



# Green Emotion

## Dutch Floristry at the Floriade

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- A compilation of the beautiful floral designs shown at the 2012 Floriade held in Venlo, the Netherlands

The Floriade is a world horticultural expo organised in the Netherlands every 10 years. The sixth Floriade, from April 5th until October 7th, was held in Venlo. The Floriade Park is 66 hectares in size and consists of 5 unique themed worlds: Relax & Heal, Green Engine, Education & Innovation, Environment, and World Show Stage, separated from one another by woods. Each world has its own decor, program and activities. Part of 'Green Engine' and designed especially for Floriade 2012, is the ultra-sustainable Villa Flora, home to the biggest indoor flower show. The central theme of the flower exhibit is 'Green Emotion'; the power flowers and plants have to convey emotions, to bring atmosphere to our homes and happiness to our lives. Part of this 'Green Emotion' is a daily changing exposition of large floral installations on mobile platforms (Ø 3m), created with flowers and plants of the seasons. Every plateau fits one of the creative concepts of the Villa Flora: trendy, classical, extreme or modern. This book is a compilation of these original designs, and the most astonishing designs shown on the Floriade – works by Daniël Ost, designs of the Dutch junior championships, remarkable floral works from the bridal show... and many more. An album jam-packed with great ideas and an indispensable memory of this special event. Text in English & Dutch.