

Experience the Flower Festival for yourself

2nd – 26th May



madeira

Madeira . Belongs to all



A Flower in the Atlantic



02 to 26 May

Entertainment in downtown Funchal

📍 Central Walkway of Avenida Arriaga Largo da Restauração

Ambient music
Flower Market
Performances by folklore groups and concerts
Diverse entertainment
Flower carpets and decorations

Flower Carpets

Explore the city and discover the colourful flower carpets spread across several locations: Central Walkway of Avenida Arriaga and Largo do Corpo Santo. These ephemeral works stand out for their geometric designs and the meticulous composition with different species of flowers and greens, capturing the unique essence of Madeira Island. A visual and olfactory celebration of the Madeiran floral tradition which enchants tourists and locals. Take part in this festival of colours and fragrances, where nature becomes art.



1 Flower and Regional Products Market Central Walkway of Avenida Arriaga

Timetable

Sunday to Thursday

10:00 – 00:00

Friday and Saturday

10:00 – 01:00

Discover the authentic taste of Madeira in our Flower and Regional Products Market during the Flower Festival 2024. Among lush flowers, delight yourself with the regional sweets, bolo do caco, cider, craft beer and poncha with exotic flavours. A true festive experience, where Madeiran tradition reveals itself in every flavour. Join us and feel part of a big family celebrating the Madeira Flower Festival.

1 Performances and Entertainment

The Central Walkway of Avenida Arriaga features captivating daily performances by folklore groups and vibrant concerts. The ambient music, serene and engaging, invites passersby to slow down and enjoy the festive atmosphere. Pay a visit and let yourself be captivated by the melody, joy and animation which fill the air of this unique celebration.





69th Flower Exhibition **Largo da Restauração**

Timetable

2 May

19:00 – 22:00

From 3 to 26 May (except the 9th, 16th and 23rd May)

10:00 – 22:00

09, 16 and 23 May

10:00 – 20:00

Take a moment to explore the must-see Flower Exhibition. Carefully assembled by the Regional Secretariat for Agriculture and Environment (SRAA), this year's exhibition enchants under the theme "Embedded floral motifs". Marvel at the most stunning examples of the island's characteristic flowers, including anthuriums, proteas, geraniums, camellias, azaleas and amaryllis. A sensory journey through the colours and shapes which make the Madeiran flora unique. Don't miss the opportunity to immerse yourself in this carefully prepared exhibition, where the magic of flowers discloses itself in all its splendour.

1 Madeira Embroidery Pavillion **Central Walkway of Avenida Arriaga**

Timetable

10:00 – 19:00

At the heart of the Flower Festival, the Madeira Embroidery Pavillion, organized by the Madeira Wine, Embroidery and Handicrafts Institute (IVBAM), will highlight the greatest essence of the island's handicraft: the Madeira Embroidery. This section, also designed to present educational and recreational activities, will be a true celebration of art, where visitors will be able to admire the work of producers, immersing themselves in the beauty, uniqueness and rich tradition of Madeira Embroidery.



02 to 19

Regional Handicrafts Pavillion
Praça do Povo

Timetable

10:00 – 19:00

The Madeira Wine, Embroidery and Handicrafts Institute (IVBAM) presents a must-see crafts exhibition in Praça do Povo, showcasing the works of talented local artisans, thus reflecting the authenticity of the island. In line with the festive spirit, the regional crafts will be featured in themed weeks, along with educational and recreational activities linked to the arts in question: from the 2nd to the 7th of May, wood and wicker work will be the highlight; from the 8th to the 13th of May, the turn of ceramics and azulejaria (tiles); and from the 14th to the 19th of May, fabrics and leather will be the featured crafts. Explore tradition in every detail and take the essence of Madeiran handicraft with you.

02, 06, 08, 14, 16, 20, 22 and 24

1 Flower Workshops Central Walkway of Avenida Arriaga Concert Stage

15:00

Take part in the Flower Workshops, where the senses are awakened by varied ways. In this feast of exotic colours and flavours, discover cuisine with edible flowers alluding to spring, learn how to care for orchids, the art of ballooning, and explore the flower by using different techniques. From information on Madeira's endemic and indigenous plants, to the famous bolos do caco and exotic spring cocktails, each experience is a unique palette of flavours and knowledge. Join us for an explosion of appetizing experiences at the Flower Workshops, where every moment is a celebration of flavours, colours and learning.

