

Discover   
madeira

# Flower Festival MADEIRA



# MADEIRA

600 years in the  
route of the flower



02may ↔ 26may



# 02 to 19

## **Central walkways of Avenida Arriaga**

Flower carpets and decorations

Flower Market and Regional Flavours

Performances by folk dancing groups  
and philharmonic bands

Madeira Embroidery and Regional  
Handicraft Exhibition – Largo da  
Restauração – organised by the Madeira  
Wine, Embroidery and Handicraft  
Institute (IVBAM)

Diversified entertainment

## **Praça do Povo**

64<sup>th</sup> Flower Exhibition – organised by the  
Regional Secretariat of Agriculture and  
Fisheries (SRAP)

## **Other municipalities around the island**

Activities depicting flowers (more  
detailed information at  
[www.visitmadeira.pt](http://www.visitmadeira.pt))

## **Flower Market and Regional Flavours**

The flower market aims to show  
visitors the countless ornamental and  
floral species that grow on the island.  
Visitors and locals can buy them in a  
picturesque setting. Besides the flowers,  
regional flavours will also be showcased  
through local gastronomy and typical  
drinks.



## 02

Thursday

### Central walkways of Avenida Arriaga

15h00 – 16h4

Folklore Group from Santa Rita

18h00

Concert by Trio Décio Abreu

### Auditorium of the Madeira Congress Centre

21h00

Concert by Xarabanda Musical and Cultural Association – “A Irmandade do Braguinha”



## 03

Friday

### Central walkways of Avenida Arriaga

11h00 – 12h45

Folklore Group from Rochão

21h00 – 23h30

Meeting of Female Academic Tunas

### Avenida Arriaga and Praça do Povo

16h30 – 17h30

Pasacalles – Parade of Female Academic Tunas

# 04

Saturday

## Wall of Hope

On Saturday morning, nearly a thousand children parade from Avenida Arriaga to Praça do Município (Municipal Square) to build a beautiful flower mural named "Wall of Hope", in a symbolic calling to peace in the world. This tradition dates back to 1979 and ends with a release of doves and a children entertainment show.

### Children's Parade and the Wall of Hope Ceremony

09h00

Children gathering at Avenida Arriaga, in front of the São Francisco Municipal Garden

10h00

Children's Parade – Itinerary: Avenida Arriaga, Avenida Zarco, Rua Câmara Pestana and Praça do Município (Municipal Square)

11h00

Symbolic construction of the "Wall of Hope" at Praça do Município (Municipal Square) with the release of doves followed by a children entertainment show

### Central walkways of Avenida Arriaga

11h00 – 13h00

Atelier for children

15h00 – 16h45

Folklore and Recreational Group from Casa do Povo de S. Martinho

16h30 – 19h30

Atelier for children

21h00

Concert by Stardust Acoustic Project

### Auditorium of the Madeira Congress Centre

21h00

9<sup>th</sup> EncanTunas - Madeira Female Tunas Festival



# 05

Sunday

## Flower Allegoric Parade

On Sunday afternoon, Funchal downtown dresses up with great animation and beauty. Along its main avenues hundreds of participants parade, mostly children, whose costumes and allegoric cars are richly adorned with numerous, varied and magnificent floral species that blossom throughout the island at this time of the year.

### Central walkways of Avenida Arriaga

11h00 – 11h45

Cultural and Recreational Folklore Group from S. Martinho

11h00 – 16h00

Atelier for children

**16h00**

### Flower Allegoric Parade

Itinerary: Praça da Autonomia, Avenida do Mar e das Comunidades Madeirenses (southbound), Rotunda Francisco Sá Carneiro (roundabout), Avenida Francisco Sá Carneiro and Rotunda Harvey Foster (roundabout)

