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FOR IMMEDIATE RELEASE

Pennsylvania Horticultural Society Reveals First Glimpse of the 2024 PHS Philadelphia Flower Show, “United by Flowers”

New Artistic Renderings of the 2024 Show provide a behind-the-scenes glimpse of what guests can anticipate.

Plus, details on the exciting lineup of new and returning Show activations, events, and exhibitors.

January 19, 2024 – PHILADELPHIA, PA – At a press conference held this morning at the Loews Philadelphia Hotel, the Pennsylvania Horticultural Society (PHS) revealed new details for the 2024 PHS Philadelphia Flower Show, “United by Flowers” including 4 artistic renderings offering a first glimpse of what the Show will look like.

[TO DOWNLOAD HIGH RESOLUTION RENDERINGS, CLICK HERE](#)

Credit: Pennsylvania Horticultural Society

Additionally, PHS announced the Show’s exciting lineup of new and returning experiences and shared information on some of the dozens of exhibitors that will help create the must-see floral spectacle that has become a Philadelphia tradition.

“United by Flowers” celebrates the colorful community that comes together to share in their love of gardening, flowers, and plants, and the impact they make on our lives all year round. Now in its 195th year, the award-winning PHS Philadelphia Flower Show is a world-renowned gardening event and PHS’s main fundraiser to support its impactful greening work that advances health and well-being in the region. The event is known for its stunning visual displays, world-class plant competitions, family activities, artisanal crafts, educational offerings, and curated shopping. **The 2024 PHS Philadelphia Flower Show will run March 2-10 at the Pennsylvania Convention Center. Tickets are on sale now at tickets.phsonline.org, with flexible ticket options starting at \$29.99.**

“This year’s theme, ‘United by Flowers,’ focuses on coming together and we are excited to be showing all the ways that we build community with one another. From exhibits that show off the celebratory spaces that unite us to offering a series of experiences that are

best when done together, there is something for every visitor to share with their loved ones at the Flower Show,” stated PHS’s Creative Director and Vice President of the Flower Show, Seth Pearsoll.

Each visitor who purchases a Flower Show ticket, attends a Flower Show special event, or becomes a PHS member contributes to PHS advancing health and well-being through gardening. Through planting trees, supporting neighborhood greening, improving access to fresh food through community gardens, providing job training, managing public gardens, and connecting people with horticulture, PHS helps improve quality of life for all in the region.

To stay up to date with the latest information on the 2024 Flower Show, please visit phsonline.org/the-flower-show. For questions, please email flowershowtickets@pennhort.org.

2024 Exhibitor Information

The 2024 PHS Philadelphia Flower Show will gather some of the most cutting-edge, renowned landscape architects, garden designers, horticulturists, and florists from around the world to design dozens of breathtaking exhibits capturing the essence of this year’s theme, “United by Flowers” For a full list of exhibitors, please visit: PHSONline.org/the-flower-show. Below are select exhibitor highlights.

THE PHS ENTRANCE GARDEN

The PHS Entrance Garden at the Flower Show will captivate with its innovative use of water as an artistic medium. Boasting the Show’s largest-ever created body of water, this glass-like centerpiece will showcase vibrant floral sculptures emerging gracefully, while a colossal aerial floral sculpture reflects enchanting colors. Seamlessly connecting water to sky, the garden offers a modern, refreshing vibe with bold angles and a kaleidoscope of colors, evoking a serene tropical sunset. Adorned with suspended floral clouds and petals, this oasis invites contemplation, and is a polished, vibrant blend of artistry and nature.

CELEBRATING THE REGION’S NEIGHBORHOODS

In an innovative approach to showcasing the rich tapestry of local neighborhoods that make the region unique, educational exhibitors will design exhibits inspired by the special characteristics of select neighborhoods. Saul High School will pay homage to its neighborhood Roxborough, while Temple University aims to evoke the spirit of South Philly’s Pennsport. The Lakeside School will honor the famed Italian Market and Mercer County Community College will celebrate the bond between Northeast Philadelphia and Trenton. Meanwhile, the University of Delaware plans to

encapsulate the essence of Spring Garden, and Delaware Valley University will garner inspiration from the charming suburban town, Doylestown.

NEW EXHIBITORS

Kelly D. Norris – A leading horticulturist of his generation, Norris explores the intersections of people, plants and place through ecological, site-specific design and art. An award-winning author and plantsman, his work has been featured in *The New York Times*, *Better Homes and Gardens*, *Martha Stewart Living*, *Fine Gardening*, *Garden Design* and in numerous television, radio, and digital media appearances. Norris' exhibit "A Beautiful Disturbance" is an abandoned lot -- an artifact of the human-urban century that finds new life as a novel ecosystem. This city-garden becomes a cosmopolitan place for convening humans and nature.

