



#### 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 WORLD (SHANGHAI, MILAN, DUBAI)













## 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







EXPO 2016



FLORIADE EXPO 2012 VENLO



EXPO 2006 CHIANG MAI



IGA EXPO 2003 ROSTOCK



FLORIADE EXPO 2002 HAARLEMMERMEER



EXPO 1999 KUNMING



IGA EXPO 1993 STUTTGART



FLORIADE EXPO 1992 ZOETERMEER



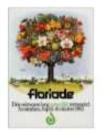
EXPO 1990 OSAKA







**IGA EXPO 1983** MUNICH



FLORIADE EXPO 1982 AMSTERDAM



FLORALIES EXPO 1980 MONTREAL



WIG EXPO 1974 VIENNA



IGA EXPO 1973

**IGA EXPO 1963** 

HAMBURG



FLORIADE EXPO 1972 AMSTERDAM



FLORALIES EXPO 1969





FLORIADE EXPO 1960 ROTTERDAM









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 willtoo!

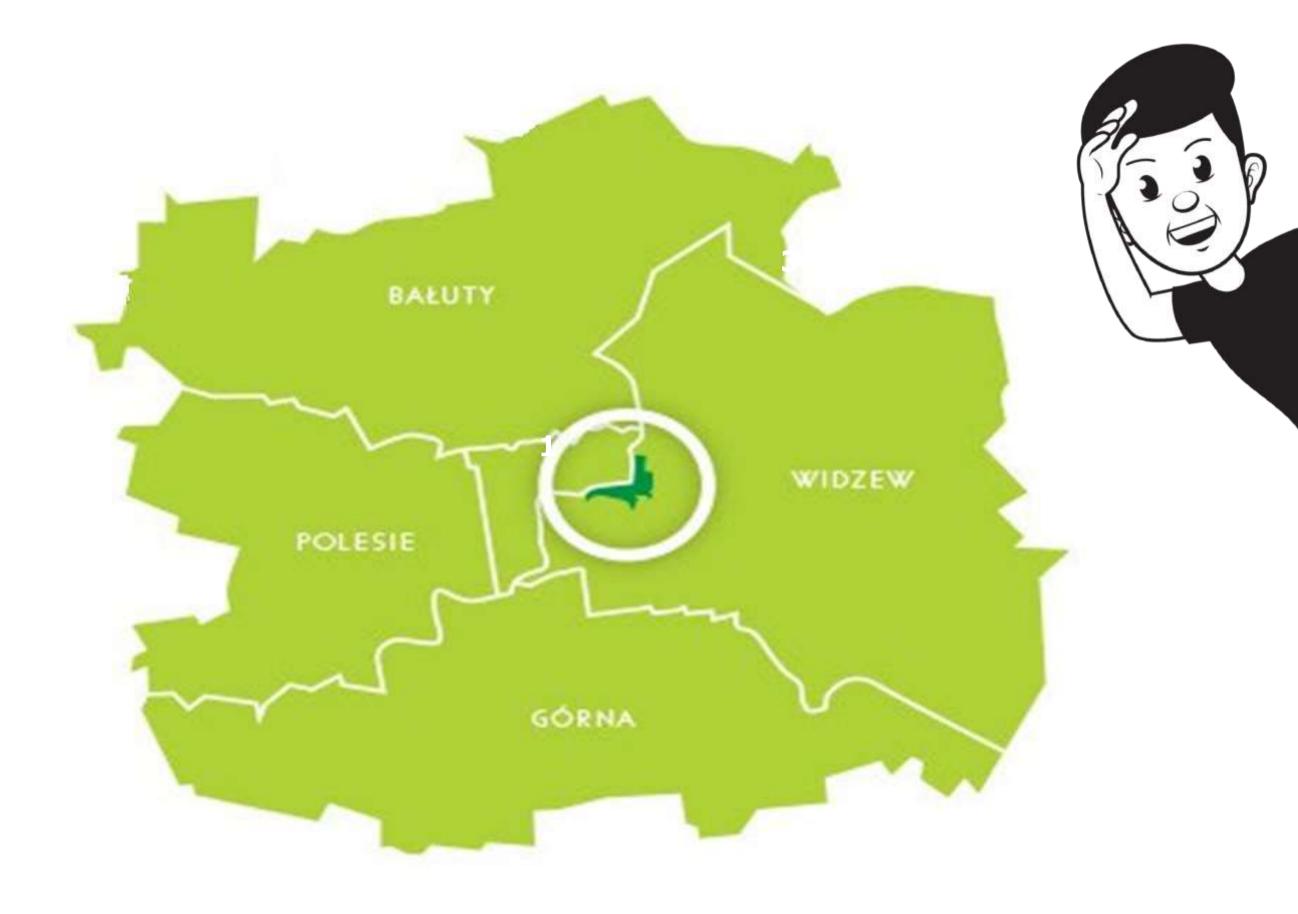


ŁÓDŹ, POLAND -

### 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 andimmediatesurroundings



- socially responsible economy



Nature of Leisure
- free time, hobby, recreation



Nature of Health
- safe and ecological society



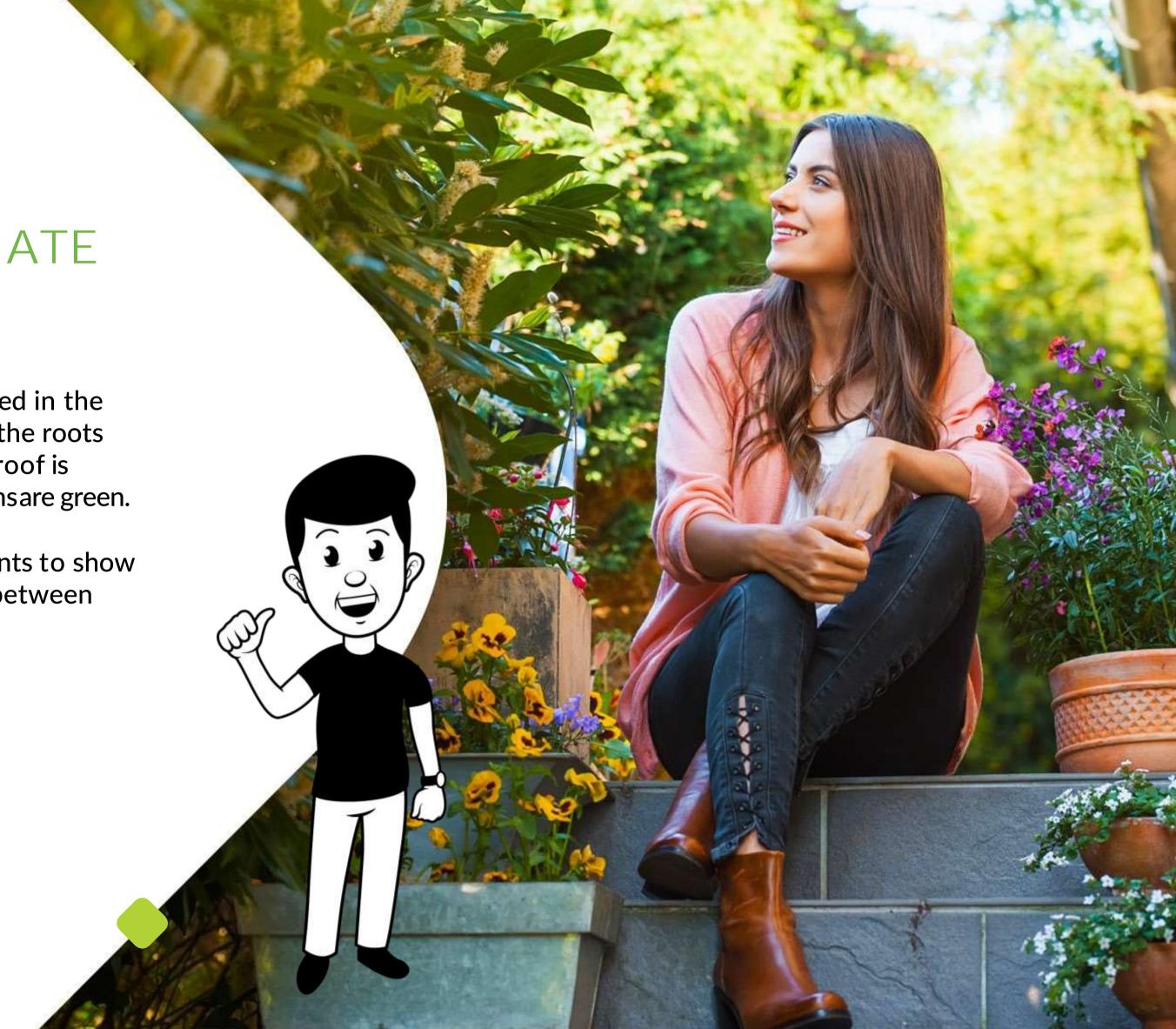
Our Nature
- our presence in the society and a sense of community





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 roomsare green.

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







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 someplants.

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







## 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.







# 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.

