



Madeira . Belongs to all

**A parade  
of flowers?  
I know where.**

**Flower Festival**  
01 Oct ↔ 24 Oct



# MADEIRA SAFE TO DISCOVER



THIS SYMBOL  
SHOWS HOW SAFE  
OUR ISLANDS ARE

With regards to all initiatives within the scope of the Madeira Flower and Wine Festival programme, we inform that the use of community masks is mandatory as a protection measure against the COVID-19 disease.

**Flower Allegoric Parade (3 of october) and Peformances by Flower Groups (9, 10, 16 and 17 october**

All people who will assist the Allegoric Parade in the seats, must have a rapid antigen test, with a negative result, within the last 48 hours.

The entities that sell the tickets will provide all the necessary information.

These measures do not exempt the compliance of social distancing rules.



# 01.24 October

## **Central walkways of Avenida Arriaga**

Ambient music  
Various entertainment  
Flower carpets and decorations

## **Flower Carpets**

The making of the traditional flower carpets is carried throughout the island and had its origins in the decoration of religious processions. Due to its undeniable beauty and detail, the flower carpets are replicated at Avenida Arriaga central walkways, and in the central walkway in front of Loja do Cidadão office.

## **Concert Hall**

On occasion of the Flower Festival, there will be daily musical concerts held at the "Concerts Pavilion" located on the Central walkways of Avenida Arriaga, where both tourists and locals can enjoy, in safety, various musical moments.  
For more information go to <http://www.visitmadeira.pt> and Madeira Events app available at: <http://www.eventsmadeira.com>.

## **Flower Market and Regional Products**

10:00 – 20:00

The central walkways of Avenida Arriaga allow the general public the opportunity to get to know the numerous floral and decorative species of the Archipelago. In addition to flowers, the local regional produce and handcraft will also be on display, to be visited, with total safety.





## 66<sup>th</sup> Flower Exhibition

### Flower Pavilion

10:00 – 20:00

Organised by the Regional Secretariat for Agriculture and Rural Development

### Flower Exhibition

The Flower Exhibition goes back to the last century, during the 1950's, when it used to be held at the former Ateneu Comercial do Funchal. This unique flower display takes place at Praça da Restauração and showcases 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.

## Madeira Embroidery and Regional Handicraft Pavilion

Exhibition organised by the Madeira Wine, Embroidery and Handicraft Institute (IVBAM)

01 to 09 October

10:00 – 19:00

Madeira Embroidery Exhibition

10 to 24 October

10:00 – 20:00

Madeira Handicraft Exhibition



**01** October  
Friday

**Central walkways of Avenida Arriaga**  
11:00  
Performance - Folkore group

**Concert Pavillion**  
15:00 and 19:00  
Music performances

**02** October  
Saturday

**Municipal Square**  
10:00 – 13:00  
Symbolic construction of the "Wall of Hope"

**Wall of Hope**  
On Saturday morning fulfilling a tradition which goes back to 1979, this year's edition presents a group of children escorted by their parents, who will place a flower on a beautiful mural called "Wall of Hope", in a symbolic calling to global Peace.

**Concert Pavillion**  
**Central walkways of Avenida Arriaga**  
15:00 and 19:00  
Music performances

**03** October

Sunday

## Flower Allegoric Parade

16:00

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 local floral species.

For Flower Allegoric Parade seated tickets, please contact the following entities:

Associação de Animação Geringonça

bancadasgeringonca@gmail.com

Retoiça – Associação Cultural, Desportiva e Recreativa

madeiratribune@gmail.com

Associação de Batucada da Madeira

batucadamadeira@gmail.com

**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)

- "Flowers of Hope" - João Egídio Rodrigues
- "Madeira, Joy of Colours" - Escola de Samba Caneca Furada
- "From the Sun and Moon" - Isabel Borges
- "Flourish" - Associação de Animação Geringonça
- "World of Imagination" - Associação Musical, Cultural, Recreativa e Coro Câmara de Lobos - Turma do Funil
- "Madeira is a Canvas" - Associação Cultural Império da Ilha
- "Wonderland" - Sorrisos de Fantasia
- "Bella Ciao" - Associação Animad
- "Secret Garden: the blossoming of Hope" - Associação Tramas e Enredos
- "La vie en rose" - Associação FT - Fitness Team
- "The wonderful flowers from my garden" - Associação Batucada da Madeira - ABM
- "Sowing dreams" - Poeira D'Enigmas - Associação Recreativa, Cultural e Escola de Samba

