

## Hanging Meadow Welcomes Guests

*Flower Show entrance showcases breathtaking creations by top international designers*

**PHILADELPHIA** – Larger-than-life floral designs, Pop Art-inspired flowering sculptures, and a blooming meadow suspended from above will welcome guests to the 2019 PHS Philadelphia Flower Show, “Flower Power,” on March 2 to 10 at the Pennsylvania Convention Center.

The Flower Show Entrance Garden is a show-stopping celebration of “Flower Power,” bringing the awe-inspiring impact of flowers to vivid, colorful life. Upon entering, guests will be surrounded by towering vine sculptures adorned with artistic interpretations of flowers, plants and butterflies. Easy-to-view “pods” will display the spectacular floral creations of the FTD World Cup, the world’s most prestigious floral design competition. And from above, a sprawling meadow comprised of colorful wildflowers will float dreamlike over all the action.

Visually, the Entrance Garden blends inspiration from the era of Flower Power and Pop Art movement innovators, Roy Lichtenstein and Andy Warhol. Their influential techniques and iconic motifs – bold colors, thick outlines, Benday dots – will be used to reimagine traditional flower and garden imagery in unexpected ways.

“This year’s Entrance Garden captures the enormous impact of flowers on our lives in a visual story combining familiar artistic elements from the past with extraordinary floral creations of today,” explained Sam Lemheney, PHS Chief of Shows & Events. “We wanted to set the tone for the magical, inspiring experience that awaits visitors throughout the Show.”

Nearly 8,000 flowers of more than 85 varieties will surround the pods and sculptures in the Entrance Garden – saturating the space with vibrant colors and fragrant scents.

# PHS philadelphia flower show

Over 1,000 feet of aluminum will be used to construct artistic vine sculptures embellished with 600 preserved flowers and mesh interpretations of flowers and butterflies. The meadow, comprised of 18,000 floral and grass stems, will be suspended 25 feet in the air over 1,200 square feet of the Show floor.

Within the Entrance Garden, the stage will be set for the FTD World Cup 2019, in which floral designers from 23 countries will compete live in full view of Flower Show attendees during the opening weekend. Their breathtaking creations will be on display in pods throughout the Entrance Garden for the duration of the Show.

The 2019 PHS Philadelphia Flower Show, "Flower Power," will pay tribute to the enormous impact of flowers on our lives, from March 2 to 10, 2019, at the Pennsylvania Convention Center.

## **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 diverse and sustainable plant varieties and garden and design concepts. In addition to acres of garden displays, the Flower Show hosts world-renowned competitions in horticulture and artistic floral arranging, gardening presentations and demonstrations, special events, and the citywide Bloom Philly pre-Show celebration. 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.

The Premier Sponsor of the 2019 Flower Show is Subaru, and the Exclusive Sponsor is Bank of America. Official Sponsors are AARP, ACME, Aetna, Bartlett Tree Experts, Belgard, Green Mountain Energy, Main Line Health, United Healthcare, and Xfinity. Supporting Sponsor is STIHL. Contributing Sponsors are Bath Fitter, Cruise Planners,



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For more information about the PHS Philadelphia Flower Show and to purchase tickets, visit [theflowershow.com](http://theflowershow.com), and follow us on Facebook, Twitter and Instagram.

## **ABOUT PHS**

**The Pennsylvania Horticultural Society** is a not-for-profit organization, founded in 1827, whose programs connect people with horticulture and together creates beautiful, healthy and sustainable communities. PHS brings together people from diverse backgrounds to engage in horticultural projects that advance social equity, environmental sustainability, and urban livability. PHS's best known activities include the Philadelphia Flower Show, street tree planting and maintenance, community gardening, public beautification, and the PHS Pop Up Gardens. PHS is supported by Show proceeds, individual members and supporters, foundations, partners and government grants. For information and to support our work, visit [PHSONline.org](http://PHSONline.org).

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