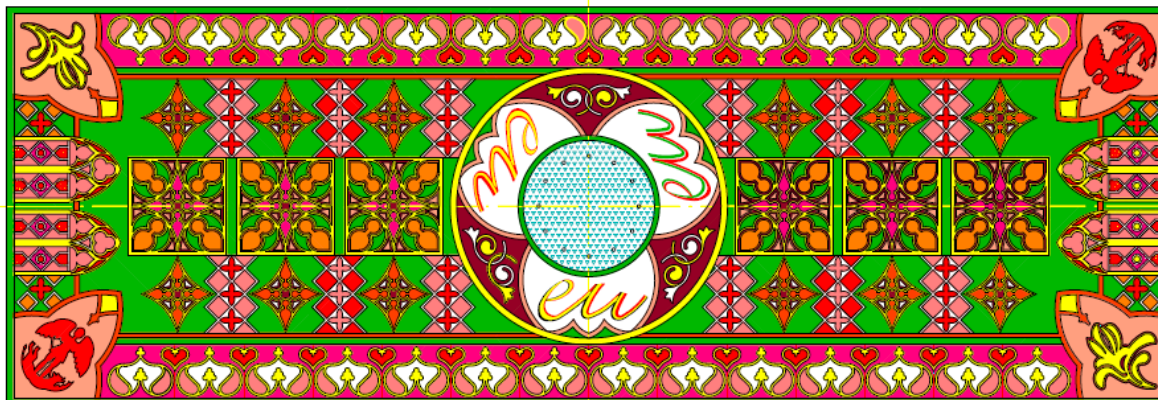


TAPIS DE FLEURS
BLOEMENTAPIJT
FLOWER CARPET

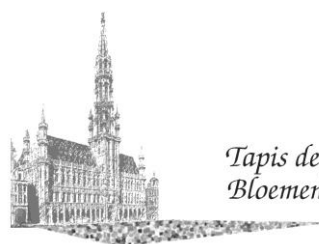
BRUXELLES
BRUSSEL
BRUSSELS

2010



realisatie:  AVBS
LOCHRISTI

ontwerp & design:  MARK SCHAUTTEET
ZOTTEGEM



Tapis de fleurs de Bruxelles asbl
Bloementapijt van Brussel vzw

Press file: Flowercarpet 2010

« I often feel happy and proud to be a resident of Brussels. This year, 2010, is even more reason for doing so. In the middle of the Belgian presidency of the European Union, the carpet of flowers in the Grand Place will take on a formal and fraternal character where aesthetics is enriched by open social interaction. I would like to wish everyone a thought-provoking, inspired and enthusiastic visit. »

Freddy Thielemans, Mayor of the City of Brussels,

President of the Brussels Flower Carpet organisation

 **trio.be**

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Carpet of flowers 2010: Europe in the heart of Brussels

Come and admire the Flower Carpet in the Grand Place in Brussels on 13, 14 and 15 August 2010.

From 9 am to 11 pm, a panoramic view from the balcony of the Hotel de Ville. Every evening at 10.00 pm, 10.30 pm and 11.00 pm: sound and light.

How does the heart of Europe beat? In flowers and colours!

You won't believe your eyes. When you pass through one of the seven entrances into the Grand Place, you will be presented with a brilliant spectacle. Stretching out over 2,000 m², the floral display will positively glow with sparkling colours arranged in subtle designs. This monumental work, an original and ephemeral creation, requires months of design and preparation but has been put in place in just one day. A hundred expert craftsmen follow meticulous plans; each of the begonias and dahlias making up this exceptional tableau has its exact place, in complete harmony.

Honouring the Belgian presidency of the European Union

What does this amazing floral composition show you? On two opposite corners, you will immediately recognise Saint Michael striking down the dragon. This is the protective image of the city of Brussels which was founded over 1,000 years ago. On the other two corners, there is the stylised image of the yellow and blue iris, the emblem of the region. Between the two, there is an evocation of Gothic architecture representing the splendid surrounding buildings. So much for the past.