Tissarose Floral – A Philadelphia-based floral designer who has made a name for herself designing florals that that bring joy and delight. Her work was part of the 2023 exhibit created by the Black Girl Florist Collective, a gathering of acclaimed black, female florists from throughout America that came together to co-create an exhibit. With her keen eye for design and detail, Tissarose Floral will create an exhibit dedicated to the gathering and dining spaces where people celebrate together and create joy.

Celebrating Bees - United States Geological Survey Team – the USGS Native Bee Inventory and Monitoring Program designs and develops surveys and identification tools for native bees which are integral to the environment. We must create a living space for our friends without backbones, the insects. Because they are small, a garden can be their complete universe and it's all about what you plant. Bring pictures of your garden space so that experts can advise on how to help save the bees and marvel at a garden and photography that shows the beauty of these tiny creatures.

RETURNING EXHIBITORS

Apiary Studio – A landscape architecture, design/build, and experimental horticulture firm known for their use of unconventional building materials, unusual hardy plants, and adaptive reuse of urban decay, Apiary Studio's exhibit "Right of Way" salutes highway roadsides as a unifying American experience. Shoulders, embankments, and ditches as encountered when pulling over on a road trip are in a sense a garden without a gardener, and the plants form a throughway unbound by state lines.

Black Girl Florists – Created during the pandemic to seek community in the floral industry from other female, black florists, this nationwide collective has grown to be a recognized community that supports and celebrate black women in floristry. With their acclaimed inaugural exhibit in 2023, the Flower Show is thrilled to welcome them back. The collective will express their love and support of each other by depicting unity in a space where black women gather and connect organically -- a hair salon. Set against a

palette of bright colors grounded by nude tones, each area will depict the uniqueness of each florist and how their collective talent creates an atmosphere of oneness.

Jennifer Designs – A floral event company from New Jersey whose owner and professional floral designer, Jennifer Reed, has over 20 years of experience translating her love of all art mediums into their floral form. Reed draws her inspiration from extensive experience, creating pieces that emphasize sculptural composition in design, and focused on items found in nature. Reed's "Flower Road Trip" will showcase a larger-than-life United States floral map to express how we are all connected by flowers and gardening across the 50 states.

Robertson's Flowers and Events – A longtime favorite Flower Show exhibitor, Robertson's makes its return to the Flower Show for the first time since 2020. Family-owned and operated since 1927, they have created floral designs for celebrations for generations. For their exhibit, Robertson's will honor the geometric shapes that are found in nature and work together to create a sense of connection, like the symmetry of flower petals and the rings of trees. People from diverse backgrounds will gather at this floral table, enjoying the shapes of nature and the beauty our planet provides.

FLOWER SHOW EXPERIENCES

ACTIVITIES

NEW! Know to Grow Educational Sessions

New this year, the Philadelphia Flower Show will host a newly re-imagined gardening speaker series on various topics up to 4 times a day. Presentation topics include garden design, vegetable gardening, native plants, container gardening, shade gardening, rock gardening, houseplants, and information on PHS programs. Whether you are "plant-curious" or a professional, learn something new and walk away with practical takeaways from acclaimed experts! *Free with admission.*

Artisan Row

Artisan Row is the Flower Show's experiential hub where guests can create an elevated floral or gardening-inspired craft working side-by-side with artisans. Now even larger due to popular demand, Artisan Row will feature 7 artisans creating fresh floral crowns, Flower Show candles, floral handbags, floral bouquets, terrarium making, dried flower bud vases, and botanical jewelry. *Purchase required.*

Butterflies Live!

Experience exotic butterfly species never seen before in the vibrant color palette of "United by Flowers!" Spend time with these beautiful pollinators while enjoying a serene environment surrounded by flowering plants. This is an all-ages activity, perfect for both kids and kids at heart! *Purchase required.*

Kids Cocoon

Play, learn, and have fun in our kid-centric play space, Kids Cocoon! Here, the Show's youngest guests can plant a seedling, read a story, and enjoy activities from local horticulturally-focused partners, with hourly programming from 10am-7pm every day of the Flower Show, except Sunday March 10. *Free with admission.*

New this year, the Kids Cocoon and PHS Shop will be selling a special Flower Show coloring book designed by local artists, so kids can enjoy page after page of colorful flowers long after their visit to the Show! All proceeds will benefit PHS's year-round greening programs. *Purchase required.*

Bloom Bar

Back by popular demand, Bloom Bar provides a walk-up experience offering guests the opportunity to purchase pre-assembled, fresh floral crowns in the heart of the Show floor. These gorgeous, wearable pieces of floral art offer a beautiful way for guests to grab, go, and wear -- showing off their floral best.

