

NL

Netherlands



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Dutch Flowers Now

Masterclass Magazine



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© Claire Droppert

Flevoland is the youngest province in the Netherlands and the largest land reclamation project in the world, millions of colourful blooms are springing up on land which was once the sea floor of the Zuiderzee.

Flowers in Flevoland

The tulip is synonymous with the Netherlands and the bulb fields in spring attract millions of visitors with their technicolour displays. With more than 5,000 hectares of tulip fields, annual festivals and a host of flower-based activities to enjoy, Flevoland is one of the most spectacular regions in the Netherlands to explore the country's floral landscape and industry.

Flevoland is the youngest province in the Netherlands and the largest land reclamation project in the world, millions of colourful blooms are springing up on land which was once the sea floor of the Zuiderzee. Throughout the area you can discover abundant nature, while a cycle or walk-through Flevoland's beautiful landscapes and to its stunning attractions – including one of the Netherlands' biggest flower bulb area – will deliver unforgettable moments and memories. On 1 January 1986, the new province of Flevoland, the largest land reclamation project in history, was added to the Netherlands. Where first there was only water, you will now find gorgeous nature, culture and sights.

One of the best ways to explore the region's remarkable scenery and flower fields is by cycling, walking or driving along one of the routes which form the Tulip Route Flevoland and the Tulip Festival Noordoostpolder every spring. All along these beautiful routes through the countryside around Dronten, Lelystad, Noordoostpolder and Zeewolde, you will discover vast vistas filled with blooming flowers, charming farms and traditional Dutch landscapes. The routes range from around 10 to 90km, and along the way you can take a break at a designated stop to take part in a range of activities – including painting workshops, farm tours where you will learn how tulips grow, and even crafting your own bouquet in a flower-picking garden. For example, in Hanneke's Pluktuin you can create your own bouquet here by selecting from 250 different types of tulips. From April to early May, you can visit the Tulpenebelevingsveld, which offers the chance to admire more than 2,000 varieties of the iconic flower in special gardens and shows.

Walking, cycling and driving around Flevoland's fields of blooming flowers is certainly special, but to truly appreciate the scale of the fields the best way to view is from the sky in a helicopter. 2 operators currently offer helicopter flights: The Tulpenvliegroute departs and lands directly in a tulip field in Creil

(Noordoostpolder), while Helicentre's flights depart from Lelystad Airport, taking a longer route around the Flevoland region. For those seeking something a little more sedate, tulpenballonvaart.nl lets you soar over this area in style: on board a hot air balloon.

Another attraction during the spring is Tulip Island, an island which takes the form of a tulip flower. In September, Zeewolde local council planted 150,000 tulip bulbs there, all of which are primed to bloom in spring to ignite an explosion of colour. The tulip's calyx is about the size of a football field, with the island anchored to the mainland by a 200 metres long dam. It offers the perfect opportunity to relax and enjoy the breathtaking surroundings of the Wolderwijd lake and charming Zeewolde.

As well as its multitude of one-off events and festivals which help you explore Flevoland's flower region, the area also hosts several activities that you can enjoy all-year round. One is the Orchideeën Hoeve, a tropical garden in the north-east of the province, which offers visitors the chance to explore exotic flora and fauna in an Amazonian inspired rainforest.

Across Flevoland many gardens also open their doors to visitors throughout the year, including Kwekerij Joosten, the 4,000m² English-inspired Goldhorn Gardens, and Hanneke's Pluktuin, a family garden where you can pick and create your own bouquet. A hotly anticipated event due to cement Flevoland's reputation as one of the Netherlands most impressive flower regions is the Floriade, which will be held in Almere in 2022. Held every 10 years, this special event invites you to walk through inspiring gardens and tropical greenhouses, past architectural wonders and state of the art horticultural technology. It will also be possible to take a ride in a cable car over the show ground and Rotterdam's famous Bobbing Forest will also be part of the attraction. The Floriade programme will also include art, theatre, music performances and culinary workshops.

Of course, 2021 will be different to other years and it is not known which events or attractions detailed above will go ahead.



