

EXPO
HORTICULTURAL
2024



EXPO 2024
ŁÓDŹ POLSKA



HI!

I live in Łódź. Did you know that here, in the heart of Poland, the international EXPO Horticultural Exhibition will take place? This event will draw the world's attention and change Łódź.

Come, I'll tell you more about what awaits us in 2024.



EXPO – WHAT IS THAT?

Let's start with the most important issue – what exactly is EXPO?

It's an exhibition – a great international stage where countries make presentations and discuss different issues. The nations of the world show their cultural, scientific and technical heritage, and share plans for the future.

EXPO exhibitions leave lasting effects behind. One of the most famous examples is the Eiffel Tower, which was created for the Paris World Exhibition in 1889.



TYPES OF EXPO

You probably heard about EXPO. No wonder, because... there are several types of exhibitions:



EXPO Horticultural 2024 will take place in Łódź.



EXPO WORLD
(SHANGHAI, MILAN, DUBAI)



EXPO INTERNATIONAL
(YEOSU, ASTANA, BUENOS AIRES)



EXPO HORTICULTURAL
(ANTALYA, BEIJING, ŁÓDŹ)



WHAT IS EXPO HORTICULTURAL

Imagine the world's largest platform to exchange experience and present achievements in the field of sustainable development, environmental actions and solutions for climate problems.

More so – imagine that because of a single event the landscape of the city will change and a green revolution will take place!

This is what EXPO Horticultural is about – a unique exhibition responding to the following needs: to live in harmony with nature, develop smart cities, responsible agriculture and gardening, as well as key ecological changes.



ORGANIZERS OF HORTICULTURAL EXPO

Let's go back in time. See where EXPO Horticultural Exhibitions took place and what are their results.

- ◆ The average exhibition area 105 hectares (excluding Beijing 2019)
- ◆ The average number of visitors 5 milion
- ◆ The average number of participating countries 36



TIME FOR ŁÓDŹ

Let's talk about Łódź! At the beginning, I have some important information about EXPO Horticultural 2024:

- ◆ Theme:
Nature of the City
- ◆ Basic area:
approx. 85 hectares
- ◆ Date:
April - October 2024



WHO CAN BENEFIT FROM EXPO HORTICULTURAL 2024?

EXPO are very popular among visitors.
EXPO Horticultural 2024 is addressed
to both Polish citizens and visitors from abroad.
Anyone liking the idea of the Exhibition will
find something interesting.
I hope that you will too!



EXHIBITION AREA

Europe, Poland, Łódź... and what else?
Wondering where exactly the
Exhibition will take place? See the map.

- ◆ May 3rd Park
- ◆ Baden-Powell Park
- ◆ Lawn at the Clinical and Didactic Centre of the Medical University
- ◆ Zatorze



THEME

NATURE OF THE CITY

Each world exhibition has its own theme. The theme of EXPO Horticultural 2024 is: Nature of the City. In the next few steps, I will explain it.

Nature of the City expresses the idea of a city as a place to live in a pleasant, healthy and green environment. It includes 5 sub-themes responding to contemporary civilization challenges.



Nature of Life
– home and immediate surroundings



Business Nature
– socially responsible economy



Nature of Leisure
– free time, hobby, recreation



Nature of Health
– safe and ecological society



Our Nature
– our presence in the society and a sense of community





SUB-THEMES

NATURE OF LIFE HOME AND IMMEDIATE SURROUNDINGS

Let's imagine a post-industrial house, placed in the middle of a busy city. Its foundations are the roots of trees, the walls are the trunks, and the roof is created with green tree crowns. The rooms are green.

This is what EXPO Horticultural 2024 wants to show – freedom allowing you to find a balance between work and family, activity and relaxation.



BUSINESS NATURE SOCIALLY RESPONSIBLE ECONOMY

Do you know that we spend at least 10 years at work? Time passes more pleasantly when surrounded by nature, and creativity jumps to the next level. Employers are increasingly offering flexible hours or remote work. Given the opportunity, what would you choose: four walls or a beautiful park?

