



MEDIA RELEASE
for immediate release

Flowers from the Farm celebrate British Flowers Week at the Royal Opera House in partnership with celebrity florist, Simon Lycett

- 17 flower farmers bring British cut flowers back to the heart of Covent Garden for British Flowers Week
- Flowers from the Farm are working with celebrity event florist, Simon Lycett, to create a spectacular meadow-like installation at the Piazza entrance to the Royal Opera House
- Visitors to the Royal Opera House can buy British flowers at the pop-up flower shop & buttonhole bar



In celebration of British Flowers Week, growers from Flowers from the Farm are bringing beautiful, scented, British cut flowers back to the heart of Covent Garden in an exclusive collaboration with event florist, Simon Lycett, and the Royal Opera House.

The spectacular glass-domed Paul Hamlyn Hall of the Royal Opera House was once known as the Floral Hall, as it housed a bustling flower, fruit and vegetable market as part of Covent Garden Market between 1887 and 1956.

Seventeen flower farmers are working with celebrity event florist, Simon Lycett, to transform the Piazza entrance to the Royal Opera House into a spectacular, fragrant meadow of summer flowers. Thousands of stems of romantic British blooms grown within sixty miles of the capital are to feature in the floral installation including cornflowers, lupins, foxgloves, nigella, alchemilla mollis, sweet williams, poppies, sweet peas, larkspur, honesty and snapdragons.

Visitors to the Royal Opera House retail store during British Flowers Week will be able to buy freshly made British flower bouquets from the flower farmers at the exclusive Flowers from the Farm pop-up flower shop.

Upstairs at the newly opened Piazza Terrace Bar on the 5th floor, stylish diners will be able to purchase British flower buttonholes and corsages to show their support for British Flowers Week and the British cut flower movement.



Taking part in the British Flowers Week collaboration with the Royal Opera House are 17 growers from across the South of England:

Anna's Country Flowers, Kent
Blacker and Moore, Kent
Blooming Green, Kent
Blue Hen Flowers, Kent
Country Blooms, Kent
Crosslands Flower Nursery, Sussex
Flower Sisters, Kent
Garden of England Flowers, Kent
Hannah's Garden, Kent

Little Park Flowers, Berkshire
Orchard Farm Flowers, Sussex
Pig Pen Flowers, Surrey
Pitfield Barn Flower Farm, Sussex
Rosebryar, Middlesex
RubyBlooms, Kent
The Nightingale Garden, Kent
West End Flower Farm, Hampshire

There is a long association between the Royal Opera House and the flower markets of Covent Garden, as seen in the many architectural details of the 1858 building. Flowers also feature prominently in many operas and ballets, such as the Rose adage in the ballet *The Sleeping Beauty* or the evocative cherry blossom in the opera *Madama Butterfly*. Throughout the week visitors will be able to enjoy a free exhibition capturing flowers used in opera and ballet productions, botanically inspired food and drink offers and flower themed events suitable for young and old. See www.roh.org.uk/ for listings.

About Flowers from the Farm

Flowers from the Farm is a not-for-profit movement with over 620 active members (as at 03 May 2019) from Cornwall to Inverness. Members' flower farms range in size from micro-business on allotments and cutting gardens to sites of 6 acres or more. Founded in 2011, Flowers from the Farm has three principal aims: to encourage more people grow cut flowers for market in Britain, to promote British flowers and to foster friendship and sharing through meetings, activities and communication.

Flowers from the Farm aims to build awareness of the virtues of locally-grown flowers and developing a network of British cut flower growers across the country. Flowers from the Farm members:

- offer seasonal flowers you won't find in shops
- offer flowers that are freshly picked from a local field
- offer flowers of garden-style informal beauty and fragrance
- involve a fraction of the travel miles

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