



PHS Flower Show Giving Circle

IMPACT HIGHLIGHTS: Flower Show 2025

The PHS Philadelphia Flower Show (PFS) is the nation's largest and longest-running horticultural event featuring stunning displays by the world's premiere floral and landscape designers. The Flower Show also functions as PHS's largest fundraiser each year helping to ensure that PHS can sustain and expand the impact of our other year-round programs. In fall 2023, PHS formally established the Flower Show Giving Circle as a way to galvanize philanthropic support from donors willing to subsidize the costs of the Show. Your major gifts help PHS to continually innovate this premiere horticultural event as a core building block of Philadelphia's cultural identity.

2025 PHS PHILADELPHIA FLOWER SHOW THEME

Gardens of Tomorrow, invited guests to explore a future where the act of gardening shapes a more resilient, sustainable, and beautiful world. This year's theme emphasized the power of plants and design as symbols of hope and renewal. From futuristic garden designs to cutting-edge sustainability practices, this show reflected the boundless possibilities of horticulture in shaping the world ahead.

EXHIBITS AND FEATURES

Each year, the Entrance Garden sets the inspirational tone for the show's theme. This year, the garden offered a glimpse into a world at its brightest—vivid, intentional, and full of life.



Visitors entered through a tunnel of custom lighting, emerging into a space defined by water, light, and texture. Twenty-four white Okami cherry trees formed a soft, architectural canopy, their delicate blossoms setting the tone for flowers featured below. The Entrance Garden balanced the organic and the contemporary, creating a space that felt both alive and intentional—a reminder of what's possible when we care for the world we're growing. Exhibit Hall A featured eight

The 2025 Entrance Garden

landscape, twelve floral, eight educational, and sixteen other displays such as OLIN/Remark's exhibit that featured the transformation of materials considered garbage and Dooner Social Ventures garden inspired by the tropical foliage and plants reminiscent of artist Henri Rousseau's jungle paintings still life paintings.



"Welcoming Wildlife Home" by Jennifer Designs

The Philadelphia Flower Show Cup for Best in Show: Floral was awarded to Jennifer Designs for "Welcoming Wildlife Home." This whimsical floral exhibit featured large animals and insects crafted from plant materials gathered at a dining table.

The Philadelphia Flower Show Cup for Best in Show: Landscape was awarded to Mark Cook Landscaping & Contracting for their exhibit, "Signature of Time." This unique garden design reflected the journey of life through a blend of architecture, color, texture, and plants from diverse time zones.

A unique element at this year's Show was The Future Flowers Design Challenge, which welcomed four world-renowned, international floral artists (Lily Beelen, Mike Boerma, Berit Laursen, and Ahti Lyra) who debuted their visionary interpretations in an inspiring and imaginative showcase. Another standout was "Tomorrow's Eden" by renowned Japanese

designer Kazuyuki Ishihara with west coast based Iftikhar Ahmed of Treeline Designz. Inspired by nature's ability to adapt amid climate challenges, this grand, two-tiered exhibit highlighted how interconnected landscapes can uplift and sustain one another.

Back for its second year, the Know to Grow speaker series was a popular way for visitors to grow their gardening knowledge. The many well-attended sessions covered topics ranging from the future of gardening to mitigating climate change and featured a wide array of experts. And the traditional "beating heart" of the Flower Show, the Competitive Classes saw strong participation. More than 1,000 talented non-professionals showed over 5,300 entries in Design, Artistic, and Horticult classes.

ATTENDANCE AND RESULTS

PHS was thrilled to count 235,000 visitors to the 2025 Show. This is 24% growth over 2024 and 96% over 2019 attendance. This puts attendance back on par with pre-pandemic shows and sets an exciting foundation for the future of the Flower Show. Back in 2020, PHS committed to steward the Flower Show through COVID with vigor and creativity. Together with our volunteers, members, exhibitors, partners, and staff, we have delivered.



The Flower Show is truly a regional, national, and global team effort. The results of the 2025 Flower Show demonstrate that we are growing PHS's impact, invigorating the Flower Show's creativity and horticultural excellence, and keeping our community engaged, connected, and growing.

The 2025 Hamilton Horticult

REGIONAL IMPACT

The Philadelphia Flower Show is an important asset for the city of Philadelphia, the Pennsylvania Convention Center, and the entire metropolitan area's image and economy. The 2025 Flower Show was the third consecutive post-COVID year of hosting the event in early March. The timing is ideal for both the Convention Center and the city since this period is typically stagnant for commerce. The influx of 235,000 people over 10 days brought direct and indirect economic benefits, especially a commercial boost to area restaurants, hotels, the transit systems, taxi/ride share drivers, and vendors both engaged through the Flower Show and within proximity. The Philadelphia Flower Show guarantees hundreds of jobs and delivered economic impact exceeding an estimated \$60 million dollars even without considering the ongoing benefits of PHS programs to the local economy.