## Allegoric Floats Exhibition

Funchal

19:00

Under the motto of "Flowers", groups who partake in the Flower Festival present their allegorical floats, that will be on display in several venues of Funchal downtown area. These floats are decorated in cheerful and colourful tones, in a tribute to the local flowers. (til Monday, 4 October -6 pm)





**04** October

Monday

**Central walkways of Avenida Arriaga**

11:00 and 15:00

Performances - Folklore groups

**Concert Pavillion**

18:00

Music performances

**05** October

Tuesday

**Central walkways of Avenida Arriaga**

11:00 and 15:00

Performances - Folklore groups

**Concert Pavillion**

18:00

Music performances

**06** October

Wednesday

**Central walkways of Avenida Arriaga**

11:00 and 15:00

Performances - Folklore groups

**Concert Pavillion**

18:00

Music performances

**07** October

Thursday

**Central walkways of Avenida Arriaga**

11:00 and 15:00

Performances - Folklore groups

**Concert Pavillion**

18:00

Music performances

**08** October

Friday

**Central walkways of Avenida Arriaga**

11:00

Performance - Folklore group

**Concert Pavillion**

15:00 and 19:00

Music performances

**Heliport**

21:00

Concert by the Empress Sissy Hungarian Salon Orchestra

Concert based on a musical repertoire under the motto of flowers, featuring the theme "Duet of Flowers" by Delibes, in addition to other famous musical themes featured in various motion pictures such as "Oklahoma", "La-La-Land", "Mamma Mia!", "My Fair Lady", "Grease"; and also themes from the famous music band "Queen".

The tickets are free and should be collected in the information desk at Avenida Arriaga. There is a maximum capacity for attending these concerts.

# 09, 10, 16 and 17 October

## Performances by "Flower groups"

Similarly, to last year's edition, the groups that usually participate in the Flower allegorical parade, will present their costumes and choreographies performing in two different venues namely at Praça CR7 and Heliport.

These shows are held over the course of two weekends, in a tribute to flowers, a celebration of beauty and joy featuring a lively and festive atmosphere.

The tickets are free and should be collected in the information desk at Avenida Arriaga. There is a maximum capacity for attending these concerts.

# 09 October

Saturday

## Central walkways of Avenida Arriaga

11:00

Performance - Folkore group

## Concert Pavillion

15h00 e 19h00

Music performances

## Performances by "Flower groups"

### CR7 Square

15:00 – 16:00

Performances by Geringonça "Flourish" and by Associação Cultural Império da Ilha "Madeira is a Canvas" groups.

16:30 – 17:30 and 18:00 – 19:00

Performances by Fitness Team "La vie en rose" and Isabel Borges "From the Sun and Moon" groups.

### Heliport

15:00 – 16:00 and 16:30 – 17:30

Performances by Tramas e Enredos Secret Garden: the blossoming of Hope" and Animad "Bella Ciao" groups.

18:00 – 19:00

Performances by Geringonça "Flourish" and by Associação Cultural Império da Ilha "Madeira is a Canvas" groups.



**10** October  
Sunday

**Central walkways of Avenida Arriaga**

11:00

Performance – Folkore group

**Concert Pavilion**

15:00 and 19:00

Music performances

**Performances by “Flower groups”**

**Praça CR7**

15:00 – 16:00 and 18:00 – 19:00

Performances by Tramas e Enredos “Secret Garden: the blossoming of Hope” and Animad “Bella Ciao” groups.

16:30 – 17:30

Performances by Fitness Team “La vie en rose” and Isabel Borges “From the Sun and Moon” groups.

**Heliport**

15:00 – 16:00

Performances by Fitness Team “La vie en rose” and Isabel Borges “From the Sun and Moon” groups.

16:30 – 17:30 and 18:00 – 19:00

Performances by Geringonça “Flourish” and by Associação Cultural Império da Ilha “Madeira is a Canvas” groups.

**11** October  
Monday

**Central walkways of Avenida Arriaga**  
11:00 and 15:00  
Performances - Folklore groups

**Concerts Pavilion**  
18:00  
Music performances

**12** October  
Tuesday

**Central walkways of Avenida Arriaga**  
11:00 and 15:00  
Performances - Folklore groups

**Concerts Pavilion**  
18:00  
Music performances

**13** October  
Wednesday

**Central walkways of Avenida Arriaga**  
11:00 and 15:00  
Performances - Folklore groups

**Concerts Pavilion**  
18:00  
Music performances



**14 to 17** October

### Flower concerts

On the third weekend of October, will take place four musical concerts to be carried out in emblematic gardens of Funchal but also, in other venues throughout the island, aiming to decentralize the festivities and reinforce the entertainment offer. These concerts are carried out in a unique environment, where the audience – tourists and residents – can enjoy high-quality musical moments in unprecedented beautiful sceneries, surrounded by the diversity of the Madeiran flora. Tickets available at: [www.retoica.com](http://www.retoica.com).