02

Thursday

1 Central Walkway of Avenida Arriaga Folk Area

18:00

Rochão Folklore Group

Concert Stage

15:30

Flower Workshop – Spring Cocktails – Madeira Barmen Association

21:00

Concert by Cristina Barbosa



03 and 04

Palheiro Gardens Golf Classic São Gonçalo, Palheiro Gardens

With one of the most stunning views over the Funchal's bay, the Palheiro Golf Course will, for the fourth time, be the privileged setting for the Palheiro Gardens Golf Classic, a golf competition held within the Flower Festival. This event attracts around a hundred participants from destinations such as the United Kingdom, Germany, Slovenia, Finland, Denmark, Russia, Canada and France, for a weekend which combines three unique elements: the lush gardens that surround the countryside, the golf itself and, of course, the unmistakable Madeira Wine. Experience the elegance of this tournament which celebrates the passion for golf in perfect harmony with nature and the authentic flavours of the Region.

03

Friday

1 Central Walkway of Avenida Arriaga Folk Area

15:00

Ponta do Sol Folklore Group

Concert Stage

18:00

Concert by the Décio Abreu Quartet

21:00

Concert by Vânia Fernandes with the BCH Classic Jazz Trio



04

Saturday

Wall of Hope

Praça do Município

Symbolic construction of the Wall of Hope


More than a symbolic construction, the Wall of Hope is a testimony of purity and peace created by children's hands. After an enchanting children's parade, leaving Avenida Arriaga towards Largo do Município, around a thousand children transform Praça do Município into a dream setting. From all parts of the island, children bring along flowers, often picked from their gardens, to adorn the Wall of Hope. For over more than four decades, this wall has become the symbol of their wish for a better world.

This event counts on the participation of the Camacha Children and Youth Folklore Groups and the Ponta do Sol Folklore School.

09:30

Gathering of the Children in front of the Municipal Garden

10:00

 **Departure of the Children's Parade – Itinerary: Avenida Arriaga, Avenida Zarco, Rua Câmara Pestana, Largo do Município**

11:00

Symbolic construction of the Wall of Hope, pigeon release, followed by the children's performance

 **Central Walkway of Avenida Arriaga Folk Area**

15:00

Ribeira Brava Community Centre Folklore Group

Concert Stage

18:00

Concert by Júlia Ochôa

21:00

Concert by Kontraband

 **Madeira Congress Centre**

18:00

Flower Festival Concert by the Madeira Classical Orquestra with the solist Nika Gorič

05

Sunday

45th Allegoric Flower Parade

16:30

Taking place since 1979, the Allegoric Flower Parade has always been the most magical and enchanting moment of the Flower Festival. This grand performance transforms downtown Funchal into a temporary garden, where more than a thousand participants, most of them children, dance and radiate joy along the stunning Avenida do Mar. Creativity comes to life with floating choreographies and costumes meticulously created by seamstresses and local artists, who dress participants in elegant outfits. The parade dazzles with exuberant floats, true living works of art adorned with voluminous structures and covered with thousands of flowers of different species and colours. For approximately two hours, indulge in the unique atmosphere of this event that goes beyond the mere celebration of flowers, providing a unique sensory experience. The Allegoric Flower Parade is, without a doubt, the highlight of this festival, where beauty, creativity and magic come together to create unforgettable memories.

To acquire the tickets to watch the Parade from the grandstands, consult:
www.bit.ly/3VVnJVL

Itinerary: Departure from Praça da Autonomia, Avenida do Mar e das Comunidades Madeirenses (south lane) until the Francisco Sá Carneiro Roundabout and Avenida Francisco Sá Carneiro.

