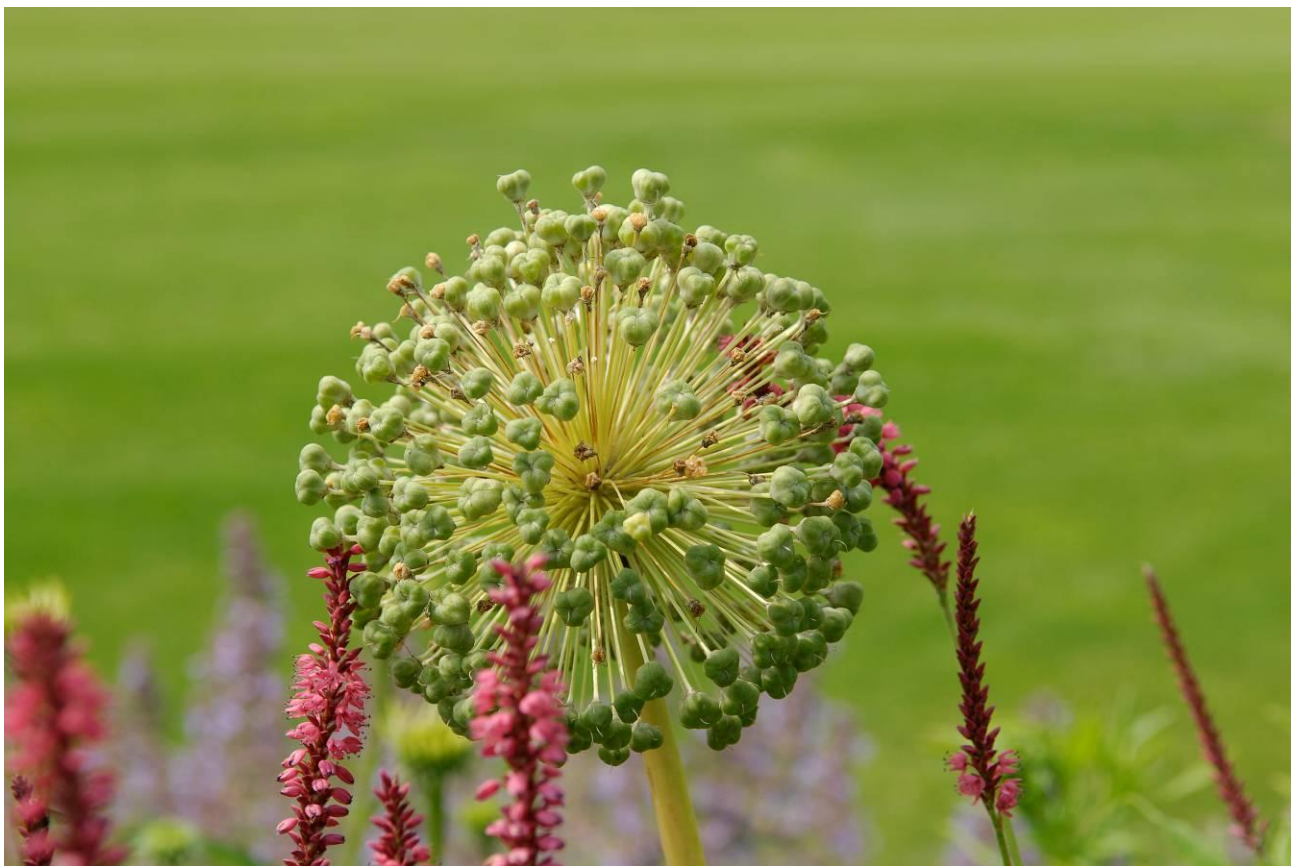
Facts & Figures Report

International Horticultural Exhibition Region Venlo Floriade 2012

April 5, 2012 – October 7, 2012, Venlo, The Netherlands

“Be part of the theatre in nature, get closer to the quality of life”





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Sven Stimac, Project Director Floriade 2012, sst@friendsandfriends.de, Sept 2013

Introduction

This report summarizes the facts and figures of the Floriade 2012.

The Region Venlo Floriade 2012 was the sixth edition of the international horticultural exhibition in The Netherlands since 1960. For this sixth edition of the Floriade the Dutch Horticulture Council had the aim to create a Floriade taking into account the changing needs of the visitors/guests. To meet the actual needs of the guests it was necessary to develop the Floriade more inspiring in place of instructive. The visit had to be an experience: a sustainable positive memory.

To meet the aim of the Dutch Horticulture Council and the broad variety of the needs of the guests the Floriade organization decided to apply the four experience domains such as described in the book *The Experience Economy* by B.J. Pine and J.H. Gilmore: Entertainment, Education, Esthetic and Escape.

These criteria were applied to all elements of the Floriade with respect to content, quality, location and timing:

Floriade Park / Landscape architecture	Esthetic, Escape
Participants: Exhibition, cultural performance, B2B	Entertainment, Education, Esthetic, Escape
Cultural Program and Art	Entertainment, Education, Esthetic, Escape
Science & B2B	Education
Hospitality	Escape

Another important aspect for the Floriade was the sustainability. In cooperation with Michael Braungart and William McDonough the Floriade Cradle to Cradle sustainability principles have been developed. Mainly in the masterplan- and design phase these principles supported inspiration and creativity:

We are native to our place — starting where you're at and listening to what the place has to say

Our waste = food — thinking in material, water and energy cycles and closing the loops

Sun is our income — the only true source of abundant, sustainable energy is the sun

Our air, soil, and water are healthy — traditional environmental issues

We design enjoyment for all generations — „Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.“ (Brundtland commission 1987)

Our goal is a delightfully diverse, safe, healthy and just world with clean air, water, soil and power – economically and elegantly enjoyed.

