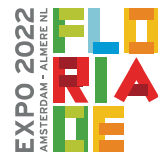
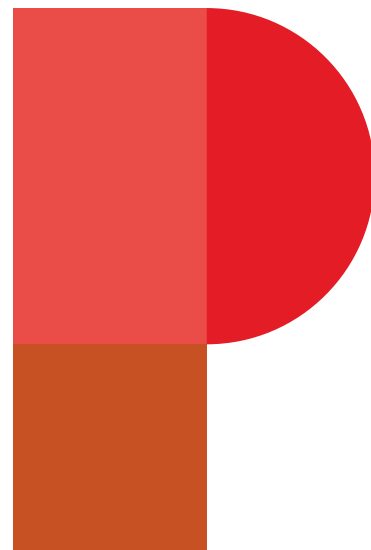
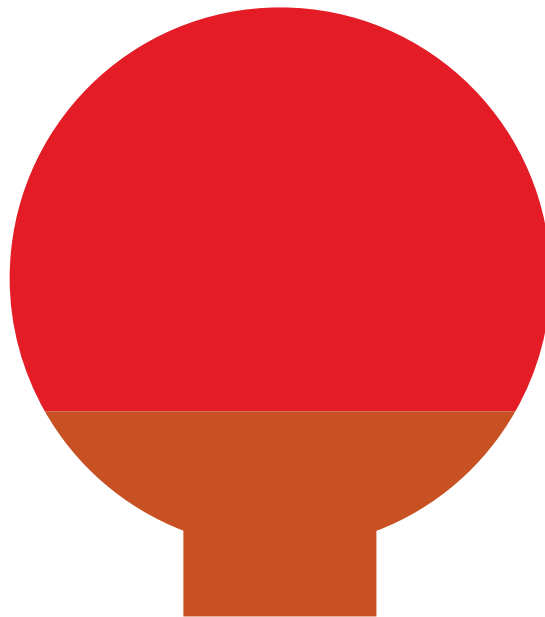
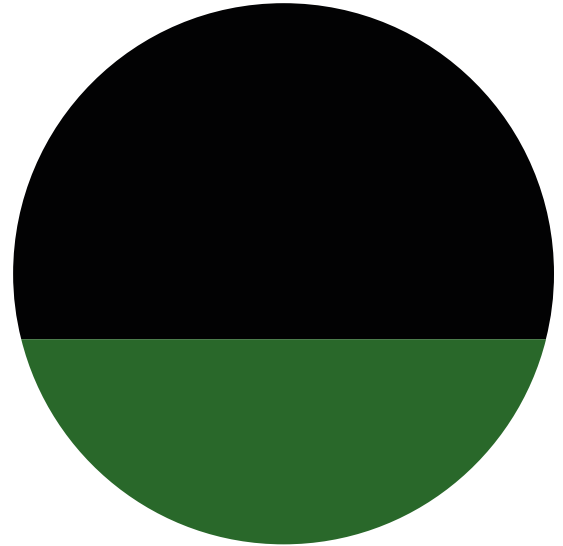




Federal Ministry  
of Food  
and Agriculture

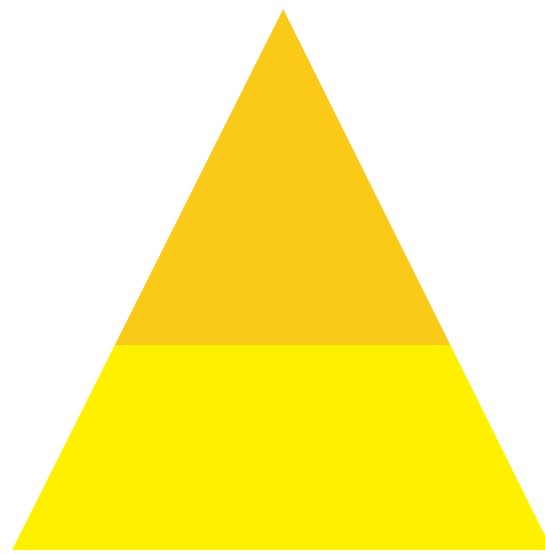


**BIOTOP**IA  
GERMANY  
OFFICIAL PARTICIPANT



**PRESS KIT**

[www.floriade2022germany.com](http://www.floriade2022germany.com)