In the very centre, at three different angles, the elegant EU logo will be displayed. It is the work of Antoine Durieux, a young, 23 year old Belgian designer. It is no coincidence that twelve fountains enhance and refresh the whole ensemble. The chosen number of stars of Europe may, for example, combine four spatial dimensions and the three sacraments. Think of all the other interpretations and applications of this basic "twelve" configuration.

Of course, you can stroll all around this exceptional installation. During the day as well as by night, you will be aware of the subtle variations in coloured nuances, fragrances and atmosphere. Enthusiasts from around the world come to admire this marvel. Why not join them, chatting on the steps of the staircases leading to the balcony of the Hotel de Ville? From there, every day from 9.00 am to 11.00 pm, you won't believe your eyes. Your camera will record images that will remain fixed in your memory.

Just four nights and three days: who has conjured up this magical Twelve?

Below is a brief description of the origin of the Carpet of Flowers 2010.

Making a carpet

The actual making of the carpet is based on a plan worked out in advance, consisting of several stages.

Everything starts, often a year in advance, with projects and scale models, illustrating a commissioned theme. Once the theme has been produced in representation and symbol, the number of flowers and color combinations calculated and the outlines finally drawn on the ground, then the work starts. The skilful, dedicated work of a hundred experienced gardeners and their enthusiasm enables them to put together this giant floral jigsaw in under four hours.

The day before, the spaces between the floral patterns will already have been filled with rolled turf. Did you know that the flowers are packed together one by one, 300 to every square meter of the ground (+/- 800.000 flowers!), so tightly (no soil is used at all) that they won't be blown away by the first puff of wind, and create their own microclimate? In heat waves, the turf has to be watered to prevent it from shrinking, but if the weather is too wet, the grass can grow 4 to 5 centimeters in 3 days? The wonders of nature!

Ephemeral beauty

Always the same, yet different each time, no carpet is like any other, even if it is always essentially made up of 800,000 begonias ("*tuberosa grandiflora*"), one of the glories of Belgian horticulture.

The Begonia

The beauty and diversity of all these carpets is largely due to their main component, the famous begonia. Chosen above all for its qualities of robustness, resistance to bad weather and strong sunshine the begonia guarantees the long life and freshness of the carpet. It also gives it is rich range of colors - from vivid colors to delicate pastel shades, with in between, the parti-colored and white flowers which reflect the light so well.

This flower, the ideal ornament, which is already traditionally used in pageants and floral corsages, is also much loved by householders who use them to brighten their balconies and windowsills and embellish their flowerbeds. 80 % of the total production of begonias, a native of the West Indies, cultivated almost exclusively in the Ghent area since 1860, is exported. Belgium cultivates 60 million begonia tubers every year, and is recognized as the world's largest producer. The Netherlands, France and the United States are its best customers.

Other natural elements will be called upon to render the more particular colours of this glimmering flower carpet. Dahlias will take the place of blue entrelacs. The green will be grass, and tree bark will render the brown nuances that form the background of the carpet.

The Grand Place honours the presidency

This year, the Flower Carpet filling the *Grand-Place* in Brussels is a tribute to the Belgian Presidency of the Council of the European Union.

For six months, starting from 1 July, Belgium holds the Presidency of the Council of the European Union. The Council is one of the key decision-making bodies within the European Union, being the institution that represents the governments of the EU Member States. The Presidency must organise and chair the meetings of the Council and of all the bodies that carry out preliminary work. It must also seek solutions and compromises both between the Member States and with the other institutions of the European Union. That means organising approximately 3 000 meetings, most of which take place in Brussels. Already the headquarters of the main European institutions, Brussels is thus for six months Europe's capital on two counts!

