



Madeira. Belongs to all

A parade
of flowers?
I know where.

Flower Festival

05 May ↔ 29 May



Madeira the magic of flowers



05 to 29

1 Central walkway of Avenida Arriaga

Ambient music
Diverse entertainment
Flower carpets and decorations

Flower Carpets

The profusion of Madeiran flora contributed greatly to the founding of this artistic manifestation. The making of the traditional flower carpets is carried throughout the island and had its origins in the decoration of religious processions. Thanks to their undeniable beauty and detail, for a few years now, the flower carpets can be admired in the streets during the Flower Festival, thus greatly contributing to the magnificence of the city's decorations, whose careful construction is shared and admired by the tourists who visit us.

1 Concert Stage

During the course of the Flower Festival, there will be daily music concerts held at the Concert Stage, located on the central walkway of Avenida Arriaga, where the public - tourists and locals - can enjoy various musical moments.

For more information on the concerts, visit our website at www.visitmadeira.pt and our Madeira Events app or via www.eventsmadeira.com

1 Flower and Regional Products Market – Central Walkway

Sunday to Thursday
10h00 – 22h00
Friday and Saturday
10h00 – 24h00

The Flower Market allows the public to get to know the numerous floral and decorative species that exist in Madeira. Here, locals and visitors, can purchase flowers in a picturesque and traditional setting. In addition to flowers, regional flavours will be present through local cuisine and traditional drinks.



67th Flower Exhibition

**Flower Pavilion
Praça do Povo**

05 May

19h00 to 22h00

06 to 22 May (with exception to the 12th and 19th May)

10h00 – 22h00

12 to 19 May

10h00 – 20h00

Exhibition by the Regional Secretariat for Agriculture and Rural Development under the theme "DREAM OF A FLOWER SELLER".

The Flower Exhibition takes place in Praça do Povo, in the Flower Pavilion, a continuation of the exhibition which used to be held at the Ateneu Comercial do Funchal, which began in the 1950s. Here, the most beautiful specimens of the varied types of flowers produced with all the care and dedication by their growers, throughout Madeira, can be appreciated and evaluated. The flowers on display are rated in their various categories and the best ones are distinguished by a specialized jury.

Theatrical and Musical Staging – Cultural Programme – Carro de Cesto e Comboio do Monte

Largo da Restauração

Fridays and Saturdays

21h00 and 22h00

Exhibition organised by the Regional Secretariat for Agriculture and Rural Development

Madeira Embroidery and Regional Handicraft Pavilion

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

05 to 16 May

10h00 – 19h00

Madeira Handicrafts Exhibition

17 to 29 May

10h00 – 19h00

Madeira Embroidery Exhibition

05, 07 to 12, 16 to 19, 23 to 26

📍 Living Flower Statues

Central walkway of Avenida Arriaga

During the event, the Bolo do Caco Theatre Group will animate the central walkway with its creations, through brightly coloured costumes and original props, in the creation of living statues and thematic animation alluding to Flowers.

"Old Men and Flowers" – Bronze Statue with Flowers

"Giant Villains" – Itinerant Street Animation

"Madeiran Family" – Animated Coloured Statue

"The Embroiderer" – Living Bronze Statue

"The Happy Old Man" – Living Bronze Statue

05

Thursday

📍 Central walkway of Avenida Arriaga

Folk Area

11h00

Performance by the Ribeira Brava Community Centre Folklore Group

18h00

Performance by the Ponta do Sol Folklore Group

Concert Stage

20h00

Musical performance by Kontraband

06 and 07

Palheiro Gardens Golf Classic

The Palheiro Gardens Golf Classic Tournament is a competition with a strong tourist component, which distinctive features of Madeira: its famous gardens, golf and wine. This competition has giveaways and prizes that celebrate the best of this Region, in a fantastic programme which includes a Sunset Party at Palheiro Golf and a shotgun tournament with prize giving at Palheiro Gardens.



