



FLORISSIMO 2010

Europe's unique flower and water show

PRESS RELEASE

The leafy city of DIJON is getting ready to hold the 9th FLORISSIMO international exotic flower and plant show, from 11th to 21st March 2010. This floral extravaganza, the **only one of its kind in Europe**, will display the finest specimens of exotic and tropical flowers in faithfully recreated natural surroundings - luxuriant orchids, precious ginger torches, air plant bromeliads, heliconia, palm trees, bird of paradise plants and other wonders from the ends of the earth – to delight and transport the 200,000 visitors expected to attend. Cities in France and other countries, botanical gardens, professional growers, florists and training organisations will compete to see who can create the most spectacular landscape settings. The Florissimo show is put on every 5 years by Dijon Congrexpo in collaboration with the city of Dijon. It is sure to transport visitors of all ages deep into the mysterious world of exotic plants.

The Magic of water and exotic flowers

The use of the very latest technology in the striking visual displays will make the 2010 show ever more dazzling. The theme of the 9th Florissimo is “**the Magic of water and exotic flowers**”. To this end Dijon Congrexpo has engaged the services of the greatest professionals in the world - AQUATIQUE SHOW INTERNATIONAL – to create, for the first time in Europe, an enchanting display combining spectacular water features, stylish lighting and harmonious sound effects. A totally amazing experience!

A feat of technology

Turning the exhibition halls of the Dijon Parc des Expositions into an immense tropical garden is quite a technical challenge. Two months' setting up and some 200 people will be required for FLORISSIMO 2010. The display area will cover 15,000 sq. m., 1,311 sq. m. of which will be devoted to pools and fountains, more than double that used in 2005 when the show was last held. 5,000 cubic metres of materials will be used, 1,600 linear metres of wooden edging, thousands of plants and flowers, etc.

A wide and varied choice of additional activities will be available to the public: lectures, flower arranging workshops and demonstrations, presented by specialists and keen enthusiasts, will take place throughout the event. Visitors to Florissimo will also be able to purchase equipment and other gardening and flower arranging products.

Open 9 am to 9 pm
Admission :full fare: 18€
— reduced price : 15€
(senior citizens, groups
of 20+ people, entry
after 5 pm, 12-20 year
olds) - children (5-11
years): 6€ - no charge
for children under 5.
www.florissimo.fr

Information: DIJON CONGREXPO –tel. : 33 3.80.77.39.00 -Fax : 33 3.80.77.39.39 - contact@dijon-congrexpo.com
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