Belgium has succeeded Spain and precedes Hungary in holding the Presidency. Together, these three countries form a team Presidency, also known as the 'Trio'. In order to provide more consistency and continuity, they have prepared a joint 18-month programme together. They have also adopted a common logo, reflecting this desire for continuity. The logo was produced by a competition open to art and design students held in each of the three countries, and was won by a Belgian, Antoine Durieux, who is a young graduate of the *Institut Saint-Luc – ESA (Ecole Supérieure des Arts)* [Arts Academy] in Brussels.

The logo, which appears in the centre of the Flower Carpet, comes in three versions, in the national colours of the three countries. It is made up of two linked letters ('e' and 'u') to express solidarity and harmonious relations between the Member States. The logo is also the reflection of a modern vision of the EU and its citizens. It looks as if it has been written by hand, inviting citizens to take back ownership of the European project.

For more information on the Belgian Presidency see: www.eutrio.be

The opening show

As a part of the inauguration of the 2010 carpet of flowers, six young singers of the *a capella* group Brussels Vocal Project will present a recorded selection from their repertoire. They will open with a theme written by Pierre Van Dormael and David Linx entitled "The Art of Love". This ballad, to be included in the ceremony, was performed at the birth of the group. The Brussels Vocal Project will continue with an interpretation of "Too Long the River Deep (San N'Diaye)" from the Belgian jazz group Aka Moon. This lively and rhythmic piece will then lead them to close with the European anthem, "Ode to Joy", rearranged for the occasion by the French pianist Sandrine Marchetti. The group would like to thank the sound engineer, Jasmine Schreuermann, for the quality of the recording to be broadcast.

The Flowercarpet: agenda

August 12 2010 : Day for the press – Day of construction

- From 9 am** Possibility to interview the organizers (on appointment)
- 12.30 pm** The first flowers are set by around 100 people
- 4.30 pm** Opening « press » at the Town Hall and possibility to watch the Flowercarpet during the realisation. Possibility to interview the workers.
- 8.30 pm** Official inauguration at the "Maison du Roi" and the Town Hall. (entrance only by showing the invitation paper)
- 10 pm** Fireworks and concert

August 13, 14 and 15 2010 : Opening for Public Every night at 10, 10.30 and 11 pm : sound and light

From 9 am till 11 pm :

Opening of Town Hall : the balcony is opened for the visitors, panoramic view : € 3, children younger than 12 enter for free

More information on : www.flowercarpet.be

A brief history

Officially, the first Floral Carpet as its present-day form was created in 1971 on the Grand-Place by the landscape architect E. Stautemas, but, in fact, it was the culmination of a whole series created in various towns in Flanders.

E. Stautemas, who was born in Zottegem, and graduated from the Ghent Horticultural College, had been experimenting since the early 50's making simple small carpets, more like rugs, mainly consisting of begonias (in Knokke, Oudenaarde, Sint-Niklaas, Lille...).

He very quickly realised that floral carpets would be an excellent vehicle for the promotion of his beloved begonias which he had always worked with, both technically, economically and aesthetically. After years of attempts and calculations, this architect, who was inventive and imaginative, and knew how to make the most of the numerous resources of begonias, became an expert in the creation of superb floral carpets with sophisticated colors and complicated designs.

His fame spread and he was asked to make carpets not only in Belgium (Ghent, Bruges, Antwerp, Ypres, Courtrai, Hasselt, Tongres, Mons, Durbuy, ...) but worldwide (Cologne, Hamburg, Luxemburg, Paris, London, Breda, Amsterdam, The Hague, Vienna, Valencia, and as far afield as Buenos Aires and Columbus, Ohio).

Since its disappearance, the landscape architect has taken over with talent. The carpets of Brussels lace and the Gardens of Versailles have enchanted thousands of visitors since the year 2000.