This report is written as a facts and figures report to give future events an idea how we developed the Floriade 2012. A few pictures are selected to communicate the principle ideas of the project and its correlation with the theme of the Floriade and the experience criteria applied.

Brief Information

General	
Region Venlo Floriade 2012	April 5, 2012 – October 7, 2012
Organization responsible	Region Venlo Floriade 2012 BV
Category	A1 International Horticultural Exhibition recognized by BIE and AIPH
Location	Venlo, The Netherlands
Central Theme	Be part of the theatre in nature; get closer to the quality of life
Operational Hours	daily 10 am – 07 pm June 21 - Sept 1 10 am – 08 pm, Fr/Sa 11 pm
Visitors	2.046.684
Participants	28 official participants 8 International exhibitors 2 international organizations 250 national participants
Events	3.036 cultural performances 800 B2B seminars or conferences 59 trade missions
Floriade Park	66 hectares 25 hectares forest 4 hectares Water 19.500 m ² exhibition area for international participants 37.000 m ² exhibition area for national participants 4 Buildings for indoor shows (7.500 m ² , 1.800 m ² , 2.500 m ² , 500 m ²) 1.500 m ² used by international participants for indoor shows
Infrastructure	After use: business park Venlo Greenpark 1 Visitor Entrance/Exit 22 Cash register 12 Turn styles Shuttle Bus to Venlo Central Station 1 parking lot for 6.000 cars 1 parking lot for 200 touring cars 1 Bus terminal for 12 busses 5 Restaurants, 1 Coffee Corner, 1 Groups Restaurant, 1 VIP/B2B Lounge, 18 Kiosks 5 Playgrounds 4 Stages 1 Convention Center Cable Car (1,100 meters) Road Train for in-park transportation 2 permanent buildings Villa Flora: 5.000m ² office space, 7.500m ² exhibition Innovation Complex: 5.000m ² office space
Services	Visitor Information Counter B2B Information Counter Wheel Chairs, e-scooter for disabled guests Guided Tours Audio Tours

General

Location

Venlo located next to the German border, 45 minutes from Düsseldorf is one of six Dutch horticultural cluster regions. The sixth edition of the Floriade has been held first outside the Region Amsterdam Rotterdam and Den Haag.

Objective

The objective of the Floriade 2012 was related to the promotion of the horticultural sector and the values of the World Expo's celebration trust, solidarity and progress:

- Celebrating the friendship of the Netherlands with the participating countries
- Promotion of the horticultural sector
- Supporting the economic development of the region Venlo

Dates of opening and closing

April 5, 2012 – October 7, 2012

Opening ceremony

April 4, 2012

Closing ceremony

October 7, 2012

Opening hours: daily

10 am – 07 pm

June 21 – September 1

weekdays until 08 pm

weekends until 11 pm

Theme

The central theme of the Floriade 2012 was

“Be part of the theatre in nature; get closer to the quality of life”.

The theme stands for the significant influence that the horticulture has on the quality of life in the sense of economical, physical and spiritual wellbeing. This central theme was translated to five subthemes related to the future development of the horticulture:

Relax & Heal

Wellbeing

Green Engine

Economy & Sustainability

Education & Innovation

Innovation

Environment

Quality of Life

World Show Stage

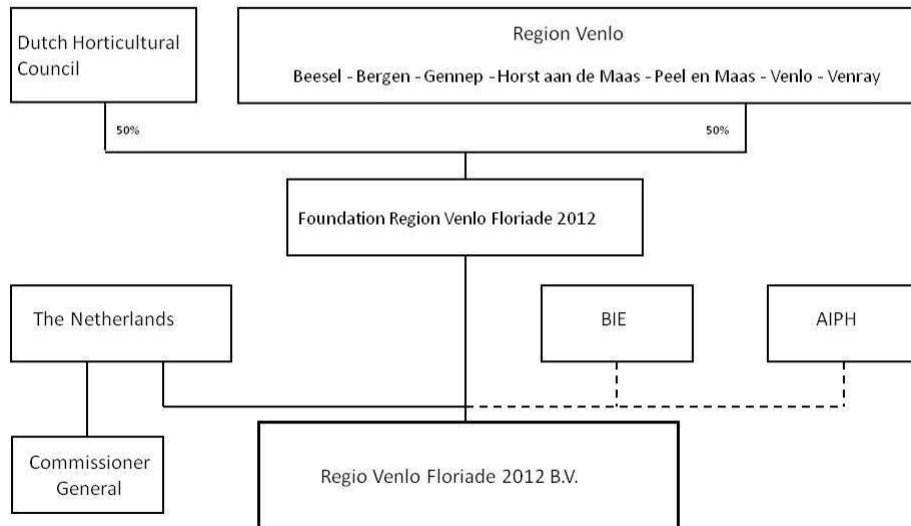
Cultural encounters

The Logo of the Floriade 2012 with its five different colors is related to the five subthemes of the Floriade.