06

Friday

- 1 Central walkway of Avenida Arriaga
Folk Area**
11h00
Performance by the Santo António Cultural
Centre Folklore Group
15h00
Performance by the MonteVerde Folklore
Group

Concert Stage
18h00
Performance by the Décio Abreu Trio
21h00
Music performance by the University Tuna
D'Elas and Guests

07

Saturday

- 2 Wall of Hope
Praça do Município**
10h00 – 13h00
Symbolic construction of the “Wall of Hope”
On Saturday morning, children are invited
to place a flower on the “Wall of Hope”, in
a symbolic appeal for Peace. Accompanied
by family members, the little ones carry their
flower, probably picked in the backyard
of their houses, so as to fulfil this tradition
which dates back to 1979.

- 1 Central walkway of Avenida Arriaga
Folk Area**
11h00
Performance by the Quinta Grande Cultural
and Recreational Folklore Group
15h00
Performance by Grupo de Romarias Antigas
do Rochão

Concert Stage
18h00
Music performance by Stardust Acoustic
Project
21h00
Fado music performance by Associação de
Fados da Madeira

- 3 Madeira Congress Centre**
17h00
Classical Orchestra of Madeira invites Katia
Guerreiro
Guest Conductor – Rui Pinheiro
Soloist – Katia Guerreiro
21h00
10th “EncanTunas” – Madeira Female
University Tuna Festival

08

Sunday

1 Central walkway of Avenida Arriaga

Folk Area

11h00

Performance by the Santa Rita Folklore Group

2 43rd Allegoric Flower Parade

16h30

On Sunday afternoon, downtown Funchal is filled with music and colour from the pompous parade of floats that harmoniously combine multiple floral species with decorations full of creativity. This is the Allegoric Flower Parade, one of the most outstanding and most awaited occasions of the entire event, both by visitors and residents, which has been taking place since 1979. This initiative, which is guided by the magnificence and sumptuousness of the floats and costumes of approximately a thousand five hundred participants, mostly children, amply adorned with countless, varied and magnificent floral species, who parade along a previously established itinerary to the sound of happy musical themes and performing choreographies, while spreading a soft floral aroma along the way.

To obtain tickets for the stands to assist the parade, 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
Associação FT – Fitness Team
associacaoft@hotmail.com

Itinerary: Starts at Praça da Autonomia, Avenida do Mar e das Comunidades Madeirenses (south lane) until Rotunda Francisco Sá Carneiro (roundabout), Avenida Francisco Sá Carneiro, Rotunda Harvey Foster (roundabout).

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

- “Good News with a Flower” – João Egídio Rodrigues
- “Precious Blue Garden” – Associação de Animação Geringonça
- “Springirls” – Isabel Borges
- “Flowers are Sweet” – Associação Cultural Império da Ilha
- “Like a Cloud” – Escola de Samba Caneca Furada
- “Belladonna” – Associação Animad
- “10 Years of Smiles” – Sorrisos de Fantasia
- “Magical Island” – Associação Musical, Cultural, Recreativa e Coro Câmara de Lobos Turma do Funil
- “Our Blossoms” – Associação Tramas e Enredos
- “Red is Magic” – Associação FT - Fitness Team
- “The Harmony of Flowers” – Poeira D’Enigmas – Associação Recreativa, Cultural e Escola de Samba
- “The Charm of Flowers” – Associação Batucada da Madeira - ABM
- “Spring and its Aromas” – Palco D’Emoções – Associação Cultural, Recreativa, Desportiva e Escola de Samba

4 Allegoric Floats Exhibition

Funchal

20h00

Under the “Flower” theme, the groups which have participated in the celebration of the Flower Festival will display their decorated vehicles, in cheerful and colourful tones, alluding to flowers, next to Praça do Povo, near Pier 8. The cars will be on display until Monday, the 9th of May, until 18h00.