EXPO Horticultural 2024 is a set of ready-made solutions which prove that business can be green and an employee can find an oasis of peace, even in the office.



NATURE OF LEISURE FREE TIME, HOBBY, RECREATION

Do you associate the city with rest?
Many people travel to distant lands to find peace
in nature. What if we could turn the city into
one big green space and spend time
in a natural setting?

EXPO Horticultural 2024 wants to
prove that any city can become an oasis
of rest.



NATURE OF HEALTH SAFE AND ECOLOGICAL SOCIETY

It is widely known that the best preventative medicine is fresh air, healthy diet and good sleep. The rush of city life may make it difficult. Therefore, we turn towards nature.

We have active leisure, horticultural therapy, high-quality food and the therapeutic effects of some plants.

EXPO Horticultural 2024 will discuss the impact of nature on a healthy society.





OUR NATURE OUR PRESENCE IN THE SOCIETY AND A SENSE OF COMMUNITY

A city can't exist without people. Do you agree with the statement that new developments are in their hands? Our Nature is a common space in which we are all involved.

EXPO Horticultural 2024 will show that green space can support the creation of a community based on smart and eco city solutions.



An aerial photograph of Łódź, Poland, taken during the golden hour of sunset. The city is densely packed with buildings, and a prominent railway station with a large, curved roof is visible in the center. The sun is low on the horizon, creating a warm, golden glow over the entire scene. A large, white, rounded rectangular shape is overlaid on the right side of the image, containing the text. There are also some colorful lens flare effects in the upper left and lower right areas.

ŁÓDŹ
— DEVELOPING
CITY



ŁÓDŹ-GREEN METAMORPHOSIS OF A POST-INDUSTRIAL CITY

Do you know why EXPO Horticultural 2024 is such a special event for Łódź? The answer lies in the word “metamorphosis”. Łódź is a city of changes. One industrial, today undergoing revitalization, and in the future...? The city turns to nature. This is expressed by EXPO Horticultural 2024.



THE PAST

An industrial city, which developed economically by drawing from the natural environment.



THE PRESENT

Revitalization and the beginning of change.



EXPO HORTICULTURAL 2024



THE FUTURE

The city will reach a balance between economic development and respect for nature.



A photograph of a forest path with tall trees and fallen leaves. A white diamond-shaped graphic is overlaid on the left side, containing the text 'GREEN TRAILS IN ŁÓDŹ'. There are yellow decorative shapes in the top-left and bottom-center corners. A person is sitting on a bench in the distance on the right.

GREEN
TRAILS IN
ŁÓDŹ

GREEN TRAILS – WHAT ARE THEY?

You already know what Łódź is about. It's time to learn more about plans for achieving these objectives. EXPO Horticultural 2024 fits in perfectly. The vent will launch changes in the city to show its green face.

Green Trails are one of the planned changes. Pedestrian and bicycle routes, avenues, pocket parks will connect the Exhibition area with the remainder of the city. The whole city will become one green area of EXPO Horticultural 2024!

Green Trails – revitalized, great areas – will become places of rest for the inhabitants of the city.



EXPO HORTICULTURAL 2024

BENEFITS FOR THE CITY AND RESIDENTS

We are approaching the end, so it's time for a summary. As you can see, EXPO Horticultural 2024 is a big undertaking that can bring many positive changes. Here are a few of them:

- ◆ Łódź will undergo green revitalization.
- ◆ The management of urban greenery will be improved.
- ◆ Green areas will be more attractive and accessible.
- ◆ Łódź and Poland will be promoted internationally.
- ◆ Pro-environmental actions will be implemented.
- ◆ The mobility of the inhabitants of the central Poland will be improved.
- ◆ The event will attract new investments.





EXPO 2024
ŁÓDŹ POLSKA

EXPO HORTICULTURAL 2024
SEE YOU IN ŁÓDŹ!