Organization responsible

The Floriade 2012 was organized by the Region Venlo Floriade 2012 B.V.. This company was owned by a Foundation Region Venlo Floriade 2012 with the Dutch Horticultural Council (50%) and the Region Venlo (50%) as shareholders. The financial responsibility of the Floriade 2012 belonged 100% to the Region Venlo.



The Floriade 2012 B.V. was organized by management team of three directors. The General Manager who was responsible for the marketing, communication, PR, sales and sponsoring, the Financial Director who was responsible for finance & control, legal affairs and personnel and the Project Director who was responsible for the architecture, park development participants and exhibitors, cultural program and science.



Visitors

Besides the visitor numbers itself there were some more objectives defined. First to attract the younger generation also. We have to conclude that the 55+ group remains as main target group, but the needs of the older generation gets closer to the needs of the younger generation because the 55+ generation is more active, more commercial oriented and wants to be entertained. The group's sale was the basis for the daily visitor number especially during days during bad weather periods.

Due to the neighborhood to Germany / Nordrhein Westfalen 36% of the visitors arrived from Germany.

Visitor statistics

Visitors	2.046.000
Visitor profil	
• Leisure	89%
• Business	11%
• Age 55+	65%
• Families with kids	13%
• Kids (schools, individual)	7%
Groups	25%
Best month	August, September
Best weekday	Saturday, Tuesday, Sunday
Nationalities	
• The Netherlands	48 %
• Germany	36 %
• Belgium	5 %
• UK	2 %
• France	1 %
• China & Japan	1 %
• Spain & Italy	1 %
• others	6 %
Modal Split	
• Private car	56 %
• Touringcar	28 %
• Public Transport	11 %
• Bike	5 %
Visitor satisfaction	8.5 out of 10

The statistics and analysis below are related to ticketing, communications & media as well as visitor satisfaction.

Analysis Ticketing

Ticketing		
• Cash register		14
• Cash register groups		4
• Access control		10 Handscanner
Ticketing	IS	/ PLAN
• Main gate		39% / 30%
• Online		15% / 20%
• Groups		33% / 29%
• Joint Promotion		12% / 20%
• Complementary		01% / 01%

Media statistics

Communications		
Social Media		
• Websites	8 sites; 2.882.730 visitors	
• Facebook	11.500 likes	
• Twitter	475 tweets; 6.006 followers	
• YouTube	255.000 playbacks	
Publications	NL	D
• Print	875 publications	950 publications
• RTV	375 publications	110 publications
• Online	1.500 publications	1.600 publications
Visits Press / Media		
• The Netherlands	820 visits	
• Germany	950 visits	
• others	450 visits	

Statistics concerning visitor satisfaction

Visitor survey		
• General		8.5 / 10
• Recommending Floriade (yes)		87%
• Parking		8.8 / 10
• Personnel		9.2 / 10
• Sauberkeit / Qualität Park		9.2 / 10
• Events: Harvest Show		8.3 / 10
• Kids activities		7.7 / 10
• Most popular area	Green Engine including Indoor Flower Show	

Food consumption

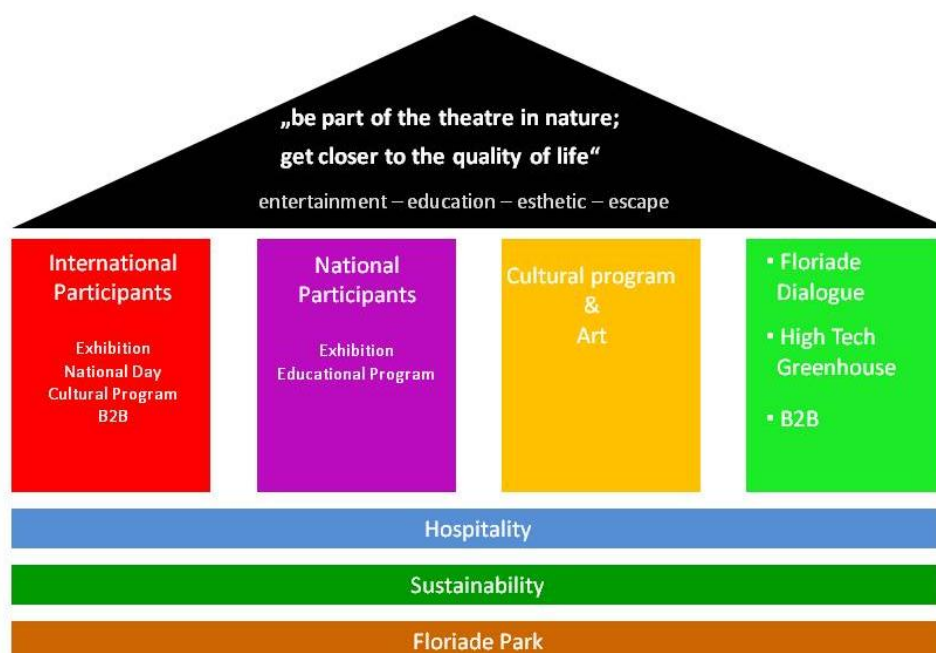
Food

• Cups of coffee	1.200.000
• Soft drinks	770.000
• Beer	240.000
• Panini	260.000
• Piece of cake	292.000
• Scoop of ice cream	385.000
• Servings of french fries	425.000





The Concept Floriade 2012 is applicable to every World Expo:



Floriade Park

Besides the Design Day the designers had to take into account the following boundary conditions for the landscape architecture and the public design

1) Design Day

Visitors	2.000.000
Peak Day	35.000
Peak in Ground Peak Day	28.000
Design Day	29.400
Peak in Ground Design Day	23.500

2) Vision, Mission & Theme

“Be part of the theatre in nature; get closer to the quality of life”.

