## Press release

## Holland Dahlia Event 2023 – A sweet floral life

The dahlias have been planted, and the weeding and hoeing has begun. The first dahlias are already being cut. The summer is well and truly here!  
  
The 7th Holland Dahlia Event will be held from Friday 8 September until Sunday 10 September 2023. The visitor locations, all in the vicinity of Lisse, are Keukenhof Castle, CNB Showtuin/De Tulperij, FBT Showtuin, Geerlings Dahlia’s and Fred De Meulder Export B.V. These gardens are the perfect place to meet other visitors, to be inspired and perhaps to help each other in some way.  
  
The dahlia is a popular flower. Instagram is full of posts showcasing the most beautiful varieties. Their long flowering period and variety of flower shapes and flower colours make the dahlia an artistic, popular and photogenic choice. Who better to open the Dahlia Event than Natasja Sadi? She is an acclaimed floral artist who composes, arranges and sculpts exquisite sugar flowers from her home studio in Amsterdam. Follow her on [Instagram@cakeatelieramsterdam.](https://www.instagram.com/cakeatelieramsterdam/)  
  
Stunning dahlia creations will be on display for visitors to admire around Keukenhof Castle. These works of art were created by VONK students (Flower & Design department), who immersed themselves in the theme ‘Typical Dutch’.  
  
The 'Countess of Holland' float, created by the Teylingen corso group, took part in the Flower Parade from Noordwijk to Haarlem. It was awarded the Innovation Prize for its innovative design and use of materials. This float – now completely covered in dahlias – will be on show again during the Holland Dahlia Event. Jacoba of Bavaria will be displayed in full splendour on the grounds of Keukenhof Castle.  
  
During the Holland Dahlia Event, Stichting Dahlia Mozaïeken will also be taking the Bulb Region by surprise with dahlias. All weekend long, dahlia mosaics will be on display at many locations throughout the region. For details, visit the Stichting Dahlia Mozaïeken website.  
  
More information is available at [www.hollanddahliaevent.com](https://hollanddahliaevent.com/?lang=en).