New this year, a pop-up satellite Bloom Bar Cart will roam the Show floor for on-the-go flower crown purchases. *Purchase required.*

Potting Parties

Learn the tricks of the trade at these energetic container gardening workshops hosted by designer Tu Bloom, The Official Botanical Artist of the Grammy® Awards. These parties are engaging for all, and end with you taking home your very own creation for lasting floral beauty. *Purchase required.*

EVENTS

Family Frolic

Sunday, March 3 -- This special day at the Flower Show is dedicated to those with little ones. Packed with activities and programming, families can enjoy face painting, giveaways, mascot visits and more. *Free with admission from 10:00am - 3:00pm.*

Fido Friday

Friday, March 8 -- The dogs will be back at the Flower Show this year! This event invites guests and their four-legged pals to experience "United by Flowers" together, featuring fur-friendly activations. *Free with admission from 5:00pm - 8:00pm.*

Flowers After Hours

Saturday, March 9 -- Our acclaimed after-hours dance party is back with a new theme – Shimmer and Shine! This sophisticated 21+ soirée will groove to the beats of a stellar lineup featuring all-female DJs from Philadelphia, set amidst the mesmerizing floral displays as the backdrop, this night promises an experience where the vibrant energy of the city converges with the allure of nature's beauty.

Guests are invited to dress in glamorous shades of white and nude tones with glimmering fabrics, and sparkling accessories. Whether guests come adorned in

sequins or glittering jackets, gowns, or hats, the dance floor will become a tapestry of movement and celebration. Hours are 8:30pm – 11:30pm. ID required for admission. *Purchase Required.*

TOURS

NEW! Behind the Blooms Tour

New this year, the 2024 Flower Show will offer a Behind the Blooms Tour to go deeper into the realm of horticulture at the Flower Show. These tours are led by acclaimed horticulturists and event professionals who will share a broad spectrum of knowledge in both horticulture and event production to unravel the mystery of how these exhibits come to life. Behind the Blooms Tours will be offered Monday through Friday with limited availability (1 group of 15 people per day). Tours will run 8am – 10am. *Purchase required.*

Early Morning Tours

Led by expert tour guides, these 2-hour tours offer guests the opportunity to learn more about the Flower Show's world-renowned garden designers and landscape architects, plus get up close to displays, the PHS Hamilton Horticult, and competitive classes before the Show opens for general admission hours. **New this year, Early Morning Tours will be offered daily from Saturday, March 2 – through Sunday, March 10.** Tours will run 8am – 10am. *Purchase required.*

Guided Photography Tours

Led by experienced photographers, this guided photo tour experience offers both novice and professional photographers the opportunity to capture the beauty of The Flower Show ahead of general admission hours. Guests will learn photographic tips and tricks and discover more about the spectacular floral displays, the PHS Hamilton Horticult, and competitive classes, alongside a professional photographer. Tours will run 8am – 10am. *Purchase required.*

SHOPPING

Marketplace

The Flower Show's shopping paradise will return in 2024 featuring nearly 200 vendors ranging in categories from decorative garden decor, garden tools, apparel, live plants, home décor, and more.

Makers Market

The Flower Show Makers Market features a variety of Philadelphia artists and their handmade wares. In 2024, the Makers Market will nearly double in size showcasing the best locally made artisanal products. Artists include handcrafted jewelry from Silver Garden Designs, floral relief prints from Beautiful Botanicals, embroidered artwork by Waters & Wild, gorgeous smelling essential oils and self-care essentials from the Aroma

Alchemists, hand-painted artwork and giftable items from Karla Gudeon Art & Design, and many more!

HEALTH AND SAFETY PROTOCOL

Public safety is a critical component for the Philadelphia Flower Show, and adherence to recommendations from City/State health officials is paramount to Show planning. PHS will continue to work closely with health officials leading up to the Show with updated guidance available online.

ABOUT PENNSYLVANIA HORTICULTURAL SOCIETY

The Pennsylvania Horticultural Society (PHS), an internationally recognized nonprofit organization founded in 1827, uses horticulture to advance the health and well-being of the Greater Philadelphia region. PHS programs create healthier living environments, increase access to fresh food, expand access to jobs and economic opportunity, and strengthen deeper social connections between people. PHS's work spans 250 neighborhoods; an expansive network of public gardens and landscapes; year-round learning experiences; and the nation's signature gardening event, the Philadelphia Flower Show. PHS provides everyone with opportunities to garden for the greater good as a participant, member, donor, or volunteer.

ABOUT THE PHILADELPHIA FLOWER SHOW

The PHS Philadelphia Flower Show is the nation's largest, and the world's longest-running horticultural event and features stunning displays by some of 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, and special events.

PHS PHILADELPHIA FLOWER SHOW SPONSORS

Exclusive Sponsors are Bank of America and Independence Blue Cross. Official Sponsors are ACME Markets, Bartlett Tree Experts, Belgard, EP Henry, Hendrick's Gin, and The Sino-American Business & Travel Association.

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