3) The 5 Subthemes related to the development of the horticulture sector

- | | |
|--------------------------|--------------------------|
| • Relax & Heal | Wellbeing |
| • Green Engine | Economy & Sustainability |
| • Education & Innovation | Innovation |
| • Environment | Quality of Life |
| • World Show Stage | Cultural encounters |

4) The criteria for an experience such as described in the book *The Experience Economy* by B.J. Pine and J.H. Gilmore:

- Education
- Entertainment
- Esthetic
- Escape

5) Sustainability: Cradle to Cradle Floriade Venlo Principles

- We are native to our place—starting where you’re at and listening to what the place has to say
- Our waste = food—thinking in material, water and energy cycles and closing the loops
- Sun is our income—the only true source of abundant, sustainable energy is the sun
- Our air, soil, and water are healthy—traditional environmental issues
- We design enjoyment for all generations—„Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.“ (Brundtland commission 1987)

Our goal is a delightfully diverse, safe, healthy and just world with clean air, water, soil and power – economically and elegantly enjoyed.

6) Design Reviews of the masterplan with experience specialists

Based on the boundary conditions the design team defined the following 10 starting points for the Masterplan of the Floriade 2012:

- 1) Preserve the existing forest
- 2) Make use of the natural topography
- 3) Preserve the soil structure
- 4) Develop a dialogue between natural and cultivated areas
- 5) Use water as a natural calming element
- 6) Planting in accordance with the criteria from Pine & Gillmore
- 7) 5 unique landscapes related to the 5 subthemes
- 8) One entrance and exit
- 9) Central plaza (Welcome & Good bye)
- 10) Service facilities (Info, WC, restaurants/kiosks, playgrounds, stages) in accordance with the visitor needs during a full day visit

Below are listed the **indicators** and **milestones** for the construction of the Floriade Park

Site	66 hectare
Forest	25 hectare
Water	4 hectare
Streets / places	7.8 hectare
Buildings	3 hectare
Planting / gras	20.5 hectare
Participants / exhibitors	5.7 hectare
Cables / Wires	38.000 m
Empty pipes	15.000 m
Water pipes	3.100 m
Amphitheater	1.500 seats
Cable car	1.100 m, 42 gondolas
Restaurants	7; 4.000 seats, 20 kiosks
Innovation Complex	5.000 m ² office space
Villa Flora	5.000 m ² office space
Flower bulbs	1.500.000, 1.000 varieties
Perennials & grasses	200.000, 250 varieties
Shrubs	11.500, 100 varieties
Annuals	45.000, 150 varieties
Waterplants	65.000, 30 varieties
Trees	2.000, 500 varieties
Fruit trees	695
Indoor Exhibition	
Flower Show	5.500 m ²
Intl. participants	1.500 m ²
Tropical garden	1.800 m ²
Fruit & vegetable	2.500 m ²
C2C & It's a tasty world	500 m ²

Milestones for the development of the Floriade Park

2006

- Charette: Mission, Theme
- Official Kick-Off Floriade 2012, October 03, 2006

2007

- Contract Main Contractor Arcadis for Design, Engineering, Construction
- Masterplan
- Review Masterplan with experience specialist
- Sustainability: Floriade Venlo Cradle to Cradle Principles
- Preparation construction phase
- Soil scan

2008

- Planting Phase 1: trees
- Construction Relax & Heal area

2009

- Planting Phase 2: trees
- Construction Floriade theatre
- Construction Education & Innovation area
- Review Masterplan with an experience psychologist
- Development Experience Matrix
- Construction Environment area

2010

- Planting Phase 3 trees, shrubs, perennials
- Construction World Show Stage area
- Start construction participants
- Start construction Innovation Complex
- Start Construction Villa Flora
- Construction Green Engine area

2011

- Planting Phase 4: perennials
- Handover Villa Flora
- Handover Innovation Complex

2012

- Planting Phase 5: flower bulbs, annuals, potted plants
- Test Day March 31, 2012
- Opening Floriade 2012, April 04, 2012
- Closure Floriade 2012, October 07, 2012
- Dismantling participants completed, December 21, 2012

2013

- Handover Floriade site for the development of the business park

Masterplan Concept: 5 separated areas, 5 themes, central plaza, water, landmarks



Aerial View September 2011



International Participation

The Dutch Minister of foreign affairs and the minister of agriculture have sent an letter of invitation to the countries in February 2009.

28 countries had accepted this invitation. In addition to the official participants participated 8 further international participants/exhibitors..

In the indoor exhibition Bhutan, Bolivia, DPR Korea, Philippines, Israel, Japan, TFEA, Thailand had a permanent stand. Mexico and Russia participated with a temporary exhibition.