Order and theme of the participating groups in the Allegoric Parade:

- "40 Years in Bloom" – João Egídio Rodrigues
- "Afro Princesses" – Isabel Borges
- "Good tablecloth, good table" – Império da Ilha Cultural Association
- "Le bouquet" – Caneca Furada Samba School
- "Lady Bird" – Animad Association

- "Dreams & Farytales" – Sorrisos de Fantasia
- "The Flower Gala" – Câmara de Lobos Music, Cultural, Recreational Association and Choir – Turma do Funil
- "The Flower which guides me" – Tramas e Enredos Association
- "Spring Breeze" – FT - Fitness Team Association
- "Madeira, where Dreams blossom" – Poeira D'Enigmas – Recreational, Cultural Association and Samba School
- "Love in Petals" – Batucada da Madeira Association – ABM
- "Spring and its Aromas" – Palco D'Emoções – Cultural, Recreational, Sports Association and Samba School
- "Fuchsia" – Animação Geringonça Association
- "A Garden of Clouds" – Nuvem D'Affected

Allegoric Floats Exhibition Funchal, Pier 8 Parking lot

20:00

Next to Praça do Povo, close to Pier 8 parking lot, enjoy the exhibition of the Floats which participated in the Allegoric Parade, whose vehicles display a vibrant palette of happy and colourful shades, representing the ephemeral beauty of the flora, in a true tribute to flowers and nature. Explore every detail of these works of art on wheels, and immerse yourself in the creativity expressed in each decoration, which will be available until the 6th of May, 18:00.

Central Walkway of Avenida Arriaga Folk Area

11:00

Quinta Grande Folklore, Cultural and Recreational Group

15:00

Romarias e Tradições Folklore Group

Concert Stage

21:00

Concert by Luxband



06

Monday

📍 Central Walkway of Avenida Arriaga Folk Area

11:00

Santo António Cultural Centre Folklore
Group

18:00

Campanário Community Centre Folklore
Group

Concert Stage

15:00

Flower Workshop – Sweets with Edible
Flowers – Choux

21:00

Concert by Bossa Livre

07

Tuesday

📍 Central Walkway of Avenida Arriaga Folk Area

15:00

Ponta do Sol Folklore Group

Concert Stage

21:00

Concert by Triângulo



08

Wednesday

📍 Central Walkway of Avenida Arriaga Folk Area

11:00

MonteVerde Folklore Group

18:00

Romarias e Tradições Folklore Group

Concert Stage

15:00

Flower Workshop – Facial Paintings – DSEA

21:00

Concert by Live Brisk



09 and 10

Regional School Dance Festival **Central Walkway of Avenida Arriaga** **Concert Stage**

11:00 and 16:00

The Regional School Dance Festival is an event organised by the Regional Secretariat for Education, Science and Technology – Artistic Education Services, which brings together groups of students from primary and secondary education in Madeira who practise dancing, whether within the curricular or curricular enrichment frameworks, in the artistic dance modality. Thus, over two days, the public will be able to watch and enjoy dance interpretations of dozens of themes, covering different styles, from traditional to contemporary, from pop rock to hip-hop, among others.

09

Thursday

Central Walkway of Avenida Arriaga **Concert Stage**

11:00 and 16:00

Dance Festival – DSEA

21:00

Concert by Going Back



10

Friday

2 Wall of Solidarity

Largo da Restauração

15:00

In Largo da Restauração, where the Flower Exhibition takes place, the "Wall of Solidarity" is set up in a symbolic ceremony, where the beneficiaries from various social solidarity institutions come together to build a wall of flowers. This not only adds an inclusive dimension to the event, but is also evidence of the unity possible through solidarity. To the sound of the joyful melodies of the Ribeira Brava Community Centre Folklore Group, this wall becomes a powerful symbol of community and compassion. Come and be part of this unique experience, where flowers not only serve as decoration, but are able to unite hearts in a message of solidarity.

5 Concert by the Empress Sissy Hungarian Salon Orchestra – "Flower Fantasy" Heliport

21:00

In addition to the singers, dancers from the Prestige Dance Club of various ages will join this event, under the guidance and choreography of Oksana Kerekesh. Taking into account the diversity of the audience present at this show, the music range includes a repertoire alluding to the theme of flowers, such as the well-known theme "Duet of Flowers" by Delibes, to which several waltzes and polkas by Johann Strauss are added, as well as arias by Operas and Operettas, such as Gipsy Princess or The Merry Widow, and various themes from well-known musicals and films. Tickets for this concert are free, however limited, and will be available at the Tourist Office, located in Avenida Arriaga.

