WE MUST FIND SOLUTIONS TO KEEP OUR CITIES SAFE, HEALTHY AND ATTRACTIVE
1 VISION OF FLORIADE 2022

The engagement
Green is important in many ways. It converts CO2 into oxygen, it purifies water and produces food, and in this way forms the basis of human life. We use green as a resource for energy, medication and clothing. We enjoy recreation in the woods, parks and lakes, and find shelter under the biggest trees against sun or rain. We visit places which, literally and figuratively, offer us air, where there is space for sport, for relaxation and meeting. Green gives us peace, inspires and fascinates us. Green is, in short, endless and diverse, and meticulously intertwined with our daily lives. But where green – with everything it offers us – deserves a declaration of love, paradoxically the opposite is the case; green is endangered.

The Earth has seven billion inhabitants. Since not so long ago, more than half of these people live in cities, and in 2050 this will be almost 70%. The result of this constant urbanisation is that our cities – which actually comprise only 2% of the Earth’s surface – are expanding into widespread metropoles, agglomerates where hundreds of thousands, sometimes even millions of people reside, work and live. It goes without saying that this puts real pressure on space, where red increasingly engulfs green.

As urbanisation will continue relentlessly, we have no other option than to look for ways to keep our cities safe, healthy and attractive, to look for a better balance between red and green. Therefore urbanisation in itself is also a call to action.

Two of the most important trends: a rising population exhausting resources
There are more of us and we consume more
The agenda of the Dutch horticulture industry

For the (inter)national horticulture industry the effects of population growth and urbanization are clearly visible. Ensuring the supply of adequate and safe food is the most important societal task for the coming decades, and the call for clean drinking water and sustainable energy is also growing. At the same time, growing scarcity leads to a global awareness process. More and more people want to (again) find out where their food is coming from; more and more people choose healthy, sustainable products. The growth of the global population and cities therefore sets new requirements to both the quantity as well as the quality of our production methods. Making the food system more sustainable is essential. Which forces the horticulture industry to devise innovative solutions; the focus of this is on sustainability, safety, health, taste and convenience.

The Dutch horticulture industry is one of the most important players at the global level. It unquestionably wants to maintain its advantage, and does this primarily by reacting actively to major changes which will take place in the coming decades. The Implementation Agenda 2012-2016 addresses both the necessity for scaling up as well as the need to scale down: two complementary development directions, each requiring their own answer. The Dutch horticulture industry is the answer to both questions. Along the line of the innovation programme ‘more with less’, horticulturists take up the challenge to provide more people with high quality food and floricultural products using less space, water, energy and minerals. It concerns a further intensification of the horticulture industry and technological progress in improvement of crops, growing and distribution. In addition there is a trend towards small-scale production, towards local for local, production nearby the consumer. Food is increasingly produced on smaller surfaces in or close by the city, where the physical and mental distance between city and land is reduced.

Making alliances is also conditional to maintain the front line position that the Dutch horticulture industry has. For some time the industry no longer just concerns flowers and plants, vegetables and fruit. The horticulture industry increasingly focuses on physical, mental and economic well-being – or, rather: the quality of life – of people. The horticulture industry therefore actively looks for new cross-overs. The core values which the NTR have formulated for the Floriade are indicative for the direction to take; the future is not in isolation, but in the connection with health, leisure and pleasure, with innovation and education, economy, green spatial planning and sustainability.

Growing Green

The significance of the horticulture industry also grows with the growth of the world population: more and more people need to be fed, be provided with clean drinking water and sustainable energy. The Dutch horticulture industry is one of the most important players at the global level, primarily due to the fact that the industry is able to anticipate these global developments. The industry is growing in depth, by looking for better, more sustainable production methods, for both the masses as well as on a small scale. The industry grows in width, by looking for relevant cross-overs with other industries. The industry is growing, in short, in ‘being green’. Growing Green is therefore the best example of how the agenda of the Dutch horticulture industry can be characterised.
The agenda of Almere
The on-going urbanisation means that the quality of our future is increasingly dependent of the quality of our cities. Where the horticulture industry primarily works on production issues, cities ask themselves the question how they can maintain their resilience and appeal. How do we ensure that the power of the red does not let the green disappear?