Israel and Japan participated with an indoor stand and an outdoor exhibition

28 Official Participants:

Afghanistan, Azerbaijan, Bangladesh, Belgium ,Bhutan, Bolivia, Bulgaria, Czech Republic, China, DPR Korea, Estonia, Ethiopia, Gambia, Germany /NRW, Japan, Kenya, Luxemburg, Mexico, Morocco, Pakistan, Philippines, Russian Fed, South Korea, Spain, Sri Lanka, Thailand ,The Netherlands, Tunisia ,Turkey.

8 Exhibitors total:

Ecuador, Greece, Nepal, Peru, Slovakia, Sudan, TFEA, Yemen.

2 International organizations total:

FAO, EC

The total area occupied by the international participants was 19.500 m²

- larges garden 2.400 m²
- smallest garden 400 m²

The total area occupied by the international participants in the indoor exhibition was 1.500 m²

- largest stand 250 m²
- smallest stand 20 m²

Planning meetings

In total three planning meetings of the College Commissioner have been organized:

Planning meeting #1 January 31, 2012

Planning meeting #2 May 29, 2012

Planning meeting #3 October 07, 2012.



International Participants



International Participants



International Participants



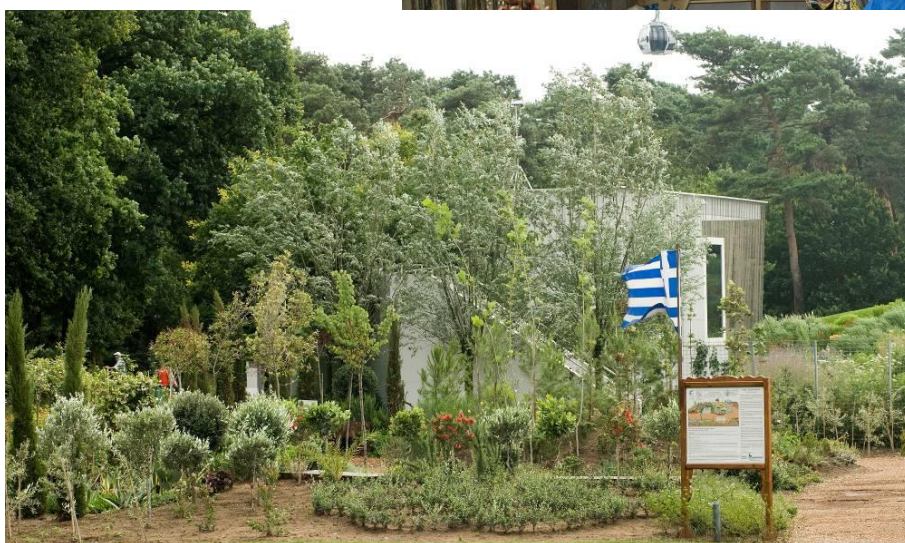
International Participants



International Participants



International Participants



National Days and Protocol

In addition to the general participation the international participants were invited by the Minister for Economic Affairs, Innovation & Agriculture to organize a National Day in January 2012. For the organization of a National Day the Floriade offered a standard program to the participants:

Program National Days:

- 11:00** Welcome guests and signing guestbook (Floriade Lounge)
- 11:45** Opening National Day (Floriade Theatre)
 - Flag ceremony and national anthems (official participants only)
 - Speeches
 - Mayor of the Region Venlo
 - Commissioner General Floriade 2012
 - Representative of the participating country
 - Cultural performance
- 12:30** Lunch (Floriade Lounge)
- 14:00** Visit host country pavilion
- 14:00** Cultural performance by the host country
- 14:30** Visit Dutch Pavilion and Floriade
- 15:00** B2B Program and Match Making

National Day Indonesia



27 official participants had organized a national day and 3 exhibitors had organized a special day.

Afghanistan, August,25	Israel, May, 13
Azerbaijan, September,1	Japan, August, 1
Belgium, August 17	Kenya, May, 17
Bhutan, September, 22	South-Korea, May, 28
Bolivia, August, 6	Luxembourg, June, 24
Bulgaria, June, 9	Morocco, September, 2
Czech Republic, September, 23	Nepal (Special Day), August, 9
China, May, 21	Peru, August, 24
DPR Korea, September, 11	Philippines, July, 8
Ecuador (Special Day), September, 29	Russian Federation, June, 12
Estonia, August, 4	Spain, July, 11
Germany / NRW, April, 21	TFEA (Special Day), July, 21
Greece, July, 1	Thailand, August, 8
India, August, 18	Turkey, June, 2
Indonesia, August, 30	The Netherlands, September, 13

Besides the National Days numerous other protocol visits had been organized. One of the high lights was the visit of her Majesty Queen Beatrix and the president of Turkey and his wife for the official opening of the Turkish pavilion. In total 59 protocol events had been organized.



National Participants

The national participants were invited in cooperation with the Dutch Horticulture Council to participate outdoor with a garden or with a stand in the indoor exhibition. Besides this the national participants had the opportunity to participate by delivering planting for the Floriade Park.

In total 60 national exhibitors governmental, non-governmental organization and horticulture organizations and private companies (individual or collective) participated outdoor with a garden or pavilion or a stand in the indoor exhibition

Besides the participation with an individual garden or stand more than 400 companies participated and supported the Floriade by delivering trees, perennials-, shrubs or flower bulbs for the Floriade Park as well as cut flowers and fruit and vegetables for the indoor shows.

A list of all national exhibitors can be find in the official publications of the Floriade.