Corso Zundert © Malou Evers Fotografie

Corso culture in the Netherlands

A corso is a parade of floats or boats decorated with flowers, fruit, vegetables and, in some cases, people in costumes. The parade is often accompanied by bands and performers. A corso is a competition: the float judged best by the jury wins a prize. Typical corsos use flowers including tulips, hyacinths and daffodils in the spring, and dahlias in August and September. There is also a fruit corso held in Tiel. Many corsos also feature vegetables, reeds, bark, grass, seeds, plants and other decorative flowers.

Corsos take place across the world, but corso culture is at its strongest in the Netherlands. There are about thirty different parades held annually in the country, of various sizes and character. There are very small, local parades, but the Netherlands also hosts the world's biggest flower parades. Some also take place at night and are illuminated. The biggest parades have floats that are twenty metres long and ten metres high, often with moving parts. One float can contain up to 500,000 dahlia flowers. Hundreds of people are involved to decorate each float with flowers during the last hectic days before the parade.

Corso culture is about much more than the parade alone. Groups of friends or communities often spend months preparing their floats. Having a drink or meal together after working on the floats and organising regular parties is an important part of it all. The sense of social cohesion and contributing to a feeling of solidarity is often people's main reason for taking part.

Each corso has its own construction groups or neighborhoods which build floats and plant and maintain flower fields together. The size of these groups varies from ten or so people to several hundred. In total for the whole country, some 75,000 volunteers are actively involved in the parades. Corso events in the past have attracted more than 1,500,000 visitors from the Netherlands and abroad every year. Live broadcasts are watched by an estimated 2,000,000 viewers.

In 2020, the Dutch government nominated the Corso culture in the Netherlands for the UNESCO Representative List of Intangible Cultural Heritage of Humanity. UNESCO will make its decision at the end of 2021.



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Dutch flowers, a guide to taking selfies...

You are welcome to enjoy the flower-bulb fields in all their lush colours, but please be careful with the flowers. In addition to being a fantastic spot for selfies, the annual colour spectacle is also an important branch of Dutch trade and our national pride.

- Feel free to photograph yourself with the flowers, but do not walk into a flower field.
- Visit one of the many cutting gardens where you are allowed to pick flowers.
- Enjoy our flowers respectfully.

Do's and Don'ts

While it is very attractive to take your picture in the middle of a colourful sea of flowers, you probably didn't realize that flower growers suffer hundreds of thousands of Euros worth of damage due to people wading through their flower fields every year. So please shoot the best #tulpselkie while respecting our flowers.

Do not walk into the flower fields, however tempting it may seem. Wading through the flowers may damage the flowers and bulbs or spread diseases to the flowers. Moreover, the flower fields are private terrain. Surely you would not like people to walk into your garden every day without asking permission? What you are allowed to do is walk along the edge of the tulip fields. Be careful and respectful of our flowers. You can get the most fantastic photographs without walking into a field of flowers. There are many special cutting gardens in the Netherlands, where you are allowed to walk between

the flowers and even pick them! Our tips:

- Hanneke's Pluktuin (Ellerweg 18, Biddinghuizen)
- Zomerbloemen Pluktuin (Amsteldijk Zuid 183b, Nes a/d Amstel)
- Tulpenpluktuin van de Boerenshop (Steenwijkerweg 26, Marknesse)

Floriade 2022



Aerial view Floriade 2022 © Floriade 2022

The International Horticultural Exhibition Floriade Expo happens every 10 years. In 2022 it will run from 14 April until 9 October 2022 in Almere. The theme will be “Growing Green Cities”.

The International Horticultural Exhibition Floriade Expo happens every 10 years. In 2022 it will run from 14 April until 9 October 2022 in Almere. During the Floriade, the Dutch horticulture sector, together with national and international partners, will show green solutions that can make our cities more fun, liveable and sustainable. The theme of “Growing Green Cities” is central across the 60-hectare site.