The sense of urgency is growing, which in turn means that around the world people are looking for ways to ensure the quality of life of city dwellers. Many of the initiatives that are developed in and around the cities are included under the Green City name. It is a concept that is gaining global significance, without it being clear what this Green City actually is. It is clear that it – in addition to just the green – also concerns the many other issues that the green represents, issues such as provision of food and energy, water management and logistics. But how can you define the Green City? And what does the Green City look like exactly? For the time being there is no generally accepted model of the Green City, but it remains a versatile concept.

Almere sees an important role for itself in the broadening and expansion of the Green City body of thought. First of all due to the fact that Almere is the only Dutch city which is rooted in the Garden City of British sociologist Ebenezer Howard. This ideological city concept, which takes the position of having genuine harmony between city and countryside, has strongly influenced the spatial structure of Almere. Almere is a modern city with multiple centres in a ample green/blue framework, where the two independent entities ‘city’ and ‘nature’ are inextricably linked.

Secondly, it is due to the fact that Almere is about to embark on a major growth project. At the request of the State and the region, 60,000 new homes will be built here in the coming decades, as well as 100,000 extra work places that will be created. This urbanisation engagement posed the question to us once again about how the growth of Almere must take shape. In answer to this question we have compiled the Almere Principles in 2008 together with one of the founders of the cradle-to-cradle philosophy, William McDonough: seven guidelines for an ecologically, socially and economically sustainable future for Almere. These points of departure laid the basis of the Draft for Almere Structure vision 2.0 (2009). In the future Almere’s qualities will be strengthened further. Almere remains what it essentially is; a wide estate, which approximately 400,000 people will be able to enjoy in the long term.

Green Cities
More than 100 years after Ebenezer Howard presented his Garden City, Almere is – parallel to the transformation of Almere 1.0 to Almere 2.0 – now making the step from Garden City to Green City. We do this by further activating the wealth of green that is already present in Almere, by using it for modern day functions such as food production, horticulture, health and healthcare, art, culture and education, recreation and leisure, energy and water management. In this way we do the various meaning which the green represents (more) justice and a (more) powerful relationship between red and green could occur.
The joint agenda: Growing Green Cities
The agendas of the Dutch horticulture industry and Almere fit well. We both have a progressive look at the world, strive towards good stewardship and a large number of substantial interconnections, which can best be summarised as feeding the city, where food production is (again) brought to the city; greening the city, where the green is deployed as a crucial part of a liveable, attractive city; energising the city, focused on sustainable systems, closed cycles and self-proficiency; and making the city healthy, the quest for healthy food, new healthcare concepts and the manner in which the green – trees and flowers – can contribute to the well-being and productivity of people.

Growing Green and Green Cities join forces in the leading and guiding theme for the Floriade 2022: Growing Green Cities.

The making of, a collaboration lasting ten years, in word and deed
The bid book is an explicit invitation to the Dutch horticulture industry – with the NTR as its chosen representative – to jointly grow in the coming ten years to a universal image of the ideal Green City, which will be acknowledged and recognised domestically and abroad. Almere and Flevoland offer literally and figuratively the space to experiment with innovations in the horticulture industry, and to directly implement these in large-scale production systems (Flevoland) and the development of the city and the metropole (Almere and Amsterdam).

Our making of consists of two parts. Firstly there is a – strongly internationally oriented – on-going discussion in which the best practices will be collected. In addition a wealth of specific initiatives will be brought into practice until 2022, in and around Almere. The themes of feeding, greening, energising and making the city healthy are central, both in this discussion as well as in practice.

Naturally word and deed are not separate from each other; there will be an interesting interaction. The upward discussion about Growing Green Cities gives direction to our actions; our actions feed the discussion about Growing Green Cities. On the way to 2022 we become greener in our thinking, greener in our comings and goings.

WE ARE BECOMING GREENER IN OUR THINKING, GREENER IN OUR COMINGS AND GOINGS
Almere Floriade; the ideal Green City
Parallel to the Floriade 2022, we are working on the development of a new area, a podium for the ‘spectacular international world horticulture exhibition where the horticulture industry can show its development and its products in a professional, educational and attractive way’, as desired by the NTR. We are realising a world podium which will be an illustration of the Green City in every aspect; a green variant on the Cité Idéale, where all facets of green are outlined, and where functions such as food production, sport, recreation, healthcare, education, art, culture and architecture will be a natural component of the urban programme.