Duurzaame tuin van NL Label



Rabobank



Green Emotion, Indoor Flower Show, Dutch Flower Sector



Competitions

The categories are described in the regulations of the Floriade competitions approved by the AIPH. The International Honorary Jury was coordinated by AIPH. The technical juries for the product competitions were coordinated by the VKC. Floriade did not pay to exhibitors to compensate the depreciation of their plant material. The total value of the money prizes awarded by the Floriade 2012 was 270.000 US \$.



1. Organization Prestation

Gold: Huis van de Smaak	US \$ 4.000,-
Silver: Vila Flora Green-e-Motion	US \$ 3.000,-
Bronze: Vivara	US \$ 2.000,-
Certificate 5x \$ 500,-: NTR the Dome, VHG Wonen, NL bijenhoudersvereniging, LLTB Nederland Bloeit, IBC Anthos	

2. Garden & Landscape Design

Gold: Wilde Weelde	US \$ 4.000,-
Silver: Tuinbranche.nl	US \$ 3.000,-
Bronze: NL Label	US \$ 2.000,-
Certificate 5x \$ 500,-: Home of H&H, Lageschaar, Prairie Garden, Ververs exp. Blooming business, Sjer Jacobs, TRI Groei in Groen	

3. Floriade theme prize

<u>Education & Innovation:</u>	
The Netherlands	US \$ 4.000,-
<u>Relax & Heal:</u>	
Home of Health and Happiness	US \$ 4.000,-
<u>Green Engine:</u>	
NL Label	US \$ 4.000,-
<u>Environment:</u>	
VHG Wonen	US \$ 4.000,-
<u>World Show Stage:</u>	

Turkey	US \$ 4.000,-
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4. AIPH International Competition

Outdoor:

Gold: Germany	US \$ 4.000,-
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Silver: China	US \$ 3.000,-
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Bronze: Turkey	US \$.2000,-
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Certificate 5x US \$ 500,-: Belgium, Indonesia, Israel, The Netherlands

Indoor:

Gold: Japan	US \$ 4.000,-
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AIPH prize Green city award:

China	US \$ 10.000,-
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Certificate 2x US \$ 500,-: TFEA and Thailand

5. Special Prize for the Participant with most cultural and business activities *)

Indonesia	US \$ 2.000,-
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6. Floriade price certificate

Tropical Treasures	US \$ 500,-
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Spain	US \$ 500,-
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Sri-Lanka	US \$ 500,-
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Italy	US \$ 500,-
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*) the Floriade organization has added this price later to show their appreciation for the B2B activities



Product Competitions

The product competitions were organized as integral part of the flower exhibition “My Green Emotion” in the Villa Flora. Due to this concept the competition and presented products had maximum attention of the visitors.

1st Spring Contest: April 4th until June 10th

- Bulbous crops
- Shrubs
- Orchids
- Spring flowering crops
- Flowering potted plants
- Terrace and potted outdoor crops
- Arrangements

2nd Summer Contest: June 11th until August 9th

- Bulbous crops
- Shrubs
- Lilies
- Lathyrus
- Summer flowering species
- Carnations
- Foliage plants
- Flowering plants
- Arrangements

3rd Autumn Contest August 20th until October 7th

- Bulbous crops
- Terrace and potted outdoor crops
- Roses
- Flowering potplants
- Foliage plants
- Shrubs
- Chrysanthemums
- Gerberas
- Autumn flowering crops
- Arrangements



Cultural Program

We had organized an extensive cultural program with more than 3.000 performances and 18.000 artists. To celebrate the character of a World Expo the cultural program was organized under the motto:

“The World in The Netherlands and in The Netherlands in the World”.



Opening ceremony: 974 artists from different countries all over the world performed in the opening ceremony on the 4th of April 2012.

Welcome act: Each day there were 6 artists present, performing 4 different stilt-walking acts.



Harvest show: harvesting is an important symbolic activity, many traditional dances, rituals festivities and celebrations are connected with this culmination. Therefore the theme harvest was selected for a daily spectacular dance and acrobatic show. 30 artists from Brazil, Kenya, India and Ghana performed twice a day the harvest show at the Floriade Theatre.

Goodbye act: There were 183 Floriade goodbye concerts given by 157 unique groups resp. 6646 artists 22 different countries.

Music in the Park: there were 1298 performances, arranged by 61 different groups resp. 637 artists.

Each day there were at least 2 different groups walking over the park. Each performance had its own specialty, from body percussion to classical musicians.

