



BESIKTAS  
INTERNATIONAL  
GARDEN &  
FLOWER  
FESTIVAL

[www.besiktasbahcevecicekfest.com](http://www.besiktasbahcevecicekfest.com)

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**GARDEN &  
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The Beşiktaş International Flower and Garden Festival, hosted by the Beşiktaş Municipality, will be held for the first time in May 2016.

The festival will associate all disciplines of art with flowers, and give a message of "PEACE" to the world.

The International Flower and Garden Festival will be held in the parks, public squares and streets of the Beşiktaş district, and will bring together designers, architects, artists, botanic firms, florists, university students, NGOs, and national and international cultural and artistic groups.

In addition to the garden and park shows, the festival will also showcase cultural-artistic works, fashion parades, theatre performances, social awareness-based projects, workshops and international performers in true festival vigour.

**Host:** Beşiktaş Municipality Istanbul, Turkey

**Head Director:** Stephen Bennett (Chelsea Flower Show)

**Dates:** 7-15 May 2016 (2016 Festival being the first, we are starting a tradition for the years to come.)

## **Festival Content:**

- Opening Parade
- Show Gardens
- Art Installations
- Performing Arts
- Music Performances
- Fashion Shows
- Workshops
- Theatre Shows
- Events for Kids
- Social Responsibility Activities
- Exhibitions
- Competitions
- Stalls for Retail Purposes

## **Festival Participant Fields:**

### **National and International:**

- Design & Architecture (companies and individuals)
- Landscape Design & Architecture (companies and individuals)
- Florists (flower shops and individuals)
- Furniture (shops)
- Warehouse (companies)
- Universities (especially faculties of Arts, Design, Architecture and Agriculture & Environment)
- NGOs
- Cultural Offices (consulates, cultural representatives in Turkey)
- Food & Beverage (restaurants, cafés, patisseries)
- Education (schools, kindergartens, private education institutions, institutions for workshops)
- Children (schools, activity venues, sports for kids)

## **Project Proposals and Ideas:**

- The submission and entrance is free of charge.
- Public spaces within Beşiktaş Municipality borders are going to be open for festival use (parks, gardens, streets with stairs, pathways, etc.)
- During the Festival period Beşiktaş is going to be an open-air publicity space. There is going to be high visibility of the projects. The participant company / institution / individual name is going to be seen together with their creative idea during the festival. Project proposals in all disciplines mentioned above “FESTIVAL CONTENT” can apply. Also, Project Categories below can apply:

Projects (urban living room concepts open-air furniture and design structures) containing recyclable materials, recycled materials and environment friendly materials can apply.

- a) Design / Art Installations (multimedia and technology can be integrated to the projects)
- b) Landscape Garden Designs
- c) Workshops
- d) Exhibitions / Sculpture
- e) Urban Living Room / Open-Air Furniture
- f) Street Urban Arts

## Join In & Festival Project Proposals

The Festival is free of charge for all participants and visitors. (The first year of the festival is designed as free of charge. The decision about the fees for the upcoming years will be planned in coordination of Beşiktaş Municipality, Organization Team and all other Partners).

### Materials & Products::

The materials and products used in the submitted designs for the festival should be environment and human friendly. Recycled materials, recyclable materials are welcomed.

It is advised to use budget-friendly materials, heat-tolerant plants with low water requirements.

#### Example Materials:

- Budget-friendly wooden boards and appropriate for outdoors (MDF, OSB, etc.)
- Granite
- Natural Stones
- Pumice Stone
- Limestone
- Marble

#### Example Flowers and Plants:

- Pelargonium
- Scarlet Sage
- Begonia
- Tagetes
- Petunia
- Busy Lizzie
- Verbena
- Hybrid
- Dahlia
- Perennial Plants
- Jerbera
- Daisy
- Celosia
- Dianthus
- Gillyflower
- Lisyantus
- Calla Lilly
- Iris Flower

## Some Keywords Can Be Examined:

- Permaculture
- Vertical Garden
- Green Roof
- Urban Living Room
- Pop-Up Gardens
- Biodiversity
- Future Food
- Edutainment and Science Activities for Children





## FESTIVAL POINTS

### PARKS

Aykut Barka Parkı, Ulus (Main Park)