The podium does not have a temporary character; in the spirit of the 7th edition of the Floriade we are building a city district to last. This district is Almere Floriade. In Almere the Floriade 2022 is therefore not a final piece, but the start of a long future. It will be a nature, recreation and culture park, which will form the backdrop for small and large scale manifestations. The area will become an open, accessible and an integral part of the city, but at the same time remains an autonomous place of meeting.

Due to the fact that the spatial structure of the Almere Floriade district has its base in the Floriade, the area will for many years be recognisable as ‘the place where the Floriade once took place’. Almere Floriade is the icon where Almere can derive its identity from in the future. The Dutch horticulture industry will not only be the joint creator, but also the first user of this icon. In this inspirational context the industry will be able to fully show itself in 2022.
II LOCATION AND DESIGN

Almere Centrum-Weerwater
Growing Green Cities, where the Dutch horticulture industry and Almere meet, addresses the issues – or rather: the solutions – which the increasing urbanisation brings. Where else than in the heart of the city should a Floriade be organised with this theme? Where else than in the place where the producer – Flevoland is the largest food production area in the Netherlands –, and the consumer – metropole Amsterdam – connect with each other? For the Floriade 2022 we are offering our best location; right on the A6, central in the Randstad conurbation and in the heart of the town, on the banks of the Weerwater: Almere Centrum-Weerwater, one of the three major area developments which will be developed in the context of the State and Region programme Amsterdam/Almere/Markermeer.

We have compiled an Area Development plan for this area. The core of this plan is that the area will develop in the coming years into a green city district on the Weerwater, as a natural counterpart to the current red City Heart (Stadshart). The Area Development plan can best be described as an opportunity strategy. The Floriade 2022 is the first opportunity which presents itself, and we can directly accommodate it.

Almere Floriade
By reserving a quadrant on the south banks of the Weerwater for Almere Floriade, it will be possible to create – in the middle of the city, on almost unspoiled terrain – an ideal world exposition. Urban planner Winy Maas (MVRDV), jointly responsible for the Draft for Almere Structure vision 2.0 and the development strategy for Almere Oosterwold, has designed the plan for the Floriade 2022 for us. It is a plan which meets our rich tradition of outdoor exhibitions, where within a clear urban framework there is room for major flexibility and diversity.

Almere Floriade aims to develop a district which will be an example in all aspects; a district where the ideas of Growing Green Cities are expressed to the maximum. Almere Floriade shows genuine solutions for genuine problems. It will become a place which shows the richness of the plant world, and shows all the different ways of how this plant world contributes to the quality of life for people and animals. It will be a place which produces food and energy, and a place which connects the city and countryside, red and green. It will be a place that you must have visited, that you must have experienced. A permanent green district, which will remind you of the Giardini della Biennale and Tivoli; a green Cité Idéale which reflects in the Weerwater, as an illusion which becomes a reality.

ALMERE GIVES THE FLORIADE A PODIUM IN THE HEART OF THE CITY
Growing Green Cities, waar de Nederlandse tuinbouwsector en Almere elkaar ontmoeten, gaat over de vraagstukken – of liever: de oplossingen – die de toenemende urbanisatie met zich meebrengt. Waar anders dan in het hart van de stad organiseer je een Floriade met dit thema? Wij bieden de NTR een unieke locatie: Almere Centrum-Weerwater, één van de drie majeure gebiedsontwikkelingen die in het kader van het rijksprogramma Almere 2.0 gerealiseerd gaan worden. Een gebied van 400 hectare groot, aan de zuidoever van het Weerwater (dat na de inpoldering letterlijk 'weer water' is geworden) tegenover het door Rem Koolhaas ontworpen Stadshart, dat jaarlijks door tien miljoen mensen wordt bezocht. Hier kan de tuinbouwsector zich in de volle breedte tonen; hier is plaats voor een hoofdtentoonstelling waarin regionale, nationale en internationale best practices in beeld worden gebracht.
a tapestry will be draped over the location