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

- "Six Centuries in Bloom" – João Egidio Rodrigues
- "Jewel" – Isabel Borges
- "Child's Dream" – Associação de Animação Geringonça
- "Island, Enchanted Portal" – Turma do Funil
- "The Waltz of Flowers" – Associação Fura Samba
- "The Journey of Flowers" – Associação Cultural Império da Ilha
- "At the Whim of the Wind" – Sorrisos de Fantasia
- "La Dolce Vita" – Associação ANIMAD
- "The Circus" – Escola de Samba Caneca Furada
- "Talking about flowers: the colourful exuberance of the flowers parade" – Associação Tramas e Enredos
- "The Enchanted Garden" – Dance Flavourz by Francis Cardoso
- "Atlantic Eden" – Fitness Team
- "Fantasy Island" – Santos da Festa
- "The Legend of Machim – The Flower of Love" – Sweet Dancers

19h00

Allegoric Floats Exhibition – until May 6th (6.00 pm) above the Frente Mar parking lot (near Praça do Povo)







# 06

Monday

## Central walkways of Avenida Arriaga

11h00 – 12h45  
Cultural and Recreational Folklore Group  
from Quinta Grande

15h00 – 16h45  
Association Group of Pilgrimages and  
Traditions from Camacha

18h00  
Concert by Joves Band

## Flower Exhibition

The Flower Exhibition goes back to the 1950's when it used to be held at the former Ateneu Comercial do Funchal. Nowadays, this unique flower display takes place at Praça do Povo, in the centre of Funchal, and shows the finest flowers grown with much care and devotion all around Madeira. The flowers in display are judged under various categories and the best are awarded prizes by a panel of experts.

# 07

Tuesday

## Central walkways of Avenida Arriaga

15h00 – 16h4

Folklore Group from Casa do Povo de Santana

18h00

Concert by Upright Ntet

# 08

Wednesday

## Central walkways of Avenida Arriaga

11h00 – 12h45

Cultural and Recreational Association from Camacha

15h00 – 16h45

Folklore Group from Machico

18h00

Concert by coral group Quase Afinados

## Flower Carpets

This traditional creation of flower carpets thrives a little bit throughout the island and had its origins in the decoration of religious processions. Due to its undeniable beauty and detail, the flower carpets have been reproduced on the streets for the past several years during the Flower Festival. These wonderful pieces of floral art can be admired along the central walkways of Avenida Arriaga and at the Regional Parliament.

# 09

Thursday

## Central walkways of Avenida Arriaga

11h00 – 12h45

Folklore Group Ancient Pilgrimages from

15h00 – 16h45

Folklore and Ethnographic Group from Boa Nova

21h00

Concert by NuLo

# 10

Friday

## Central walkways of Avenida Arriaga

11h00 – 12h45

Folklore and Ethnographic Group from Boa Nova

15h00 – 16h45

Folklore Group from Casa do Povo de Gaula

21h00

Concert by AoAkaso

## Praça do Povo

15h00

Wall of Solidarity Ceremony with the participation of seniors from various institutions of social solidarity

## Avenida do Mar e das Comunidades Madeirenses and Avenida Francisco Sá Carneiro

19h00

4<sup>th</sup> March / Solidarity Race for Inclusion – organized by Association Casa do Voluntário, ADCF – Garouta do Calhau, Madeira Red Cross Delegation, Regional Centre of the League against Cancer and CRIAMAR



# 11

Saturday

## Central walkways of Avenida Arriaga

10h30 – 12h30  
Atelier for children

11h00 – 12h45  
Cultural Centre from Santo António

15h00 – 16h45  
Folklore Group from Camacha

16h30 – 19h30  
Atelier for children

21h00  
Concert by DonaZica with Elisa Silva

## Praça do Povo

18h00  
**Madeira Flower Collection**

This initiative promotes the regional fashion sector, therefore granting a contemporaneity and glamour touch to one of the greatest tourist events of Madeira, in a unique touristic entertainment moment. Ten creators, inspired by the flower's unique environment, are invited to present three outfit proposals which shall be displayed to the public in a fashion show with Praça do Povo as the background. The creator's proposals shall be displayed until the end of the Flower Festival, allowing all visitors – tourists and Madeiran citizens – to appreciate the regional creativity works.