1 Central Walkway of Avenida Arriaga Folk Area

18:00

Tradições de Gaula Association Folklore Group – TRAGA

Concert Stage

11:00 and 16:00

Dance Festival – DSEA

21:00

Concert by Maria José Leal



11, 18 and 19

5 Performances by the "Flower Groups"

Heliport

15:00 – 19:00

The groups participating in the Allegoric Parade of the Flower Festival come to life, displaying dazzling costumes and choreographies. Spread over 3 days, over 2 weekends, these performances are a celebration of flowers, beauty and joy, embracing the public in a festive atmosphere. Entrance to the performances is limited to the capacity of the location, therefore book your seat to witness this exciting show which transforms the Heliport into a stage filled with movement, colour and energy. The tickets for these unique shows are free and will be available at the Tourist Office, located in Avenida Arriaga.

11

Saturday

5 Performances by the "Flower Groups"

Heliport

15:00 – 16:00

Performances by the groups Fitness Team "Spring Breeze", Geringonça "Fuchsia" and Sorrisos de Fantasia "Dreams & Farytales"

16:30 – 17:30

Performances by the groups Turma do Funil "The Flower Gala", Sorrisos de Fantasia "Dreams & Farytales" and Fitness Team "Spring Breeze"

18:00 – 18:40

Performances by the groups Geringonça "Fuchsia" and Turma do Funil "The Flower Gala"

1 Central Walkway of Avenida Arriaga

Folk Area

11:00

Porto da Cruz Folklore Group

15:00

Calheta Folklore Group

Concert Stage

18:00

Concert by Machetinho

21:00

Concert by Miguel Pires Trio



- 1** Central Walkway of Avenida Arriaga
- 2** Largo da Restauração
- 3** Praça do Município
- 4** Pier 8 Parking lot
- 5** Heliport
- 6** Praça do Povo
- 7** Quinta Magnólia
- 8** Santa Catarina Park
- 9** Madeira Congress Centre
- 10** Quinta das Cruzes Museum
- 11** Children's Parade Itinerary
- 12** Allegoric Flower Parade Itinerary
- 13** Madeira Flower Classic Auto Parade Itinerary

12

Sunday

Madeira Flower Classic Auto Parade

16:30 – 17:30

Itinerary: Departure from Avenida Francisco Sá Carneiro, Avenida do Mar e das Comunidades Madeirenses (north lane) until Praça da Autonomia, Avenida do Mar e das Comunidades Madeirenses (south lane), Avenida Francisco Sá Carneiro, Harvey Foster Roundabout. Exhibition in Avenida Francisco Sá Carneiro, until 18:30

Central Walkway of Avenida Arriaga

Folk Area

11:00

Camacha Community Centre Folklore Group

15:00

Santo António Cultural Centre Folklore Group

Concert Stage

18:00

Madeira Chamber Choir Concert

21:00

Concert by Black & White Dixieland Jazz Band



13

Monday

📍 Central Walkway of Avenida Arriaga

Folk Area

15:00

Santana Community Centre Folklore Group

Concert Stage

21:00

Concert by iLevados da Breca

14

Tuesday

📍 Central Walkway of Avenida Arriaga

Folk Area

11:00

Camacha Community Centre Folklore Group

18:00

São Martinho Community Centre Folklore,
Cultural and Recreational Group

Concert Stage

15:00

Flower Workshop – Bolo do Caco with edible
flowers

21:00

Concert by NuLo



15

Wednesday

📍 Central Walkway of Avenida Arriaga

Folk Area

15:00

Monte Verde Folklore Group

Concert Stage

21:00

Concert by the Fado singer Susana Andrade



16 to 19

Flower Concerts

Four music concerts, held within the Flower Festival, will echo in emblematic gardens on Madeira Island. Aiming at decentralizing the festivities, this event presents a wide range of music in magnificent settings. The concerts provide for high-quality music moments, set in unique environments, where both tourists and locals alike can enjoy immersive music moments. Surrounded by the diversity of the Madeiran flora, these shows promise to be a symphony of unique beauty.