Some of these carpets were bigger than the ones created in Brussels (77 x 24 m), like the 1973 masterpiece at Sint-Pietersplein, Ghent that reached a gigantic 164 x 42 m. However, as E. Stautemas himself says, "Nowhere is the carpet more beautiful and distinguished than in the unique, ancient surroundings of the Grand-Place in Brussels".

1971

In 1971, on the weekend of August 15th, the carpark on the Brussels Grand-Place was cleared, and the first floral carpet, fresh and bright, with ornamental motifs, appeared.

1976

The second one was created in 1976, and was not unlike the first one, the theme of which was "Year of the Landscapes, Parks and Gardens".

1979

In 1979, the "Brussels Millenium" was celebrated with a third carpet representing the patron saint of the City, the Archangel St. Michael, accompanied by the contemporary Latin name of Brussels, "Bruoscella, and the dates 979 - 1979 in the borders.

1980

In 1980, it was the turn of Belgium, which was celebrating its 150 anniversary, an event symbolized by the Coat of Arms of Belgium, "Unity is Strength"..

1986

The "Tapis de Fleurs de Bruxelles" Association was then created at the initiative of City of Brussels in cooperation with the Province de Brabant and the "Les Francs-Bourgeois". The event was to be held every two years, for 3 to 4 days on the weekend of 15th August and could be enhanced by "Sound and Light", fireworks, a jazz concert and other traditional folk entertainments. The 1986 theme of the carpet was the "Coat of Arms of the City of Brussels" wreathed with the inscription "Bruxella Civitas Brabantiae".

1988

In 1988, E. Stautemas was finally able to produce work, which was particularly close to his heart: "a Chinese Carpet" inspired by the carpets of the Chinese province of Sinkiang. This iridescent floral tapestry, a masterpiece of scrolls and arabesques, must have looked magical to the many spectators who saw it from the balcony of the Town Hall in the evening under the spotlights.

1990

In 1990, long after his death, the signature of the divine Mozart appeared on the carpet dedicated to him to commemorate the "Year of Mozart".

1992

In 1992, there was a radical change of direction. The organizers chose as their theme for the eighth floral carpet "Brussels, Capital of Europe" to reaffirm the commitment of the City to the construction of Europe. The role of the City of Brussels in the European Community was represented by the arms of Brussels in the center of the European flag, with the iris and the twelve flags of the European member countries, in the two great borders of the carpet, all linked by a golden chain.

1994

1994 was the 50th anniversary of the Liberation of Brussels and the carpet was naturally dedicated to the gallant liberators. Thus, the bearings of the two British regiments and the intrepid "Piron Brigade", the "First Belgian Independent Group", appeared alongside the arms of Brussels. An innovation in this 9th event was that three illuminated fountains were set up in the centre line of the carpet. Finally, for the first time in the history of the floral carpet, on 10th August 1994, two pretty little carpets designed especially children were produced on the lawns of the Parc de Bruxelles. It will become a tradition!

1996

In 1996, the flower carpet, was conceived as a garden "à la française" with designs inspired by the Flemish Renaissance. To celebrate the 10th anniversary of the event, Lords and Ladies escaped from the famous Ommegang and threw flowers in the crowd on the evening of the opening.

1998

In 1998, Mr E. Stautemas imagined a "true" false carpet- his last one- inspired by the geometrical scalloped designs on the rugs of the semi- nomadic tribes living today in NE Turkey.

2000

To celebrate the year 2000 and to do homage to the town of Brussels. Mr M. Schautteet, successor of Mr E. Stautemas, imagined something really new

instead of the traditional flower carpet. He designed an original and unrivalled floral composition: an ancient inlaid table covered with a table runner in Brussels' lace

2002

When the gardens of Versailles inspire creator Mark Schautteet, the composition is dazzling. Circles, curves and volutes, leaf balls, not to mention the stylised Saint Michael who gives the impression of being inscribed in a circle, the shrubs cut to a point and water fountains ... The illusion was just perfect.