# 12

Sunday

## Central walkways of Avenida Arriaga

11h00 – 12h45  
Folklore Association Traditions from  
Gaula "Traga"

11h00 – 16h00  
Atelier for children

15h00 – 16h45  
Folklore Group from Casa do Povo de  
Santa Cruz

18h00  
Concert by the Madeira Chamber Choir

# 13

Monday

## Central walkways of Avenida Arriaga

11h00 – 12h45  
Folklore Group from Casa do Povo da  
Ribeira Brava

15h00 – 16h45  
Folklore Group from Ponta do Sol

18h00  
Concert by Cool Feel Band

# 14

Tuesday

## Central walkways of Avenida Arriaga

11h00 – 12h45  
Folklore Association Traditions from  
Gaula "Traga"

15h00 – 16h45  
Folklore Group Ancient Pilgrimages from  
Rochão

18h00  
Concert by Quartet Sofia Almeida

# 15

Wednesday

## Central walkways of Avenida Arriaga

15h00 – 16h45  
Association Group of Pilgrimages and  
Traditions from Camacha

18h00  
Concert by Miguel Pires Trio



# 16

Thursday

## Flower Concerts

On the third weekend of May, four musical concerts are carried out in emblematic gardens of Madeira, aiming to decentralize the festivities and reinforce the entertainment offer. These concerts are carried out in a unique environment, where the public – tourists and residents – may enjoy high-quality musical moments in unprecedented beautiful sceneries, surrounded by the diversity of the Madeiran flora.

## Central walkways of Avenida Arriaga

15h00 – 16h45  
Cultural and Recreational Folklore Group  
from Quinta Grande

## Quinta das Cruzes garden

19h00  
Concert by Black & White Dixieland Jazz  
Band





# 17

Friday

## Central walkways of Avenida Arriaga

11h00 – 12h45  
Cultural Centre from Santo António

15h00 – 16h45  
Cultural and Recreational Association  
from Camacha

## Quinta Vigia garden

19h00  
Concert by Baroque Ensemble (OCM)

## Auditorium of the Madeira Congress Centre

21h00  
Madeira, a love story (MADs)

# 18

Saturday

## Central walkways of Avenida Arriaga

10h30 – 12h30  
Atelier for children

11h00 – 12h45  
Folklore Group Monteverde

15h00 – 16h4  
Folklore Group from Santa Rita

16h30 – 19h30  
Atelier for children

## Caves and Volcanism Centre of São Vicente garden

17h00  
Concert by the Philharmonic Band of  
Funchal "Os Artistas" and TrioVa Voices

## Auditorium of the Madeira Congress Centre

18h00 and 21h00  
Madeira, a love story (MADs)



# 19

Sunday

## Central walkways of Avenida Arriaga

11h00 – 12h45

Folklore Group from Casa do Povo da  
Ribeira Brava

11h00 – 16h00

Atelier for children

15h00 – 16h45

Cultural and Recreational Folklore Group  
from S. Martinho

18h00

Philharmonic Band of Santana and  
Machetinhos

## Santana Theme Park garden

17h00

Concert by the Empress Sissi Orchestra  
and Prestige Dance Club



## Floral Sculptures

The Madeiran flora's diversity widely contributes for the establishment of these artistic manifestations which combine the beauty of the flowers with the characteristic Madeiran traditional and cultural elements. The floral sculptures are a great contribute for the magnificence of the city decorations, which construction is shared and admired by our visitors. These marvellous sculptures shall be displayed on the last weekend of the Flower Festival in Avenida Sá Carneiro, at the entrance of the pier of Funchal, and near the Regional Parliament of Madeira.

# 23 to 26

Floral Sculptures "600 years in Bloom" – Avenida Sá Carneiro, at the entrance of the pier of Funchal and at the Regional Parliament.

## Madeira Classic Car Revival

This event takes place at Praça do Povo, on the last weekend of May, and is organized by the Classical Car Club of Madeira, aiming to show and award the best and most elegant old and classic vehicles of the Region, contributing for the disclosure of the historical diversity and richness of this broad car park, within a lively environment created for this purpose.

# 25

**Praça do Povo**  
Madeira Car Revival

# 26

**Rampa dos Barreiros**



35-91-MD



Região Autónoma  
da Madeira  
Governo Regional

Secretaria Regional  
do Turismo e Cultura  
Direção Regional do Turismo



[visitmadeira.com](http://visitmadeira.com)