To obtain the free tickets, please register at www.retoica.com

16

Thursday

Central Walkway of Avenida Arriaga Folk Area

11:00

Calheta Folklore Group

18:00

Gaula Community Centre Folklore Group

Concert Stage

15:00

Flower Workshop – Endemic and Indigenous Plants of Madeira – 25 years of the Laurissilva Forest distinction by UNESCO – Forest and Nature Conservation Institute

21:00

Concert by AoAkaso

Quinta das Cruzes Museum

19:00

Flower Concerts – Márcia Aguiar Fado



17

Friday

5 **Concert by the Madeira Military Band – “Symphonic Rock”**

Heliport

21:00

Within the flower theme and due to its 188th anniversary celebrations, the Madeira Military Band is hosting a concert which offers the Madeiran public and visitors a rare opportunity to enjoy a Symphonic Band presenting a large number of musicians, performing national and international Pop and Rock music themes. As there is limited capacity, secure your place to enjoy this unique music experience, where harmony intertwines with the beauty of the celebration of flowers. Tickets for this concert are free and will be available at the Tourist Office, located in Avenida Arriaga.

1 **Central Walkway of Avenida Arriaga Folk Area**

15:00

Quinta Grande Folklore, Cultural and Recreational Group

Concert Stage

18:00

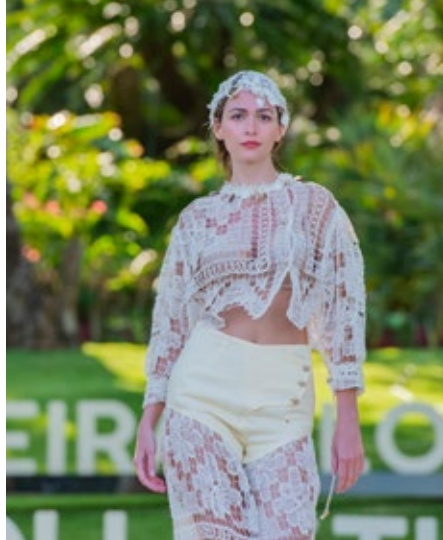
Concert by the Madeira Light Orchestra
21:00

Concert by Catarina Melim Project

8 **Santa Catarina Park**

19:00

Flower Concerts – Moritz Quintet



18 and 19

📍 Madeira Flower Collection Quinta Magnólia

17:00

The Madeira Flower Collection comes to life in the stunning Quinta Magnólia! This exceptional event aims to promote the regional fashion sector, bringing together a diversity of creators inspired by flowers so as to add a touch of modernity and glamour to one of Madeira's biggest tourist attractions. In a unique moment of entertainment, Quinta Magnólia's gardens become the perfect setting for this celebration of fashion and nature. Counting on the participation of talented creators, mainly regional, the Madeira Flower Collection is more than a parade, it is an artistic expression which transforms flowers into elements of style and sophistication. Join us to witness this unique fusion of creativity and beauty in a stunning setting.

18

Saturday

📍 Performances by the "Flower Groups"

Heliport

15:00 – 16:00

Performances by the groups Nuvem D'Affectedos "A Garden of Clouds", Isabel Borges "Afro Princesses" and Poeira D'Enigmas "Madeira, where Dreams blossom"

16:30 – 17:30

Performances by the groups Animad "Lady Bird", Batucada da Madeira "Love in Petals" and Nuvem D'Affectedos "A Garden of Clouds"

18:00 – 19:00

Performances by the groups Isabel Borges "Afro Princesses", Animad "Lady Bird" and Batucada da Madeira "Love in Petals"

📍 Central Walkway of Avenida Arriaga Folk Area

11:00

Santana Community Centre Folklore Group

15:00

Camacha Youth Folklore Group

Concert Stage

18:00

Concert by D' Repente

21:00

Concert by Seis po' Meia Dúzia

São Vicente Caves

17:00

Flower Concerts – Cháp4



19

Sunday

📍 Performances by the "Flower Groups"

Heliport

15:00 – 16:00

Performances by the groups Tramas e Enredos "The Flower which guides me", Império da Ilha "Good tablecloth, good table" and Caneca Furada "Le bouquet"

16:30 – 17:30

Performances by the groups Palco D'Emoções "Spring and its Aromas", Caneca Furada "Le bouquet" and Tramas e Enredos "The Flower which guides me"

