



A 10-day festival with floral displays, a floral competition for aspiring young florists, flea market and free workshops.

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## Jewel Changi Airport blossoms with its inaugural floral festival – Jewel Blooms: Splendours of Singapore

**Singapore, 31 August 2023** – This September, visitors to Jewel Changi Airport (Jewel) can embark on a visual journey through Singapore's rich tapestry as the multi-faceted lifestyle destination showcases an exquisite collection of 10 floral displays by Singapore's floristry talents, with each a botanical ode to Singapore's story. In its first-ever event dedicated to the enchanting world of plants and flowers, **Jewel Blooms: Splendours of Singapore** will be a vibrant avenue for fostering creativity and growing

connections within the local community through flowers. Botany lovers of all ages can admire captivating blooms and engage in a series of floral-themed activities such as workshops and marketplace activities during the floral festival which runs from 1 to 10 September 2023. For the first time, Jewel will also be holding the Youth Floral Cup, a floral design competition for budding florists between the ages of seven and twelve.

### **A feast for the senses: Blossoming displays of creativity**

Putting the spotlight on local florists, visitors can see original floral installations from the renowned floral designers including Anson Low (AIFD<sup>1</sup>, CFD<sup>2</sup>), Christopher Lim (AFID, CFD, Riji), Damien Koh (PFCI<sup>3</sup>, AIFD, CFD) and more. A total of 10 artworks (each measuring 1.5 metres in width and height), inspired by different facets of Singapore such as its history, culture, food and national flower, are displayed at the Shiseido Forest Valley and Canopy Park.

One of the floral displays, designed by Anson Low, is a take on his interpretation of the world's tallest indoor waterfall. With a colour palette of blues, whites and greens, mimicking nature and water, and incorporating flowers such as orchids, larkspur, flamingo lilies and sea hollies, this will be a visually stunning re-creation of the HSBC Rain Vortex.

There will also be three special displays created by a group of Year 1 students from ITE College Central, *Nitecin* Floristry. One of these include a piece of wearable art combining fashion and nature, the design draws inspirations from elegant flowers and orchids as well as the iconic geometric pattern of Jewel's façade.

### **Nurturing floral artistry in the younger generation**

Aimed at cultivating the next generation of florists in our community, the Youth Floral Cup is a junior floral competition for primary school students. There are two categories – Category A for students between Primary 1 and 3, and Category B for students between Primary 4 and 6. The young contestants will have one hour to construct a floral display using a surprise box of fresh flowers and foliage that will be provided. After the competition, all the finished artworks will be displayed at Level 1 (near Luke's Lobster) from 2 to 7 September. Winners will be crowned at an awards presentation ceremony held on 2 September.

## Uniting plant lovers and enthusiasts

For plant parents keen to enhance their green spaces, or anyone wishing to get acquainted with gardening, this is a chance to get started with activities ranging from a plant swap, flea market selling a variety of plants, flowers, and horticulture tools, and a series of free talks and workshops.

Join fellow plant enthusiasts at the **Plant Swap**, where participants can exchange and discover new additions to their personal plant collections. Then head to the **Jewel Blooms Marketplace** at the Basement 1 Atrium to find twelve stalls run by local artisans, plant nurseries, and eco-friendly vendors and shop for new plants and tools. There is also a line-up of talks and workshops where experts will share insights on cultivating leafy greens and creating flower arrangements at home, to inspire budding florists.

For more details on date, time and venue of the plant swap, marketplace and workshops, visit <https://www.jewelchangiairport.com/en/Jewel-Blooms-2023.html>.

**James Fong, CEO of Jewel Changi Airport Development**, said “Jewel and Changi Airport are widely known for our world-class gardens and nature-inspired spaces. Building on this signature, Jewel Blooms aims to become another distinguished Jewel event that can bring together the community – whether it’s highlighting the works of local artists, inspiring budding florists of tomorrow, or creating a space for plant lovers to interact and share tips - through a common love for flowers and plants.”

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### ***About Changi Airport Group***

Changi Airport Group (Singapore) Pte Ltd (CAG) ([www.changiairportgroup.com](http://www.changiairportgroup.com)) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.



As one of Asia's most connected international aviation hubs, Changi Airport links Singapore to some 140 cities globally, with over 100 airlines operating more than 6,000 weekly flights. Jewel Changi Airport, a multi-dimensional lifestyle destination, opened in April 2019, adding to Changi Airport's shopping and dining offerings of over 550 F&B and retail outlets across the airport. The world's most awarded airport, Changi has won over 650 accolades for its consistent and excellent airport staff service, passenger experience and safety standards.

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