2004

Art nouveau in Brussels is an undeniable richness and the flower carpet drew inspiration from it with talent and in harmony.

2006

The Grand-Place was animated by... a giant kaleidoscope: the 9 "rose windows" that compose this vegetal carpet are indeed fixed on revolving stages, spinning slowly but surely !

Themes of the carpets

1971: 1st flowercarpet in Brussels: a garden

1976: Year of the Landscapes, Parks and Gardens

1979: Brussels Millenium

1980: Celebration of Belgium's 150 anniversary

1986: Coat of Arms of the City of Brussels

1988: A Chinese Carpet, inspired by the carpets of the Chinese province of Sinkiang

1990: Year of Mozart

1992: Brussels, Capital of Europe

1994: 50th anniversary of the Liberation of Brussels

1996: A garden "à la française"

1998: A carpet inspired by the semi-nomadic tribes living today in NE of Turkey

2000: Brussels' lace

2002: Versailles

2004: Art Nouveau

2006: Middle Ages

2008: Savonnerie

2010: Europe

New initiatives blossom

This year, there are brand new initiatives including a campaign to get a better idea of the opinion of visitors. They will be able to take part in a competition with a chance to win tourist-themed prizes - vouchers for a night in a hotel, a meal in a restaurant, a drink in a typical café, etc.

Flyers will be distributed to visitors while they are waiting for the panoramic visit to the carpet. Whimsical and highly visible collection boxes will be placed at the exit.

This year, with the tremendous support of and in coordination with the florist Van Maelder of the Grand Place, the B.H.C. Business Association has decided to embellish the houses and shops of the Grand Place in the red and green colours of the City of Brussels.

The Saint Hubert Galleries Business Association will take part in its own way by incorporating a unique theme that will be found in the display windows of every shop in the gallery.

The shops and hotels in the surrounding area also wanted to join in with a major event represented by the Carpet of Flowers of Brussels. For instance, Hotel Amigo has developed a "Flower Amigo Power" package and the Marivaux will decorate its façade with flowers especially for the occasion.

Flower Amigo Power

August is a time of summer activities without to mention the famous Belgium Flower Carpet on the Grand Place.

It is a blessed time for hotel Amigo to celebrate this period of the year in a flowery manner.

The Flower Amigo Power package is filled with significant items reminding everyone of the symbol of flower.

From the balcony begonia external decorations, the internal Kenzo poppies flower carpet, the workshops in the lobby to the gifts in the rooms, Hotel Amigo shows once again the beauty of its partnerships with the most prestigious institutions.

For further information:

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Hotel Amigo
+32 2 547 47 03

This summer the Marivaux Hotel Congress and Seminar Centre will be put in the spotlight.

Recently acquired by a Belgian private group and managed by a new and dynamic team, the Marivaux is fully accepting a new challenge!

This former cinema, completely converted into a hotel and congress centre, is setting itself in the Brussels' landscape by giving a nice eyewink to the traditional flower carpet: an old film poster from 'Breakfast at Tiffany's' which will be fully made up by fresh flowers.

This one will cover the 200 sqm of the facade and you will be able to admire it from 12th until 15th August.

To the interested people and the admirers of Audrey Hepburn, a brunch will be offered, followed by the projection of the movie.

More information can be obtained at:

Marivaux Hotel, Congress and Seminar Centre
Boulevard Adolphe Maxlaan, 98
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www.marivaux.be

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Visual material available on request

More information on the website: www.flowercarpet.be

Acknowledgement

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- The Chancellery of the Prime Minister
- The Federal Public Service Foreign Affairs
- The Belgian Presidency of the Council of the European Union
- Brussels-Capital region
- The Town of Brussels and its services
- The National Lottery
- Hotel Amigo, hotel Marivaux, Le Plaza
- The STIB/MIVB
- Interparking
- JC Decaux
- The VLAM
- And all partners who have contributed to the succeeding of the event.