18:00 – 19:00

Performances by the groups Império da Ilha " Good tablecloth, good table ", Poeira D'Enigmas "Madeira, where Dreams blossom" and Palco D' Emoções "Spring and its Aromas"

📍 Central Walkway of Avenida Arriaga Folk Area

11:00

São Martinho Community Centre Folklore, Cultural and Recreational Group

15:00

Machico Folklore Group

Concert Stage

18:00

Concert by Sharp Knives

21:00

Concert by the fado singer Sofia Ferreira

Santana Theme Park

17:00

Flower Concerts – Live Brisk



20

Monday

📍 Central Walkway of Avenida Arriaga Folk Area

11:00

Tradições de Gaula Association Folklore
Group – TRAGA

18:00

Machico Folklore Group

🎵 Concert Stage

15:00

Flower Workshop – Ballooning, Flowers with
balloons – Villa Balloons

21:00

Concert by the Music Group Sons da
Tradição

21

Tuesday

📍 Central Walkway of Avenida Arriaga Folk Area

15:00

Santo António Cultural Centre Folklore
Group

🎵 Concert Stage

21:00

Concert by Francisco Lopes Trio



22

Wednesday

- 📍 **Central Walkway of Avenida Arriaga Folk Area**
11:00
São Martinho Community Centre Folklore, Cultural and Recreational Group
18:00
Camacha Community Centre Folklore Group
- Concert Stage**
15:00
Flower Workshop – Orchids, Care and Interesting Facts – Pedro Spinola
21:00
Concert by Agridoce

23

Thursday

- 📍 **Central Walkway of Avenida Arriaga Folk Area**
15:00
Camacha Youth Folklore Group
Concert Stage
21:00
Concert by Westside
- 📍 **Quinta das Cruzes Museum**
20:00
Dress rehearsal 'Shakespeare in the Gardens' – open to the public.



24 to 26

Madeira Classic Car Revival

Praça do Povo

Timetable

24 May

18:00 – 22:00

25 May

10:00 – 22:00

26 May

10:00 – 19:00

Over the last weekend of May, Praça do Povo comes to life with the Madeira Classic Car Revival. Organized by Clube de Automóveis Clássicos da Madeira, this event aims to show and reward the most elegant old and classic vehicles in the Region. In a lively atmosphere, especially created for the occasion, this automobile event is a celebration of the diversity and historical richness of the Madeiran automobile fleet. For fans and those curious about the automotive world, it is an unmissable opportunity to admire the timeless beauty of these true masterpieces on wheels.

Shakespeare in the Gardens **Quinta das Cruzes Museum**

20:00

This theatrical performance, in English, carried out by young regional artists, takes place in three specific locations of the garden of the Quinta das Cruzes Museum, making the public move through the different garden areas, which has been entirely adapted so as to create a setting similar to that found in the landscapes of Shakespeare's texts.

The dress rehearsal takes place on May 23rd and is open to the public.



24

Friday

**Central Walkway of Avenida Arriaga
Folk Area**

11:00

Gaula Community Centre Folklore Group

Concert Stage

15:00

Flower Workshop – Spring Show Cooking –

Audax Restaurante

18:00

Concert by Blues and Troubles Band

21:00

Concert by Stardust Acoustic Project

25

Saturday

**Central Walkway of Avenida Arriaga
Folk Area**

11:00

Romarias Antigas do Rochão Folklore Group

15:00

Gaula Community Centre Folklore Group

Concert Stage

18:00

Concert by Isabel Nóbrega Band

21:00

Concert by Supernova



26

Sunday

Central Walkway of Avenida Arriaga Folk Area

11:00

Ponta do Sol Folklore Group

15:00

MonteVerde Folklore Group

Concert Stage

18:00

Concert by Alexandra Barbosa Band

21:00

Concert by Desdobramento

Note: Programme subject to change

AND STILL...

Digital Flower Festival

This festival can be followed in digital format, including the detailed programme of all the events, namely on the official Madeira Tourism website, Madeira Events and on social networks at:

www.visitmadeira.com

[www.facebook.com/
visitmadeiraofficial](https://www.facebook.com/visitmadeiraofficial)

www.instagram.com/visitmadeira/

www.eventsmadeira.com



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