One of the features of the 2022 edition will be a cable car ride. Visitors will be able to take a spectacular 5-minute cable car ride from an 850 meters long ropeway above the park. In a gondola they will travel quickly between the southern and northern part of the Floriade park. Visitors will see the arboretum enriched with trees, plants, shrubs and flower borders, the expo plots for the international exhibits and all other places of interest. This also provides an opportunity to showcase the potential for sustainable use of urban cable cars.

Another highlight of Floriade 2022 will be the “Bobbing Forest”. After 5 years of floating in the Rotterdam Rijn Harbour, the living artwork ‘Bobbing Forest’ was relocated to the lake Weerwater in Almere. Courtesy of the municipality Rotterdam who loaned the ‘Bobbing Forest’ for a period of two years. The artwork created by the company Mothership consists of 20 recycled sea buoys from the North Sea filled with 20 Dutch elm trees. These floating trees provide extra greening, compensation of CO2 and reduction of particulate matter. During the Floriade Preview 2021 and the Expo in 2022, visitors will be able to view the art installation from the cable car, the tour boat and from the terrace on the Weerwater.

Beside its greening effect in the city the “Bobbing Forest” also emphasizes the importance of climate adaptation, innovation, health and raising awareness for the need for greenery. This is consistent with the theme of Floriade 2022 ‘Growing Green Cities’.

Clusius Tulip Vodka

Clusius Craft Distillers is a privately held craft distillery, located in the heart of the Dutch tulip fields. Founded in 2015 by cousins Bart Bouter and Joris Putman whose families –as many other families in the Netherlands- have been growing tulips for over 300 years. Based on their knowledge of what resources a tulip bulb contains, together they invented a unique distilling process to produce a premium world-class alcohol from Dutch tulip bulbs. The distillery is named after the world-famous Dutch botanist Carolus Clusius (1526 – 1609), who led the tulip's introduction in the Netherlands. With passion, traditional craftsmanship and the latest techniques Clusius Craft Distillers produces unique tulip spirits from original Dutch tulip bulbs and natural filtered water from the Dutch sand dunes.

Clusius Tulip Spirit - The PRESTIGE

The world's first and only spirit made exclusively from Dutch tulip bulbs and natural filtered water from the Dutch sand dunes. Each bottle of Clusius Tulip Spirit PRESTIGE contains at least 350 tulip bulbs. Served at some of the highest-ranking international Michelin star restaurants it offers a truly unique tasting experience. This unique spirit brings you a velvety texture, floral aromas, hints of dried fruits and gentle mineral tones. The smooth, elegant finish lingers with a subtle earthiness that reminds you of where the tulips were grown.

Depending on the tulip harvest yield and quality, each year a small batch of hand-numbered bottles are made. Every vintage shows typical, exciting differences in taste and aromas. Directly after the tulip harvest, the first raw distillate is made. This raw distillate is allowed to age before the final distillation takes place. The next batch production is scheduled for 2021 and is made from the tulip harvest of 2018. This batch is expected to yield a maximum of 1000 bottles. The recommended retail price in the Netherlands is € 350 per bottle.

Clusius Tulip Vodka- Premium Blend

A unique vodka made from Dutch tulip bulbs, grain and natural filtered water from Dutch sand dunes. After the tulip harvest the tulip bulbs are fermented and distilled for the first time. After this the alcohol from tulips is blended with alcohol from grain creating a perfect, gentle vodka with an interesting combination of different tones and flavours. Beginning with a subtle undertone of classic grain followed by a composition of floral aromas and gentle mineral tones. Clusius Tulip Vodka is handmade in batches of a maximum of 2400 bottles per single distillation batch. The recommended retail price in Holland is € 38 per bottle.



Tulip Vodka, © Clusius Craft Distillers

<3 Flowers - a work by artist Rem van den Bosch

In the photography project <3 Flowers, Dutch artist Rem van den Bosch combines traditional costumes with the magnificent beauty of Dutch tulips. Authentic Dutch regional dresses, executed in intense floral prints, are worn by models of diverse backgrounds, ages and body types, making Zeeuws Meisje an icon of inclusivity and openness.