takes existing elements on

and is decorated with a green floriade city

THE FLORIADE IS A TAPESTRY OF GARDENS
**A tapestry of gardens**

Almere Floriade is developed as a tapestry of gardens, a tapestry that will rise on the waves of the wind, before dropping down and – a little wrinkled by the natural differences in height – comes to land on the banks of the Weerwater. It will be an explosion of colour, smell and taste, which blends in with the green which is already present. The square is the basis of an endless series of model gardens, pavilions, the main exhibition and other components, and forms the basis for the long-term development of the new district. The square also offers the foundations for the development of an arboretum, where the collection of plants, gardens and growing methods will make up the framework of the spatial structure, an allocation with a clarity and efficiency which references the Dutch horticulture industry and the polder landscape.

The structure forms a point of interest in itself, an icon, and is therefore the ideal podium for the Dutch horticulture industry.

**Ode to green**

The Floriade 2022 will be a compact world horticulture exhibition, an overwhelming, dense plant city, with relatively small walking distances. The Floriade is calculated on a maximum of 35,000 visitors per day. By dividing the entire programme over various Floriade sites a maximum level of diversity can be created. Each site is directly coupled to green, whether it is a pine forest, a deciduous forest, hedgerow or grass, or whether it is flowers, greenhouses, fruit trees or water plants. Cross-overs focused on energy, water or waste are also possible; the green buildings or sustainable provisions on a Floriade site can also be surrounded by windmills.

**The collection**

The landscape that will form the basis for Almere Floriade is created by a modern plant library, which displays its wealth of knowledge on plants and horticulture. By systematically showing the collection a ‘reference book’ is created with a lasting significance. That is why we have chosen a classification which everyone can understand, linear from A to Z.

The plant collection forms the basis for the further programming and constructions during and after the Floriade. By connecting functions to a specific plant, zone or letter in the plant library, exciting combinations are created; at the Floriade 2022 you can eat in the Rozendomein (Rose Domain), sleep in the Jasmijnhotel (Jasmine Hotel), swim in the Waterleliewater (Waterlily Water), work in the Seringenkantoor (Lilac Office), live in the Appelboomgaard (Apple Orchard) or walk in the Bamboebos (Bamboo Forest).
The basic plan
The (young) history of the location will comprehensively be included: the tapestry of gardens embraces what is currently there. The podium is positioned in such a way that the current islands, foreshores, the forest and functions remain and receive a prominent place in the design and programme. The canal will be narrowed in order to provide more space to the Floriade, and to improve the connections between the city districts. It will become a Canal Grande which will run through the grid of plants. The marina forms the heart of the maritime district of Almere Floriade. In the heart of the camp site a circle is kept open, so that a large camp fire can be made. It is possible to freely camp on the foreshores.

The frame for the Floriade is formed by a three kilometre long public boulevard of approximately 12 metres wide. The boulevard gives the Floriade terrain an autonomous character and a certain intimacy, but that occurs without high walls.

There are two squares on the boulevard, which are coupled to two entrances. The square on the west side forms the main entrance, directly linked to the parking terrain. On the north side there is a second entrance with direct access from the town centre. Between the two squares there are– perpendicular to each other– two main streets, which together form the main entrance to the terrain.

Within the frame and with openings for the current functions a spacious development area is available, approximately 45 hectare, excluding parking areas. The area that is now defined, can – if required– be expanded to the East or West. The field has an endless amount of possibilities. If a plant collection, exhibit or programme needs more space than only one plot allows for, multiple plots can be combined; the grid can therefore easily be transformed into a design similar to Mondriaan’s Victory Boogie Woogie.

Programme
The Floriade 2022 has a varied programme. There is not only room for gardens, pavilions and all types of facilities, but also for– for example – a youth Floriade or a green BouwRai (Construction Exhibition) with Floriade homes. Other possible programme components are a Floriade viewing tower, a raised garden with a spectacular view over the plant library and Almere or a Floriade hotel, where both the interior as well as the exterior are surrounded by flowers and plants.
Green systems
Almere Floriade is developing into its own (mini) ecosystem. Cycles are made as visible and comprehensible as possible. No energy is wasted. The district cleans its own waste. The water is collected in storage basins and distributed through the area via canals. It is cleaned in the Sand basins in the Z-section, or by helophyte filters in the H-section. The light from outside is regulated with glass, cloth or open facades, and additional artificial light is generated with solar cells. Fertilizing takes place by using old plants, faeces and other forms of biomass.