1 Central walkway of Avenida Arriaga

Concert Stage

21h00

Music performance by iLevados da Breca



09

Monday

1 Central walkway of Avenida Arriaga

Folk Area

11h00

Performance by the Ribeira Brava Community Centre Folklore Group

Concert Stage

20h00

Music performance by Sofia Petito Bossa Flavours

10

Tuesday

1 Central walkways of Avenida Arriaga

Folk Area

18h00

Performance by Grupo de Folclore Romarias e Tradições

Concert Stage

20h00

Music performance by Live Brisk

11

Wednesday

1 Central walkway of Avenida Arriaga

Folk Area

11h00

Performance by the Gaula Community Centre Folklore Group

15h00

Performance by the Porto Santo Folklore Group

Concert Stage

20h00

Music performance by C'azoadá



12

Thursday

1 Central walkway of Avenida Arriaga

Folk Area

18h00

Performance by "TRAGA" – Associação Tradições de Gaula

Concert Stage

20h00

Music performance by Triângulo



13

Friday

Central walkway of Avenida Arriaga

Folk Area

11h00

Performance by the São Martinho Cultural and Recreational Community Centre Folklore Group

15h00

Performance by the Camacha Youth Folklore Group

Concert Stage

18h00

Music Performance by The Whyte Blues Band

21h00

Music Performance by Micaela Setim

Wall of Solidarity

Praça do Povo

15h00

In Praça do Povo, next to the Flower Pavilion, the “Wall of Solidarity” is set up in a symbolic ceremony where the beneficiaries of various social solidarity institutions build a wall of flowers, in a more comprehensive and inclusive dimension.



- 1 Central walkway of Avenida Arriaga
- 2 Praça do Município
- 3 Municipal Garden Amphitheatre
- 4 Pier 8 Parking lot
- 5 Heliport
- 6 Praça do Povo
- 7 Quinta Magnólia
- 8 Santa Luzia Gardens
- 9 Madeira Congress Centre
- 10 Allegoric Flower Parade Itinerary
- 11 Madeira Flower Classic Auto Parade Itinerary



14

Saturday

1 Central walkway of Avenida Arriaga

Folk Area

11h00

Performance by the Machico Folklore Group

15h00

Performance by the Santa Cruz Community

Centre Folklore Group

Concert Stage

18h00

Music performance by Xarabanda

21h00

Music performance by Cháp4

5 Performances by the "Flower Groups"

Heliport

15h00 – 16h00

Performances by the groups Sorrisos da

Fantasia "10 Years of Smiles", Geringonça

"Precious Blue Garden" and Batucada da

Madeira "The Charm of Flowers"

16h30 – 17h30

Performances by the groups Geringonça

"Precious Blue Garden", Sorrisos de

Fantasia "10 Years of Smiles" and Turma do

Funil "Magical Island"

18h00 – 18h40

Performances by the groups Batucada da

Madeira "The Charm of Flowers" and Turma

do Funil "Magical Island"

14, 21, 22

5 Performances by the "Flower Groups"

The groups participating in the Allegoric Parade of the Flower Festival, will perform at the Heliport displaying their costumes and choreography. Spread over 3 days of 2 weekends, the performances celebrate flowers, beauty and joy in a festive atmosphere.

The tickets for these shows are free and will be available at the Tourist Information Office, located in Avenida Arriaga, and limited to the capacity of the location where they will be held.



15

Sunday

📍 Central walkway of Avenida Arriaga

Folk Area

11h00

Performance by the Boa Nova Ethnographic and Folklore Group

15h00

Performance by the Caniçal Community Centre Folklore Group

Concert Stage

18h00

Music performance by the Mariana Gonçalves Band

21h00

Music performance by Luana Teixeira

📍 Madeira Flower Classic Auto Parade

16h30 – 17h30

Itinerary: Starts at Avenida Francisco Sá Carneiro, Avenida do Mar e das Comunidades Madeirenses (north lane) until Praça da Autonomia do Mar, Avenida do Mar e das Comunidades Madeirenses (south lane), Avenida Francisco Sá Carneiro, Rotunda Harvey Foster (roundabout).

Display in Avenida Francisco Sá Carneiro, until 18h30.