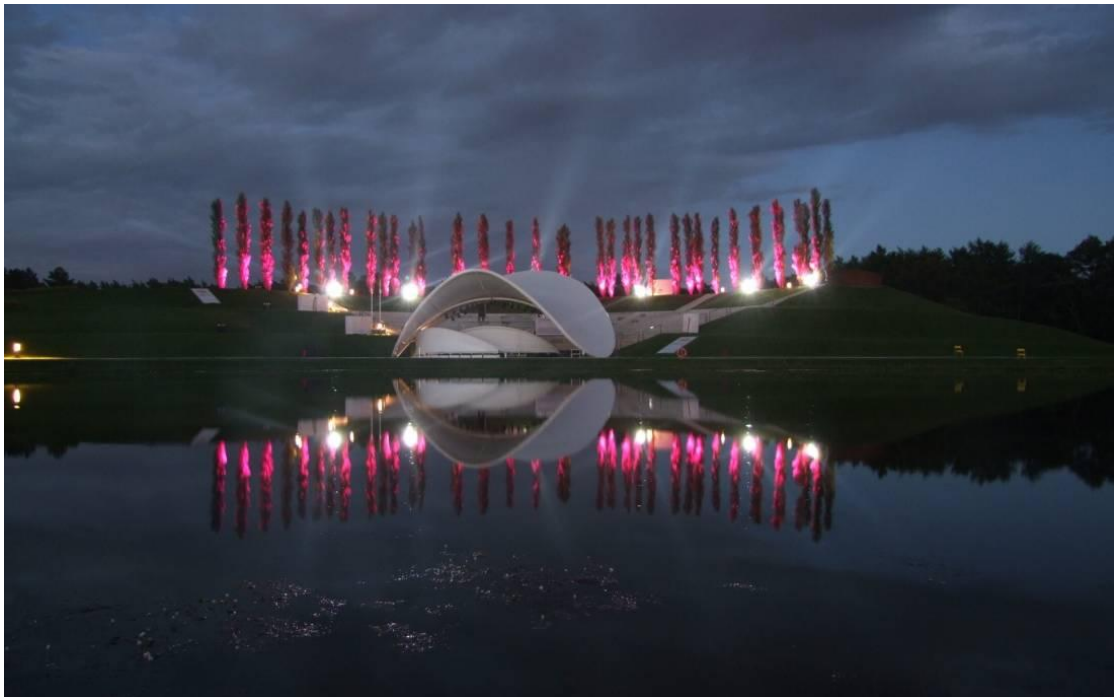
Voices of the valley: There were 55 voices of the valley concerts. In total 2436 singers performed in these concerts. The concerts were given by 55 different groups.

Picnic concerts: there were 26 picnic concerts during Floriade. 983 musicians performed in these concerts.

Special events: there were 26 special events with 31 performing groups at the Floriade.



Floriade by Night: there were 88 Floriade by night performances during the 11 Floriade by night weekends.
At the end of the performances there was a spectacular light show on the Floriade site.



Final show: 150 artists performed during the final show on the 7th of October 2012. These artists consisted of 5 unique groups of which 2 came from the Province of Limburg.

Floriade Kids: 1500 different workshops for kids



Art in the Park

Next to the design of the landscape, the creation of the planting, the exhibitions and cultural program art is another way in communicating the theme of the Floriade 2012. For the Floriade 2012 ten art projects were selected. The criteria for the selection were:

- support the theme of the Floriade 2012
- Support the storyline of the Floriade
- Inspire the guests
- In harmony with the Landscape
- In harmony with the exhibition

The Boots of the Hunter by Pii

The boots of the first human hunter became the boots of a pig farmer, the tomato- and fruit tree grower. The art piece is an honour to the horticulturalist.

Urban Knitting by dagbesteding Sint Jozefhof Venlo.

An imposing old oak wrapped in knitted rags, which brings color and cheerfulness into the hearts of people.



Soundscape by Martijn Alsters and René van Commenee

A soundscape about willpower, perseverance and eternity and the relativity of things. A composition of agricultural sounds where the trees whisper and their roots deeply seeks Mother Earth.

Private poetry by Letterkundig centrum Limburg.

A respite from the swirling multicolored nature of the Floriade 2012. A refuge for the soul in 6 parts: 12 poems born out of love.

Wind Nomads Butterflies by foundation "Slam" and 130 artists.

One hundred and thirty artists made the wings of the Wind Nomads Butterflies on the initiative of the Foundation "Slam".

Betonik/eternal chair by Niki Severins.

A handmade solid concrete chair. It radiates a contrast of a soft leather chair with folds in the leather, but is hard and forever immortalized in concrete.

Cazador-del-Sol by René Hildebrand.

The "Cazador-del-Sol" sunflower consists of round disks on long rods in the form of a flower and gives the visitor the illusion of light. The yellow light is created by converting invisible light waves into visible light. The flowers are flexible and blow in the wind, which makes them look like real sunflowers.

Klankatlas by Intro in Situ.

The klankatlas is a "map" of Limburg where places are filled in and marked using sound. This long-term project gives voice to the history of Limburg or of individuals from Limburg in soundscapes and location compositions.

KHOR 1 by Huis van Bourgondie.

KHOR 1 is about movement and meditation. The text is designed in an installation that is based on the mechanism of the Buddhist "praying wheels". To be able to read the text the participants have to move along the wheels and thus perform a kind of slow-motion circular dance. The texts will have an almost mantra-type quality which supports their concentration, as a result of which they can lose themselves in it entirely and be able to lose the feeling of time and place for a while.

KHOR 1 is a performance without actors. The public, visitors to Floriade, is the performer. By speaking out the mantra-type text. Gert-Jan hopes that they shall lose themselves in the moment and lose the feeling of time and place for a while.

The Willowman:

Hidden deep in the Floriade woodland the nature art artist Will Beckers alias : The Willowman, lived and worked on an eco-art installation in harmony with nature. This scultural living environment brings art, nature and education together. The Willowman has built a village out of willow branches full of fantastic natural sculptures: tree huts, a laboratory where he does all kinds of experiments, and natural nests for his animals. This project at the Floriade combines art and education in a unique way. He built together with children a fantastic organic sculpture.



