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# FLOWER FESTIVAL

19-13  
April May

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**April 19<sup>TH</sup> to May 13<sup>TH</sup>**

**Avenida Arriaga central walkways:**

- Flower carpets and decorations
- Flower market and regional cuisine
- "Colourful Waltz" - Young women dressed as flower pageants
- Performances by folk dancing groups
- Madeira Embroidery and Regional Handcrafts Exhibit – Organised by the Madeira Wine - Embroidery and Handicraft Institute (IVBAM) - Largo da Restauração
- Diversified entertainment

**Praça do Povo:**

- 63rd Flower Exhibition– Organised by the Regional Secretariat of Agriculture and Fisheries
- Workshops and conferences

**Various municipalities in the region:**

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

**From April 19<sup>TH</sup> to 21<sup>ST</sup>**

**"Popular Project - INATEL in the streets 2018"**

– Organised by : INATEL Funchal – Musical shows, performances by philharmonic bands and folk groups, street entertainment with theatre groups, marionettes, puppets, balloon modelling and mimes - Rua da Queimada de Baixo, Largo do Chafariz and Avenida Arriaga central walkways

**From April 19<sup>TH</sup> to 22<sup>ND</sup>**

**3pm – Rum Festival** - Organised by the Madeira Wine Embroidery and Handicraft Institute (IVBAM) - Largo da Restauração

**April 20<sup>TH</sup> - Friday**

**7pm – 3rd Edition "Solidarity walk/race for Inclusion"**

– Organised by: "Casa do Voluntário", "ADCF - Garouta Calhau", Madeira Red Cross Delegation, Regional Agency for Fight Against Cancer, "CRIAMAR" and "Mão Solidária" in collaboration with the Regional Secretariat for Social Affairs and Inclusion – Itinerary: Avenida do Mar e das Comunidades Madeirenses and Avenida Francisco Sá Carneiro

**April 20<sup>TH</sup>, 26<sup>TH</sup> and May 4<sup>TH</sup>**

**3pm - Madeira Embroidery workshop** - Praça do Povo

## April 21<sup>ST</sup> - Saturday

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

**9am – Children gathering** - Avenida Arriaga, in front of the Municipal Garden

#### **10am – Children's Parade – Itinerary:**

Starting at Avenida Arriaga, Avenida Zarco, Rua Câmara Pestana and Praça do Município

**11am – Symbolic construction of the “Wall of Hope”** - Praça do Município – Release of doves followed by a children entertainment show by the Regional Artistic Education Association

**6pm – “Flower Festival Concert”** by the Classical Orchestra of Madeira and the Associação Notas e Sinfonias Atlânticas (ANSA) - Madeira Congress Centre Auditorium

## April 22<sup>ND</sup> - Sunday

### 4pm – Allegoric Flower Parade

**Itinerary:** Departing from Praça da Autonomia, Avenida do Mar e das Comunidades Madeirenses (southbound) until the Francisco Sá Carneiro roundabout, Avenida Francisco Sá Carneiro, Harvey Foster roundabout.

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

- “600 hundred springtimes” - João Egídio Rodrigues
- “30 years in harmony with flowers” - Turma do Funil
- “Flowers with History” - Associação de Animação Geringonça
- “Madeira – The awakening of nature” - Associação Fura Samba
- “An Ocean of Flowers” - Associação Cultural Império da Ilha
- “Richelieu” - Sorrisos de Fantasia
- “Classic” - Associação ANIMAD
- “Enchanted forest” - Escola de Samba Caneca Furada
- “Zarco´s Insight” - Associação Tramas e Enredos
- “600 years in blossom and its princesses” – Dance Flavourz by Francis Cardoso
- “Love Me Do” - Isabel Borges

#### **7pm – Allegoric Flower Floats Exhibition**

– til April 23rd (6pm) - Frente Mar car park (near the Praça do Povo)

**April 24<sup>TH</sup> and May 8<sup>TH</sup>**

**6pm** – Conferences organised by The Regional Secretariat of Agriculture and Fisheries– Praça do Povo

**April 26<sup>TH</sup> - Thursday**

**6pm – Flower Arrangements Contest** – Organised by The Regional Secretariat of Agriculture and Fisheries – Praça do Povo

**April 26<sup>TH</sup> to 29<sup>TH</sup>**

**3pm – “Wines of Madeiras, Red, White, Rosé and Sparkling wines”** – Organised by the Madeira Wine Embroidery and Handicraft Institute (IVBAM) - Largo da Restauração

**April 27<sup>TH</sup> - Friday**

**3pm – Wall of Solidarity Ceremony**, with the participation of seniors from various institutions of social solidarity - Praça do Povo

**April 29<sup>TH</sup> -Sunday**

**3.30pm – “Madeira Auto Parade – 2018”** - Classic cars Parade (cars and motorcycles) - Promoted by the “The Classic Motor Exhibition - ACME” Association and the “Club Carocha da Madeira”

**Itinerary:** Departing from Praça da Autonomia, Avenida do Mar e das Comunidades Madeirenses (southbound) until the Francisco Sá Carneiro Roundabout, Avenida Francisco Sá Carneiro, Harvey Foster Roundabout.

**5pm– Classic Car Exhibit Exhibition** - Avenida Francisco Sá Carneiro

**May 1<sup>ST</sup> , -Tuesday**

**6pm** – Conference “Endemic plants with decorative potential”, by Maria João Dragovic (Engr.) – Organised by The Regional Secretariat of Agriculture and Fisheries– Praça do Povo

**May 2<sup>ND</sup> - Wednesday**

**3pm - Flower carpet workshops** - Praça do Povo

**May 3<sup>RD</sup> - Thursday**

**6pm – Flower Arrangements Contest** – Organised by The Regional Secretariat of Agriculture and Fisheries – Praça do Povo

**May 3<sup>RD</sup> to 6<sup>TH</sup>**

**3pm – “Madeira Wine & Food“** - Organised by the Madeira Wine Embroidery and Handicraft Institute (IVBAM) - Largo da Restauração

**May 5<sup>TH</sup> - Saturday**

**6pm – Concert** by “Maria Monda group” – S. Tiago fort

**May 6<sup>TH</sup> - Sunday**

**10.30am – Families Project** by d ‘A Monda Theatre Music “Aquela nuvem e as outras – Estória e baile” (That cloud and the others - History and dance) – Frederico de Freitas House museum

**May 9<sup>TH</sup> to 11<sup>TH</sup>**

**3pm – Chocolate workshop** – Praça do Povo

**May 10<sup>TH</sup> - Thursday**

**7pm – Regional Flower Production and Flower arrangements award ceremony** – Organised by The Regional Secretariat of Agriculture and Fisheries – Praça do Povo

**May 10<sup>TH</sup> to 13<sup>TH</sup>**

**Flower Installations “600 years in blossom”** – Praça do Povo and Avenida Francisco Sá Carneiro



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