

Floriade Expo 2022 Almere, The Netherlands

14th April – 9th October 2022



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Short facts about Floriade Expo 2022

Location	Almere in the province Flevoland, 30 km to the east of Amsterdam
Site	60 hectares
Theme	“Growing Green Cities” with the sub-themes Green, Food, Health and Energy
Goals	Floriade Expo 2022 aims to draw attention to the future of cities and wants to present different solutions for making life in cities more sustainable, safer and healthier.
Participants	Approximately 30-50 International and 60 National Participants
Expected visitors	2 Million, thereof 85% Consumers and 15% Professionals
Expo-category	A1 International Horticultural Exhibition

Theme

With the theme “Growing Green Cities” the Floriade Expo 2022 (in the following: Floriade) will focus on the importance of green in cities of the future. The objectives of Floriade are inspired by and in compliance with the “Sustainable Development Goals” (short: SDG) of the UN which are also pursuant to the “German Sustainability Strategy”. The exhibition is a podium to generate attention for especially seven of these goals, which concern the population worldwide:



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- SDG 02: End hunger by means of achieving food security, improving nutrition and promoting sustainable agriculture.
- SDG 06: Ensure availability and sustainable management of water and sanitation.
- SDG 07: Ensure access to affordable, reliable, sustainable and modern energy.
- SDG 09: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.
- SDG 11: Make cities and human settlements inclusive, safe, resilient and sustainable.
- SDG 12: Ensure sustainable consumption and production patterns.
- SDG 13: Take urgent action to combat climate change and its impacts.

The Earth has more than seven billion inhabitants. Over 50% of these people now live in cities, and in 2050 this percentage will have increased to nearly 70%. As urbanisation will continue relentlessly, the global population have no other option than to look for ways to keep cities safe, liveable, healthy and attractive and to look for sustainable growth.

In this context, four sub-themes have been developed: Green, Food, Health and Energy. Official Participants describe and show the challenges they face in their particular context and the solutions they have found or are working on for at least one of these sub-themes.

Expo site

The Expo site is a rectangular area of 60 hectares surrounded by water on three sides. Located in the middle of the city of Almere, the Expo site offers 192 plots for the participant countries



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and institutions to build their gardens and pavilions. Participants also have the possibility to present themselves as part of the indoor horticultural exhibitions or the World Village.

Each plot is enclosed by a four metres wide “Green City Arboretum” strip which will be developed by the landscape designer Niek Roozen. The Arboretum, planted by Floriade, will consist of a variety

of plants like trees, shrubs and flower bulbs. These plants will all conduce to a green, healthy and sustainable city. Around 3,000 species have been selected which contribute to the city in terms of biodiversity, air purification, food production and city climate management.

The German Garden

The German Garden will be located in the middle of the large area for International Participants with its urban setting.

The German Federal Republic will show their solution approaches to build green cities of the future on an overall area of 1.974 m². The Federal Ministry of Food and Agriculture has commissioned the Expo-experienced Hamburg Messe und Congress GmbH to plan, organise and implement the German Garden. The consortium consisting of the companies insglück Gesellschaft für Markeninszenierung mbH, gtp2 Architects and Studio grüngrau Landschaftsarchitektur GmbH was awarded the contract for the conceptualization, planning and implementation of the German Garden.

The German Garden reflects a biotope, which is constantly growing and developing. The Utopia of sustainable, healthy living in the cities of the future serves as a model. Under the motto “Biotopia - Growing Community”, the German Garden invites to think further, to share knowledge and to broaden one’s mind.



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On an exhibition area of over 620 m², the German Garden provides education on all four sub-themes of the Floriade through interactive exhibits. Optionally, the exhibition can be experienced playfully with a smart bracelet. With the help of these bracelets visitors can collect icons on all sub-themes. The final exhibit will show their personalized representation of the city of the future, depending on the number of different icons they collected. The exhibition is also very accessible for children: thanks to exhibits at children's level, water games and a slide. The German Restaurant offers guests an opportunity to experience German cuisine. The rooftop garden and the atrium invite to linger.

The German Garden boast of remarkable architecture. The interior and exterior spaces merge, and plants find their way around the building facade. The building construction creates vertical and horizontal accents that lead to a dynamic and urban image. The pavilion itself will continue to grow during the Floriade, symbolizing the theme “Growing Green Cities”.

The Netherlands

The Netherlands, as the name suggests, is a remarkably flat country in Western Europe which partly lies below sea level. It is well-known for its large expanses of lakes, rivers and canals as well as windmills and bikeways. Because of its location on the North Sea coast, it has always been forced to find solutions in the battle against water deterioration. This battle has inspired the Dutch people to innovate and co-create with an open-mind, in order to create a safe and liveable delta.

Almere

Almere is located on the largest artificial island of the Netherlands, called Flevoland. It is located east of Amsterdam and lies two to five meters below sea level. Only 40 years ago, the first pile was sunk into the reclaimed land and the first inhabitants settled in this new polder city. Today more than 210.000 people live here. Dykes, locks and pumps secure reclaimed land from water infiltration and take care of water management, as the area lies below the level of the surrounding water. This water connects Almere with Amsterdam, a renowned international city and capital of the Netherlands, which draws more than 17 million tourists every year. Almere is part of the greater Amsterdam Metropolitan Area, with two million inhabitants.

Transportation

The Netherlands has an outstanding highway and railway system. Transportation is of special importance here, because the country functions as a gateway for passing of goods between Western Europe and the rest of the world. Both, inhabitants and tourists, benefit from this. Whether by car, bus, train or plane: Thanks to the central location – just half an hour from the gates of Amsterdam – Almere is very easy to reach.

Schiphol International Airport is only 45 kilometres away and within easy reach. Whether by car or train, it will take not more than 30 minutes from the Airport to the Expo site in Almere. Travelling by car from the centre of Amsterdam to the Expo site also takes around 30 minutes. A direct bus connection will bring visitors from Almere Central Station to the Floriade Expo site in 7 minutes.

Climate

Almere has an oceanic climate (Cfb), characterized by mild to cool winters and warm summers, with moderate, year-round precipitation. The annual average temperature in Almere is 9.2 °C and the annual average precipitation is 796 mm. April is the month with the lowest precipitation, at 45 mm, and October with the highest, at 80 mm. August is the warmest month of the year, with an average temperature of 16.6 °C, and January the coldest, with an average temperature of 2.2 °C.

Dutch Agriculture

The country's agricultural land is divided into grassland, farmland, and horticultural land. Dairy farming is highly developed and prolific in the Netherlands. Horticulture carried out in greenhouses is of special importance. The export of greenhouse tomatoes, cucumbers, bell peppers, cut flowers, and houseplants has greatly increased and the Netherlands now contains a substantial share of the total European horticultural area under glass. Fruits, vegetables, cut flowers, and flower bulbs are also produced in outdoor horticulture; the latter from the world-famous colourful bulb fields.

Legacy

Floriade will not only be a six-month Expo; it will also be the start of a new city district in the heart of the city of Almere, called Hortus. The first permanent buildings for the district will be built before the Expo opening. Functioning as main entrance building for the Expo and housing for the University of Applied Sciences, these buildings are green statements for the new district. Almost all structures that are built during the Floriade will have a function in the new city district. This way, the Expo will not only provide a unique event for the Municipality of Almere, it will also be a beautiful, green, and healthy city district. It will be further developed to a district with up to 1,000 houses. Buildings that will not become part of Hortus will be rebuilt elsewhere in the world.



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Sources

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