Topography
Around the lowered motorway all embankments are raised. The tapestry of gardens is as it were ‘puffed up’ to a jagged hill. Its curves are used for the creation of – for example – a Table Mountain, with a view of the entire terrain and its surroundings, of which the ‘bay’ forms the Amphitheatre, a location for meeting people and to have events at. Despite the height differences the entire terrain is easily accessible, also for disabled people.

Accessibility
The Floriade is optimally accessible, offering a wide choice of modalities. In the definitive Route Decree A6/A1/A9/A10 an Almere Floriade exit is provided for, as a direct connection for the Floriade terrain. Parking is possible directly adjacent to the terrain; a shuttle bus which circles all the parking areas takes visitors from their car or coach to the entrance if they wish.

The Floriade terrain is also easily accessible by public transport. From Almere Centrum station it is only a few minutes’ walk, through the City centre (Stadshart), the Lumièrepark and over the Weerwater-boulevard.
Visitors can also take the bus to the Transferium. Another more adventurous way to travel is the water taxi, which departs from the Esplanade, or the funicular which runs from the Esplanade/the Schouwburg (Theatre) to the entrance of the Floriade terrain.

Almere Floriade as a legacy
Our tapestry of gardens forms the ideal basis for both an (incidental) horticultural manifestation as well as a (structurally) fully-fledged green Almere Floriade district. Once again an outdoor exhibition with a lasting impact is organised in Almere; once again a district is created which will remain attractive (long) after 2022 for residents, companies and tourists. Furthermore, the district will just keep gaining quality, as the trees and plants in the arboretum will grow bigger and greener. An increasingly varied programme will be developed. Living, working, hotels, restaurants, cafés, culture and leisure are accommodated here, between, with or in characteristic components which will remain after the Floriade: the pavilions, the boulevard, the Canal Grande, the bridges, the banks, the access routes and the (two) green connections over the motorway. This specifically means that each investment the Floriade will be a long-term investment.
THE OFFER

What can we offer the NTR?
– Ten years of collaboration, in which the agenda of the Dutch horticulture industry – Growing Green – is coupled to the agenda of Almere – Green Cities – and the celebration of the results of this collaboration in the World Exhibition 2022, with the Growing Green Cities theme.
– Collaboration in word, along the line of discussions held with the horticulture industry in its full breadth and city residents, politicians and professionals of urban regions globally, regarding the future of Growing Green Cities.
– Collaboration by deed, the founding of a knowledge and innovation Growing Green cluster, where Almere and its surroundings can be transformed to a test garden, a living lab for large and small scale implementation of innovations in the horticulture industry.
– A unique location, in the nicest area, in the heart of Almere; the Weerwater, the link between the largest production area (the Flevoland province) and the most urban market of the Netherlands (the Amsterdam Metropole region).
– Optimally accessible, by new State infrastructure between Schiphol and Lelystad Airport, for both cars as well as public transport.
– By building together the new Almere Floriade district, as the world podium where the Dutch horticulture industry can present itself during the Floriade 2022, a prototype Green City will be created, which can have national and international significance as a source of inspiration for Growing Green Cities.

Support for collaboration, by:
– A united national, regional and local management, who together give substance to the State and region programme Amsterdam-Almere-Markermeer, of which the Weerwater is a key project.
– Vigorous support of the Board of the Flevoland province and Almere city for the organisation of Floriade 2022.
– Stakeholders such as Amvest, Ymere and Staatsbosbeheer (the Dutch Forestry Commission), among others, who are connected to Almere and from this involvement – with their own activities and financial contribution – strengthen the basis for the Floriade 2022.
– Broad support from within the city; residents, businesses and educational institutions.

And all this by:
– A professional organisation that is well equipped up to make major developments within a complex environment a success.
– A financially responsible plan, which consists of healthy land development and a realistic business plan for the Floriade 2022.
– Participation of the Flevoland province and the municipality of Almere, each totalling 10 million euros.