Sanatçılar Parkı, Etiler

Dünya Barış Parkı, Fulya

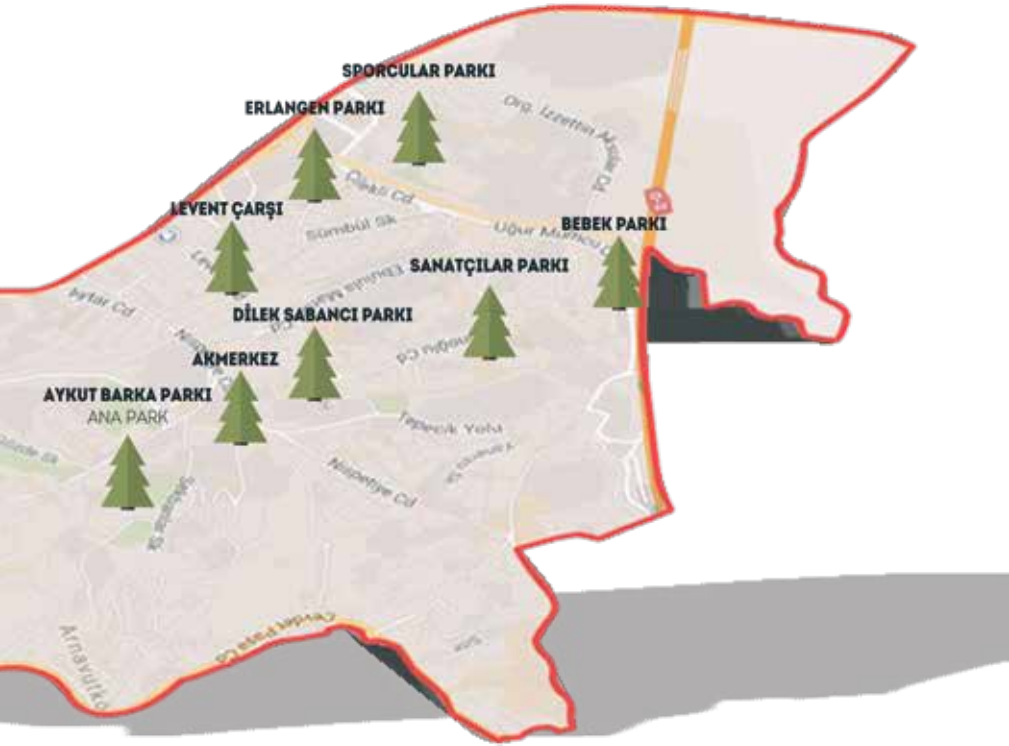
Dilek Sabancı Parkı, Levent

Azerbaycan Dostluk Parkı, Fulya

Sporcular Parkı, 4. Levent

Ulus Meyve Bahçesi, Ulus

Erlangen Parkı, 4. Levent



## HANG-OUTS

El Orfanilato (Abandoned Jewish Orphanage Building, Ortaköy)  
States Schools in Beşiktaş  
Selected art galleries  
Selected florists and cafes

## LOCATIONS

Beşiktaş Square & Bazaar  
Ortaköy Square  
Levent Bazaar  
Bebek  
Barbaros Boulevard  
Akaretler District  
Etiler District  
(Nispetiye Street)



**The Nose Meets The Florist Exhibition:**  
Opening  
Cocktail & VVIP  
Gala

**Peace Parade: Opening Parade**  
Festival's peace themed opening ceremony. (Following the parade the Mayor of Beşiktaş Mr. Att. Murat Hazinedar is going to make the grand opening of the festival.)

**Show Gardens:**  
With the participation of local and international design companies, architectural firms and nurseries, peace themed show gardens will be created in two main parks.



Locations: Aykut  
Barka Park, Ulus  
Yahya Kemal  
Park, Yıldız

**Junk Cars:  
Flower Ornaments**  
Junk cars which  
were once iconic  
will once again  
come to life with  
the help of flow-  
ers.

**Street Art:  
Graffiti  
Urban Stairways  
Installations  
Dead End Streets and  
Passage Way Installa-  
tions**



## Competitions:

Best Balcony Garden Competition.

Competitions on social media.



## Pop-up Peace Gardens:

Small gardens with free Wi-Fi services will be created just for the festival, at several spots in Beşiktaş.



## Botanical Installations:

Concrete streets will be transformed and customized with the help of tiny garden placements to match the spirit of the festival.



## Open Air Bazaar:

A space for shopping, dining and relaxing.

## Flower House: Installation in an Abandoned Building

An abandoned building will rebloom with tons of flowers during the festival.

Location:  
Orphanage,  
Ortaköy

## School Yard Decorations:

The schools that are located in the municipality of Beşiktaş will be decorated with flowers in order to share the atmosphere of the festival with local students.





## Pop-up Playgrounds:

Playground equipments that are made of natural and portable materials will be placed near bus stops, sidewalks etc.

## Topiary Peace Sculptures:



## Peaces Chandelier:

Chandeliers made out of local residents' used bottles (with their names written on them) that each serve as a planter, will be hung from a crane and placed in several spots in Beşiktaş.

## Fashion Show:

A fashion designer will be displaying their collection they created for the festival.



## Open Air Movie Theatre:

Short films, feature length films and animations with peace, flower and environment themes will be shown.

## Open Air Living Rooms:

Outdoor furniture with an urban vibe will be designed for the festival and placed on squares of Beşiktaş.

## Musical Activities:

Jazz, funk and pop concerts will take place during the festival.

## Sports Activities:

Outdoor yoga sessions will take place.



## OPEN AIR CLASSES

Classes for housewives, retirees and the youth will be held outdoors in association with Ministry of National Education and Public Education Centers. Participants will be awarded with participation certificates. Students from **programs for the disabled, primary schools, elementary schools and high schools** will be taught science/biology/home ed./art classes in festival parks by professionals.

## BICYCLE TEAM

**Beşiktaş Municipal** Bicycle Team will join us for the street and promotion activities of the festival

## WORKSHOPS AND Q&A's

In association with the Ministry of Education  
and Public Education Centers;

Workshops for Children

Workshops for Adults

Flower Arrangement,  
Flower Ornaments,  
Children's Workshops,  
Seed Bomb

Workshop,

Composting,

“Eco-living in the City” Talks,

Eco-farming Talks with the Urban Consumers,

Self-sufficient Balcony Workshop,

Eco-gardening and Permaculture Workshops.





## CONTACT INFORMATION

For any questions, proposal and participations ideas please contact the team below:

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