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# 1. FLORIADE EXPO 2022

## 1.1. IN BRIEF

Official event title	International Horticultural Exhibition Floriade Expo 2022
Expo category	A1 International Horticultural Exhibition
Organiser	Floriade Almere 2022 B. V.
Address	Archerpad 8, 1324 ZZ Almere, the Netherlands
Dates	14 April – 9 October 2022
Opening hours	Daily from 10 a.m. to 7 p.m.
Website	<a href="http://www.floriade.com">www.floriade.com</a>
Motto	Go Greener
Theme	Growing Green Cities
Subthemes	Green, Food, Health, Energy
Aims	To raise international awareness of sustainability in urban environments and to present a range of solutions
Size of Expo site	60 hectares
Participants	Estimated 30–50 international and 60 national participants
Expected visitor numbers	Two million, 85 % consumers and 15 % professionals

## 1.2. ABOUT THE FLORIAD EXPO 2022

The Floriade Expo is an international horticultural exhibition with a special thematic focus. It has been held in the Netherlands once a decade since the 1960s.

The Floriade Expo 2022 (hereinafter “Floriade Expo”) will be taking place from 14 April to 9 October in Almere, around 30 km east of Amsterdam. The theme is “Growing Green Cities” and the aim is to raise awareness of the importance of sustainability and the future challenges it will pose in urban environments. The Floriade Expo’s aims are modelled on the UN Sustainable Development Goals. Since urbanisation is continuing relentlessly, it is vital to find ways to ensure cities remain healthy, liveable and attractive places to live. In this context, four subthemes have been developed: Green, Food, Health and Energy. The official national and international participants will present and explain their individual challenges and solutions in relation to these subthemes.

### The Expo Site

The Floriade Expo is taking place on a rectangular 60-hectare site surrounded on three sides by water and located in the heart of the city of Almere. An 850-metre cable car will give visitors bird’s-eye views and also serve as a means of transport to the site. There are 192 outdoor plots where participating countries, institutions and organisations can set up pavilions and gardens. They also have the option to present themselves to visitors in the “Green House” or as part of the “World Village”. Each plot is bordered by a four-metre-wide green strip which will become the “Green City Arboretum” designed by landscape planner Niek Roozen. The Floriade Expo will plant the arboretum with a variety of species, including trees, bushes and flowers, to help create a green, healthy, sustainable city. Around 3,000 different species have been selected to contribute to biodiversity, clean air, food production and urban climate management.

### After the Floriade Expo

As well as the six-month horticultural exhibition, the Floriade Expo will also mark the launch of a new district in the heart of Almere known as “Hortus”. The first permanent buildings for the new district will be constructed even before the Expo opens. They will serve as the main entrance building for the event and as facilities for students at Aeres University of

Applied Sciences. Almost all the buildings that are being constructed for the exhibition will have a function in the new district. This means the Floriade Expo will not only be a unique event for Almere but will also give the city an attractive, green and sustainable new district. Buildings that do not become part of Hortus will be rebuilt elsewhere in the world.



Expo site in Almere, © Floriade Expo 2022



## 2. WHO WE ARE

### 2.1. IN BRIEF

Overall responsibility	Federal Ministry of Food and Agriculture (BMEL)
Commissioner General	Dr Karl Wessels (Head of Sub-department 42, BMEL)
Deputy Commissioner General	Dr Joachim Ludewig (Head of Division 425, BMEL)
Implementation company	Hamburg Messe und Congress GmbH (HMC)
Management German Garden	Christiane Krüger (Director, HMC) Yan Yin Chan (Deputy Director, HMC) Christina Gaats (Deputy Director, HMC)
Concept and design	Consortium ARGE Floriade Expo 2022 <ul style="list-style-type: none"> <li>• insglück Gesellschaft für Markeninszenierung mbH</li> <li>• gtp2 Architekten</li> <li>• studio grünrau Landschaftsarchitektur GmbH</li> </ul>
Catering	Angerer & Obermayr Messegastonomie GmbH
Cultural programme	a.s.s. concerts & promotion GmbH
Creative Design (advertising and promotional materials)	cyoto GmbH CTNM Computertechnologie + Neue Medien Mass + Matzke GbR