16

Monday

1 Central walkway of Avenida Arriaga

Concert Stage

20h00

Music performance by Chá Bom

17

Tuesday

1 Central walkway of Avenida Arriaga

Folk Area

18h00

Performance by the Porto da Cruz Folklore Group

Concert stage

20h00

Music performance by NuLo

18

Wednesday

1 Central walkway of Avenida Arriaga

Folk Area

11h00

Performance by the Boa Nova Ethnographic and Folklore Group

15h00

Performance by the Monte Verde Folklore Group

Concert Stage

20h00

Music performance by the Sofia Almeida Quartet



19 to 22

Flower concerts

Four music concerts will be held in emblematic locations of Madeira Island, aiming to decentralize the festivities and reinforce the entertainment offer, within the programme of the Flower Festival. These concerts are carried out in a unique environment, where the audience – tourists and locals – can enjoy high-quality musical moments in beautiful sceneries, surrounded by the diversity of the Madeiran flora. For the tickets, please register at: www.retoica.com

19

Thursday

1 Central walkway of Avenida Arriaga

Folk Area

15h00

Performance by the Boa Nova Ethnographic and Folklore Group

18h00

Performance by the São Martinho Community Centre Cultural and Recreational Folklore Group

Concert Stage

20h00

Music performance by Garcias

3 Flower concerts

19h00 – Santa Luzia Gardens

Performance by Triângulo

20

Friday

1 Central walkway of Avenida Arriaga

Folk Area

11h00

Performance by the Calheta Folklore Group

15h00

Performance by the Camacha Youth Folklore Group

Concert Stage

18h00

Music performance by the Madeira Light Orchestra

21h00

Music performance by Sena Collective

Flower Concerts

19h00 – Madeira Botanical Gardens

Performance by Varejenta

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

21h00

For this concert, the distinguished Madeiran singers Vânia Fernandes, Maria Ferreira, Cláudia Sousa, Paulo Soares, João Camacho and the tenor Alberto Sousa, are the invited guests.

The music panoply has a repertoire alluding to the theme of flowers, such as the well-known “Duet of Flowers” by Delibes, to which several waltzes and polkas by Johann Strauss have been added, including arias from Operas and Operettas such as “Turandot”, “Carmen”, “The Gipsy Princess” and various themes from well-known musicals and films such as “West Side Story”,

“La-La-Land”, “My Fair Lady” and Disney songs such as “Aladdin” and “Beauty and the Beast”, considering the diversity of the audience present at this event.

Tickets for these shows are free and will be available at the Tourist Information Office, located in Avenida Arriaga, being limited to the capacity of the location where they will be held.



21

Saturday

1 Central walkway of Avenida Arriaga Folk Area

11h00

Performance by the Gaula Community
Centre Folklore Group

15h00

Performance by the Camacha Community
Centre Folklore Group

Concert Stage

18h00

Music performance by the Fajã da Ovelha
String Music Group

21h00

Music performance by Letícia & Friends

5 Performances by the "Flower Groups" Heliport

15h00 – 16h00

Performances by the groups Poeira
D'Enigmas "The Harmony of Flowers",
Fitness Team "Red is Magic" and Isabel
Borges "Springgirls"

16h30 – 17h30

Performances by the groups Fitness
Team "Red is Magic", Poeira D'Enigmas
"The Harmony of Flowers" and Animad
"Belladonna"

18h00 – 18h40

Performances by the groups Isabel Borges
"Springgirls" and Animad "Belladonna"

Flower Concerts

17h00 – Roseiral – Arco de São Jorge

Performance by Sena Collective

21 and 22

7 Madeira Flower Collection Quinta Magnólia

18h00

This event aims to promote the regional fashion sector, including a large number of designers who have been inspired by flowers, thus offering a touch of contemporaneity and "glamour" to one of the biggest tourist events in Madeira, in a unique moment of tourist entertainment. This event counts on the participation of several fashion designers, most of whom regional, and takes place in the Quinta Magnólia Gardens.



22

Sunday

1 Central walkway of Avenida Arriaga

Folk Area

11h00

Performance by the Rochão Folklore Group

15h00

Performance by Grupo de Folclore Romarias e Tradições

Concert Stage

18h00

Music performance by Seis po' Meia Dúzia

21h00

Music performance by Vasco Freitas and Orchestra

5 Performances by the "Flower Groups"

Heliport

15h00 – 16h00

Performance by the groups Tramas e Enredos "Our Blossoms", Império da Ilha "Flowers are Sweet" and Caneca Furada "Like a Cloud"

16h30 – 17h30

Performance by the groups Império da Ilha "Flowers are Sweet", Tramas e Enredos "Our Blossoms" and Palco D' Emoções "Spring and its Aromas"

18h00 – 18h40

Performance by the groups Caneca Furada "Like a Cloud" and Palco D' Emoções "Spring and its Aromas"

Monte do Imperador

Monte – Funchal

14h00 – 17h30

Event organized by the Monte Parish Council which will feature an ethnographic parade and depictions alluding to the days at "Caminho das Tílias", followed by a concert by the Funchal Municipal Band in the churchyard of the Church of Our Lady of Monte.

