2017 Flower Show to Celebrate the Colors of Holland

American and Dutch designers highlight a land transformed by tulips and eco-design


No other country is as well known for its floral industry than the Netherlands, which fills the world with color. The Philadelphia Flower Show will transport guests to the rainbow landscapes of tulips, hyacinths and daffodils, and through the cut-flower and bulb markets that have shaped Holland’s history and culture.

The Flower Show will also explore the innovation that has defined Holland’s approach to its unique landscape, from windmills – one of the earliest uses of natural energy – to 21st-century eco-domes and the Dutch Wave movement, which takes a natural and sustainable approach to landscape design. Leading designers from Holland, including Nico Wissing, Bart Hoes, Carrie Preston and Bart Bresser, will share their extraordinary floral and garden styles in major exhibits at the 2017 Philadelphia Flower Show.

Show visitors will experience the rich heritage of the Netherlands, from the canals of Amsterdam to the castle gardens and Keukenhof fields, the historic and modern architecture, and the world renowned art, from Rembrandt to Van Gogh to Mondrian.

Holland’s culinary culture of great cheeses, chocolates, beer and other cuisine will also be part of this international celebration. And everyone is welkom.
ABOUT THE FLOWER SHOW
The PHS Philadelphia Flower Show is the nation's largest and longest-running horticultural event, and features stunning displays by the world’s premier floral and landscape designers. Started in 1829 by the Pennsylvania Horticultural Society, the show introduces the newest plant varieties, garden and design concepts, and organic and sustainable practices.

In addition to the major garden displays, the Flower Show hosts world-renowned competitions in horticulture and artistic floral arranging, gardening presentations and demonstrations, special events, a mammoth indoor Marketplace, and the citywide Bloom Philly celebration. The Premier Sponsor of the 2017 Flower Show is Subaru, and the Exclusive Sponsor is Bank of America.

The Philadelphia Flower Show has been honored as the best event in the world by the International Festivals & Events Association, competing with events such as the Kentucky Derby Festival, Tournament of Roses Parade, Indianapolis 500 Festival, and other international celebrations.

Proceeds from the Flower Show benefit the year-round programs of PHS that have become national models of urban greening, including City Harvest, which creates green jobs and supports a network of community gardens that raise fresh produce for families in need; Philadelphia LandCare, which has transformed and maintains more than 15 million square feet of vacant land in the city; and Plant One Million, a tri-state campaign to restore the region’s tree canopy. For more information about the PHS Philadelphia Flower Show and to purchase tickets, visit theflowershow.com, and follow us on Facebook, Twitter and Instagram.
ABOUT PHS
The Pennsylvania Horticultural Society is a nonprofit organization, founded in 1827, that connects people with horticulture, and together we create beautiful, healthy and sustainable communities. PHS offers programs and events for people of all interests, and works with volunteers, organizations, agencies and businesses to create and maintain vibrant green spaces. For information, visit PHSonline.org.

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