## 2.2. FEDERAL MINISTRY OF FOOD AND AGRICULTURE

The BMEL has overall responsibility for the German Garden at Floriade Expo. The ministry is represented by the German Garden's Commissioner General, Dr Karl Wessels (Head of Sub-department 42), and his deputy Dr Joachim Ludewig (Head of Division, Section 425 - Trade Fairs). Floriade Expo 2022 is the third international horticultural exhibition that the BMEL has officially been involved in, following Expo 2019 in Beijing and Expo 2016 in Antalya.



Dr Karl Wessels



Dr Joachim Ludewig

(Both photos © BMEL)

## 2.3. HAMBURG MESSE UND CONGRESS GMBH

The BMEL commissioned HMC with the planning, organisation and implementation of the German Garden. HMC previously organised the German participations at Expo 2008 in Saragossa, Spain, Expo 2012 in Yeosu, South Korea, Horticultural Expos 2016 in Antalya, Turkey, 2017 in Astana, Kazakhstan, and 2019 in Beijing, Republic of China. The Director of the German Garden is Christiane Krüger, supported by Deputy Directors Yan Yin Chan and Christina Gaats.



Christiane Krüger



Yan Yin Chan



Christina Gaats

(All photos © HMC)

## 2.4. CONSORTIUM

The consortium ARGE Floriade Expo 2022, comprising three companies that also have previous experience working on Expos – insglück Gesellschaft für Markeninszenierung mbH, gtp2 Architekten and studio grüngrau Landschaftsarchitektur GmbH – is responsible for conceptual development, planning and implementation of the German Garden's interior and exterior design.

## 2.5. OTHER PARTNERS

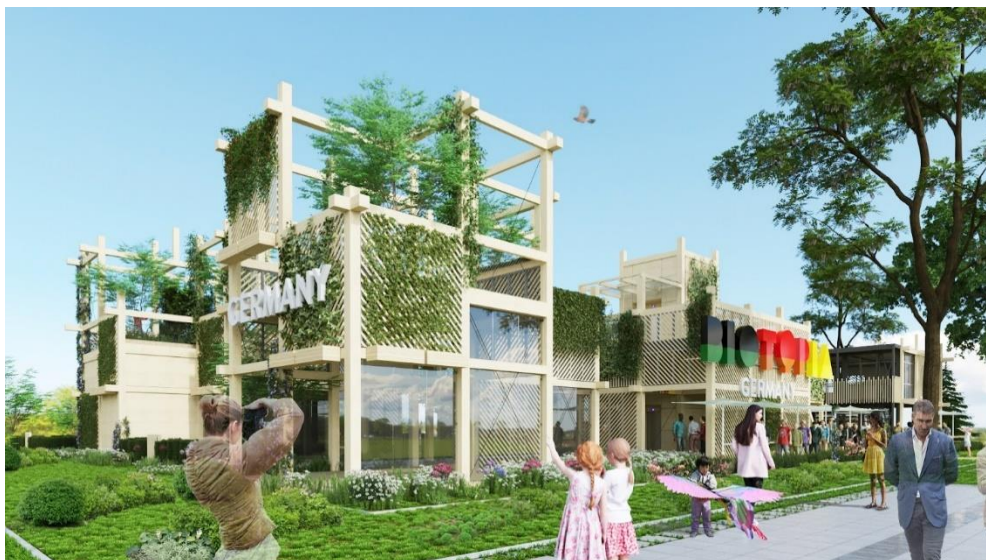
Angerer & Obermayr Messegastonomie GmbH is responsible for running the restaurant, including the takeaway and VIP lounge, while a.s.s. concerts & promotion GmbH is in charge of planning and delivering the extensive cultural programme. Both companies have prior Expo experience. The German Garden's print and advertising materials and website are being designed by cyoto GmbH and CTNM Computertechnologie + Neue Medien Mass + Matzke GbR.