Flower Concerts

17h00 – Gardens of the São Vicente Caves

Performance by EcoTrio

23

Monday

- Central walkway of Avenida Arriaga**
 - Folk Area**
 - 11h00
 - Performance by the Santana Community Centre Folklore Group
 - 15h00
 - Performance by the Gaula Community Centre Folklore Group
 - Concert Stage**
 - 20h00
 - Music performance by Francisco Lopes

24

Tuesday

- Central walkway of Avenida Arriaga**
 - Folk Area**
 - 18h00
 - Performance by the Calheta Folklore Group
 - Concert Stage**
 - 20h00
 - Music performance by O Fado Salão

25

Wednesday

- Central walkway of Avenida Arriaga**
 - Folk Area**
 - 18h00
 - Performance by the Santo António Cultural Centre Folklore Group
 - Concert Stage**
 - 20h00
 - Music performance by Colchetes D'Alfaiate

26 to 29

Flower Installations

The diversity of Madeiran flora contributed, in a great way, to the establishment of these artistic manifestations, which combine the beauty of flowers with the characteristic elements of Madeiran tradition and culture. The floral sculptures are a great contribution to the magnificence of city decorations, whose careful construction is shared and admired by our visitors. These wonderful installations will be displayed in Avenida Sá Carneiro, in Largo do Corpo Santo, at the entrance to the Funchal Pier and next to the Madeira Legislative Assembly over the last weekend of the Flower Festival.

26

Thursday

- Central walkway of Avenida Arriaga**
 - Folk Area**
 - 18h00
 - Performance by the Quinta Grande Recreational and Cultural Folklore Group
 - Concert Stage**
 - 20h00
 - Music performance by the group Sons da Tradição

27 to 29

Madeira Classic Car Revival **Praça do Povo**

27th – 18h00 to 23h00

28th – 10h00 to 23h00

29th – 10h00 to 18h00

This event, which takes place at Praça do Povo on the last weekend of May, is organized by Clube de Automóveis Clássicos da Madeira with the purpose of showing and rewarding the best and most elegant vintage and classic vehicles in the Region. The Madeira Classic Car Revival contributes to the diffusion of the diversity and historical wealth of these numerous cars, in an atmosphere of great animation created for the occasion, delighting car enthusiasts.

Fiore Show **Municipal Garden Amphitheatre** 22h00

Avant-garde show by Paradise Circus, resulting from the fusion of dance and circus arts, addressing the magical and symbolic times, where the flower is the main protagonist. It takes us to the essence of the flower, where dancing transports us to an Enchanted Garden, in an explosion of colours, joy and hope, in shows lasting 45 minutes.



27

Friday

Central walkway of Avenida Arriaga **Folk Area**

11h00

Performance by the Camacha Youth Folklore Group

15h00

Performance by the São Martinho Folklore Group

Concert Stage

18h00

Music performance by Desdobramento

21h00

Music performance by the Madeira Chamber Choir



28

Saturday

1 Central walkway of Avenida Arriaga

Folk Area

11h00

Performance by the Santana Community
Centre Folklore Group

15h00

Performance by the Ponta do Sol Folklore
Group

Concert Stage

18h00

Music performance by the band Alive

21h00

Music performance by the Walking Grooves

Note: Programme is subject to change

29

Sunday

1 Central walkway of Avenida Arriaga

Folk Area

11h00

Performance by the São Martinho Folklore
Group

15h00

Performance by the MonteVerde Folklore
Group

Concert Stage

18h00

Music performance by D'Repente

21h00

Music performance by Spot the Difference



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