In recent years, Van den Bosch realized three successful exhibitions: #Freedom, #Equality and #Fraternity, employing the traditional dress of Walcheren to raise urgent societal questions. A whole team of professionals contributed to reinterpret the dress for our present age. The hood, the jewellery, the crocheted shawls, the clogs: each detail had to be right to ensure that all attention would be focused on the importance of tolerance, freedom, and care for each other and the planet.

For his new project, <3 Flowers, Van den Bosch found inspiration in the globally popular tulip. Originality from the Middle-East, the tulip has become the symbol of the Netherlands. With its countless hybrids, mutations and varieties, this graceful flower is an excellent example of inventiveness and individual beauty.

For centuries, the Netherlands has known a rich variety of regional dresses, but this heritage has all but disappeared. There are less than twenty women left, for instance, who wear the Walcheren dress every day; the youngest among them is well in her eighties. Their attire now elicits nostalgia for a time when life was less complicated, more easy-going. A time when everyone knew each other and greeted you in the streets.

Van den Bosch believes that we can still find mutual solidarity in a modern society, as long as we respect each other and pay attention to one another. This asks for understanding, tolerance and openness: soft powers rather than confrontation and exclusion. To spread this message, Van den Bosch uses the symbolic language of flowers. Red tulips signify true love; orange stands for enthusiasm, pink for happiness, purple for spirituality. Contemporary Zeeuws Meisje can be true to her own colours.

In May 2022, the colourful exhibition <3 Flowers will travel to the Tulip Time Festival in Michigan. It will feature the beautiful photographs of Zeeuws Meisje, along with the traditional dresses, including the hoods, shawls and clogs



<3 Flowers, © Rem van den Bosch



<3 Flowers, © Rem van den Bosch



Bloomeffects, skincare of tulips

Bloomeffects is the first skincare brand to harness the previously unknown regenerative and hydrating properties of the tulip to create a unique, field-to-face skincare experience. Tapping into one of the world's most glorious natural resources – the Netherlands' world-renowned tulips – Bloomeffects delivers exceptionally authentic and clean skincare. In pursuit of clean beauty, Bloomeffects is committed to sustainability through environmentally friendly and responsible processes in all elements of development and production. In sourcing its proprietary skincare complex, the brand supports circular farming practices and the upcycling of tulip bulbs.

Bloomeffects is the first beauty brand in the USA to use PICEA™ wood tubes and also uses 100% recyclable packaging as well as 100% recycled FSA-certified paper and soy ink for all packaging materials, making the Bloomeffects experience beautiful from the inside out.

All Bloomeffects products are 100% clean, cruelty free and formulated without fragrance, parabens and sulphates. The product packaging is primarily made out of recycled materials.

Products include a serum, moisturiser, cleansing jelly, a lip and cheek balm and a face mask.
Available online at [Bloomeffects.com](https://www.bloomeffects.com)



Skincare © Bloomeffects

Marie bee bloom

Marie Bee Bloom make 100% biodegradable mouth masks which contain flower seeds. After the masks have been worn you can plant the entire mask either directly into the ground or in a flower pot.

The masks were the invention of Marianne de Groot-Pons, a graphic designer from Utrecht. Marianne was tired of seeing all the blue disposable masks left on the street and came up with the idea of a biodegradable mask with flower seeds inside.

The masks are made of rice paper filled with flower seeds and are produced in a Dutch sheltered workshop. The woollen cords are made of pure wool, sourced from Dutch sheep.

This wool is machine-spun in Sweden, as the Netherlands no longer has a spinning mill. Finally, even the ink for the stamped logo is biodegradable.
[Mariebeebloom.com](https://www.mariebeebloom.com)

Keukenhof virtual

Keukenhof currently welcomes visitors virtually with a variety of online videos. These detail the beauty of the spring gardens as well as many behind the scenes films with gardeners and the Keukenhof team. Enjoy the first of these films here: <https://youtu.be/FtSWbUSILcY>
Keukenhof is currently closed to the public but is ready to re-open for the remainder of the spring 2021 season as soon as it is permitted.



Face mask © Marie Bee Bloom

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