Floriade Dialogue

In 2009 the Floriade 2012 started the Floriade Dialogue program. This dialogue has been developed in accordance with the vision of the Bureau International des Exposition (BIE) sharing international knowledge and experience, and propagated the same core values of trust, solidarity and progress.

The Floriade Dialogue has been an international platform and network, bringing together international professionals within the field of science, business and government to discuss topics such as adequate and safe food production, responsible use of natural resources and green architecture and business.

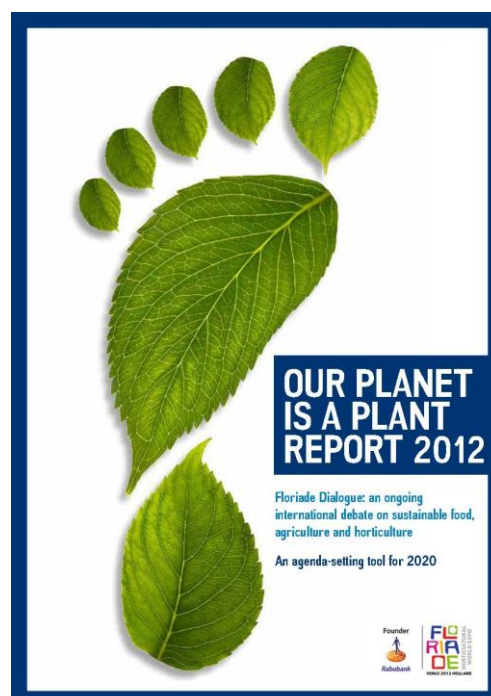
Floriade Dialogue themes:

- adequate and safe food production
- responsible use of natural resources
- balancing the built and natural environment
- using nature's potential to improve quality of life
- reliable access to sufficient high-quality food to lead active, healthy lives
- expanding economic growth and job creation through sustainable use of natural resources
- strengthening horticultural and agricultural value chain operation and collaboration
- generating (logistic) synergy and creating opportunities

Facts and figures Floriade Dialogue 2009-2012

Results of the Floriade Dialogue have been summarized in the *OUR PLANET IS A PLANT REPORT 2012* and are based on the data gathered from:

- 15 Floriade Dialogue meetings
- 1 international edition at the Shanghai World Expo 2010, China
- 600 participants from more than 50 countries
- 7 foreign trade missions (Turkey, Saudi Arabia, Chile, Kenya, Russia, Continental Africa and Mexico)
- 45 speakers whose speaker presentations displayed an impressive amount of international knowledge and offered examples of practical approaches to sufficient and safe food production, sustainable use of natural resources, regional economic growth
- 20 email newsletters, covering an average of six thematic news items each, including additional research data
- a mid term report titled *Floriade Dialogue Change magazine*, including 36 pages of interviews with speakers and partners of Floriade Dialogue
- an exhibition during Floriade 2012
- an international network of more than a thousand experts, including representatives of knowledge institutes, governments and companies from more than 75 countries



Conferences & Workshops

The Business to Business (B2B) program have been developed in close cooperation between Province of Limburg, Region Venlo, Development Company Greenport Venlo (DCGV), Rabobank, Chamber of Commerce and Floriade

In total 800 B2B-meetings and conferences took place during the Floriade period.

The following conference facilities have been provided in the Innovation Complex respectively Villa Flora:

- 1 x Conference center 600 pax
- 1 x Indoor theatre 300 pax
- 4 x Conference room 100-150 pax
- 8 x meeting room 20-50 pax
- 1 x Business lounge 150 pax



Innovation Complex, Entrance Building and Convention Center

Operations

The Operations of the Floriade covered the following services

Facility Management		Hospitality	
Function	Contractor	Function	Contractor
Traffic Management	Rijkswaterstaat	Personnel	Vindt BV, MBO Raad
Parking	Dalosy / Securitas	Training	Floriade
Shuttle Services	Munckhof / Veolia	Corporate Clothing	Jan Taminiau
Security	Unica / Securitas,	Ticketing	Omniticket, Floriade
Accreditation	Omniticket, Floriade	Access Control	Omniticket, Floriade
Medical Services	Red Cross	Guest Relations	Floriade
Cleaning	ISS Cleaning Services	Guided Tours	Floriade
Waste Management	van Gansewinkel	Restaurants	Sodexo
Gardening	Noord Limburgs Groen	Retail	World of Delights, Leurs Tuincentrum Streekmart
Technical Services Park	Arcadis/Dura Vermeer Dalosy, ITSN	Cable Car	Silvretta/Doppelmayr
Energy / Water	Essent / wml	Hop On Hop Off	Noord Limburgs Groen
Facility Services	Floriade	Wheels Chairs	Kersten
Permits / Visa	Floriade / Dutch Government	Protocol	Floriade
Transport &Logistics, Customs	Seacon		

Transport and logistics of the international participant goods as well as customs, visa and work permits were coordinated in close cooperation with the forwarder (Seacon) and the responsible departments of the national government. The plant material had to be imported in accordance with the international law. For quarantine arrangements were made in the Region Venlo near the exhibition site.

The Hospitality Team







More details concerning the concept of the Floriade 2012 and the participants are available in the two Floriade books "Living Nature". Book one is a more general description, book two a more technical architecture and design oriented description. The books are published by VK projects, Naarden, NL.