**14** October  
Thursday

**Central walkways of Avenida Arriaga**  
11:00 and 15:00  
Performances - Folkore groups

**Concert Pavillion**  
18:00  
Music performances

**Flower concerts**  
19:00 – Quinta Magnolia gardens  
Performance by The Grumpies

**15** October  
Friday

**Central walkways of Avenida Arriaga**  
11:00  
Performance - Folkore group

**Concert Pavillion**  
Music performances

**Flower Concerts**  
19:00 – Pico dos Barcelos  
Performance by Good Label Trio and Friends  
band

# 16 and 17 October

## **Madeira Flower Collection**

### **Quinta Magnólia gardens**

17:00

This is the third edition of this event, an initiative held for two days, promoting the regional fashion sector, therefore granting a contemporaneity and glamour touch to this unique tourist event.

Eighteen creators, inspired by the flower's uniqueness, are invited to present their outfit proposals. This fashion show takes place at Quinta Magnolia gardens and has limited entry.

# 16 October

Saturday

## **Central walkways of Avenida Arriaga**

11:00

Performance - Folkore group

## **Concert Pavilion**

15:00 and 19:00

Music performances

## **Performances by "Flower groups"**

### **Praça CR7**

15:00 - 16:00

Performances by Sorrisos de Fantasia "Wonderland" and Turma do Funil "World of Imagination" groups.

16:30 - 17:30

Performances by Sorrisos de Fantasia "Wonderland" and Batucada da Madeira "The wonderful flowers from my garden" groups.

18:00 - 19:00

Performances by Poeira de Enigmas "Sowing dreams" and Batucada da Madeira "The wonderful flowers from my garden" groups.

## **Heliport**

15:00 - 16:00 and 16:30 - 17:30

Performances by Caneca Furada "Madeira, Joy of Colours" and Poeira de Enigmas "Sowing dreams" groups.

18:00 - 19:00

Performances by Sorrisos de Fantasia "Wonderland" and Turma do Funil "World of Imagination" groups.

## **Flower concerts**

17:00 - Chão da Ribeira (Seixal)

Performance by Quinteto Moritz



# 17

October

Sunday

## **Central walkways of Avenida Arriaga**

11:00

Performance - Folkore group

## **Concert Pavilion**

15:00 and 19:00

Music performances

## **Performances by "Flower groups"**

### **Praça CR7**

15:00 - 16:00

Performances by Caneca Furada "Madeira, Joy of Colours" and Poeira de Enigmas "Sowing dreams" groups.

16:30 - 17:30

Performances by Batucada da Madeira "The wonderful flowers from my garden" and Caneca Furada "Madeira, Joy of Colours" groups

## **Heliport**

15:00 - 16:00

Performances by Turma do Funil "World of Imagination" and Batucada da Madeira "The wonderful flowers from my garden" groups.

16:30 - 17:30

Performances by Sorrisos de Fantasia "Wonderland" and Turma do Funil "World of Imagination" groups.

## **Flower concerts**

17:00 - Madeira Theme Park (Santana)

Performances by Vânia Fernandes

# 18

October

Monday

## **Central walkways of Avenida Arriaga**

11:00 and 15:00

Performances - Folkore groups

## **Concert Pavilion**

18h00

Music performances





**19** October  
Tuesday

**Central walkways of Avenida Arriaga**  
11:00 and 15:00  
Performances - Folklore groups

**Concert Pavilion**  
18:00  
Music performances

**20** October  
Wednesday

**Central walkways of Avenida Arriaga**  
11:00 and 15:00  
Performances - Folklore groups

**Concert Pavilion**  
18:00  
Music performances

**21** October  
Thursday

**Central walkways of Avenida Arriaga**  
11:00 and 15:00  
Performances - Folklore groups

**Concert Pavilion**  
18:00  
Music performances

**22** October  
Friday

**Central walkways of Avenida Arriaga**  
11:00  
Performance - Folklore group

**Concert Pavilion**  
15:00 and 19:00  
Music performances



**23** October

Saturday

**Central walkways of Avenida Arriaga**

11:00

Performance - Folkore group

**Concert Pavilion**

15:00 and 19:00

Music performances

**24** October

Sunday

**Central walkways of Avenida Arriaga**

11:00

Performance - Folkore group

**Concert Pavilion**

15:00 and 19:00

Music performances

**Note:** Programme is subject to change





Região Autónoma  
da Madeira  
Governo Regional

Secretaria Regional  
de Turismo e Cultura  
Direção Regional do Turismo



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