### 3. THE GERMAN GARDEN – “BIOTOPIA – GROWING COMMUNITY”

#### 3.1. IN BRIEF

Title	BIOTOPIA – Growing Community
Location	International area, plot 066/067
Size of the Plot	1,974 m <sup>2</sup>
Spatial Division	Two-storey pavilion with exhibition and roof terrace, large atrium with garden, restaurant and takeaway
Construction phase	December 2021 – April 2022
Website	<a href="http://www.floriade2022germany.com">www.floriade2022germany.com</a>
Instagram	<a href="https://www.instagram.com/floriade2022germany">@floriade2022germany</a>



South entrance to the German Garden, © insglück / gtp2 / studio grüngrau

## 3.2. MORE INFORMATION ABOUT THE GERMAN GARDEN

The German Garden will be in the middle of the international participants area. Germany will be using the 1,974 m<sup>2</sup> plot to showcase its solutions for the green cities of the future. The German Garden will represent a biotope that is constantly growing and developing, guided by the utopian vision of a sustainable, healthy way of living in future cities. Under the motto “BIOTOPIA – Growing Community”, the German Garden will invite people to think further, build further and grow further together.

### 3.2.1. CONCEPT AND ARCHITECTURE

The German Garden will present innovative, forward-looking solutions and approaches to a sustainable interaction between nature and city. It will offer vivid examples of modern and low-impact horticulture and allow visitors to learn about the opportunities and possibilities opened up by future green cities in a fun and interactive way. The centrepiece of the German Garden will be an atrium with a garden where visitors can find useful and ornamental plants native to Germany, trees capable of withstanding climate change, wildflowers and so-called plant communities: naturally occurring groups of plant species that interact with each other and require the same environmental conditions. Nestled between the plants will be quiet zones, a water playground for children and a stage that will be hosting a varied cultural programme during the Expo.

The German Garden pavilion will be a cubistic wooden construction with a roof garden, solar panels, wind turbines and green walls which will turn the building itself into a living ecosystem whose appearance will keep changing over the course of the Floriade Expo as the plants grow. Sustainability is a key principle, with all materials used in the building's construction being reusable or fully recyclable. At the end of the Expo, the building will be taken down again and all parts will be put to a new use. The complex will be rounded off by a restaurant and takeaway which will be designed to fit with the theme of the exhibition. Visitors can look forward to wide-ranging vegetarian, vegan and seasonal dishes as well as some quintessentially German fare.

### 3.2.2. THE EXHIBITION

The German Garden will have a 600 m<sup>2</sup> interactive exhibition area where visitors can learn about all four of the Floriade Expo's subthemes. Designed with meticulous attention to detail, the exhibition will offer an attractive mix of entertainment and information. Hands-on exhibits will invite people to interact and experiment. A smart bracelet will offer another funny way to experience the exhibition, allowing visitors to see their own personal vision of the city of the future at the end of the exhibition. What exactly they see will vary depending on how many points they collected during the exhibition. The exhibition will also be designed to appeal to kids with many child-friendly exhibits guaranteed to keep them interested and entertained.



Key visual of the German Garden, © insglück / gtp2 / studio grüngrau

## 4. PRESS

### 4.1. CONTACT

For press enquiries please contact:

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at Floriade Expo 2022

☎ +49 (0)40 3569 2292

✉ [f.bumann@floriade2022germany.com](mailto:f.bumann@floriade2022germany.com)



### 4.2. DOWNLOADS

All available press releases and media relating to the German Garden can be downloaded here [ [www.floriade2022germany.com/en/press](http://www.floriade2022germany.com/en/press) ].

## 5. PUBLISHER

**Federal Ministry of Food and Agriculture**

Division for Trade Fairs

Rochusstr. 1

53123 Bonn

Germany

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