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Credit: Pennsylvania Horticultural Society

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**Pennsylvania Horticultural Society Announces
2027 PHS Philadelphia Flower Show Theme**

ICONIC

March 12 – 21, 2027 at the Pennsylvania Convention Center

Tickets on Sale Now at phsonline.org/the-flower-show/tickets.

*PHS Members can enjoy Members Preview Day on March 12,
before the Flower Show opens to the public on March 13.*

PHILADELPHIA, PA – October 14, 2026 – Icons shape culture. They influence how we live and what we create, leaving an imprint across time. Few forces have had that kind of reach through eras and culture quite like the garden. For thousands of years, our relationship with plants has influenced how we live, make, design, eat, and express ourselves. As PHS celebrates its 200th anniversary, the 2027 Philadelphia Flower Show presents *ICONIC*, a bold celebration of the garden as muse and the extraordinary mark it has left on our creative culture.

ICONIC explores the power of gardening as a source of beauty, sustenance, and inspiration. Its cultural influence can be traced across centuries and creative disciplines, from Claude Monet's "Water Lilies" and the botanical patterns of William Morris to floral motifs in fashion and textiles and the garden-inspired worlds in literature and film. Beyond art and design, the garden has long inspired how we experience flavor and fragrance, from the herbs, fruits, and vegetables we cultivate to the botanical ingredients at the heart of perfumery.

Today, the garden continues to inspire art, design, fashion, food, film, architecture, and beyond. *ICONIC* brings that far-reaching influence into focus, exploring why we return to the garden again and again for inspiration.

At the 2027 Flower Show, *ICONIC* will take many forms. Over 30 major exhibitors will bring this theme to life through gardens, floral artistry, and horticultural displays ranging from unexpected and whimsical to provocative and awe-inspiring, each offering a

distinct creative interpretation of the theme. No two exhibits will tell the same story, giving guests the opportunity to encounter *ICONIC* through a wide range of distinct creative visions.

For the first time, PHS is bringing together five of Pennsylvania's most iconic public gardens and hosting them at the Flower Show. Each will create a garden that reflects its distinctive horticultural vision. The Pennsylvania Public Gardens Showcase will feature Chanticleer Garden, Longwood Gardens, Phipps Conservatory and Botanical Gardens, Pittsburgh Botanic Garden, and The Arboretum at Penn State. Together, these institutions will give visitors a rare opportunity to experience the artistry, expertise, and horticultural excellence of leading public gardens from across the Commonwealth. The Showcase also reflects the Philadelphia region's unique position as home to one of the country's greatest concentrations of public gardens, arboretums, and horticultural institutions, earning it the distinction of "America's Garden Capital."

"Iconic is a word we hear everywhere today, so we started by asking what it actually means for something to be iconic," said Seth Pearsoll, Vice President and Creative Director of the PHS Philadelphia Flower Show. "We kept coming back to gardening's remarkable ability to evolve while remaining relevant. It has been reimagined countless times, shaped by different cultures, artistic movements, and creative voices, yet continues to inspire us in new ways. *ICONIC* gives our exhibitors the freedom to explore that rich history while imagining what gardening can become next."

Now in its 198th year, the award-winning PHS Philadelphia Flower Show is a world-renowned gardening event and PHS's main fundraiser for its acclaimed greening work throughout the Philadelphia region that aims to advance health and well-being for all.

"As PHS celebrates its 200th anniversary in 2027, *ICONIC* reflects our longstanding belief in the extraordinary power of gardening to shape lives and strengthen communities. For 200 years, PHS has harnessed that power to create healthier, more beautiful, and more connected places where people can thrive. The Philadelphia Flower Show has always been where we bring the possibilities of gardening to life on the grandest scale, and there is no better place to celebrate this milestone. We invite everyone to join us at *ICONIC* to celebrate 200 years of PHS and experience the creativity, joy, and transformative power of gardening that will carry us into our next century," said PHS President Matt Rader.

Features to expect this year include:

- **Experience a first-of-its-kind Pennsylvania Public Gardens Showcase presented by PHS.** Five of Pennsylvania's iconic public gardens will bring their distinct horticultural visions to the Flower Show, offering visitors the rare chance

to experience Chanticleer Garden, Longwood Gardens, Phipps Conservatory and Botanical Gardens, Pittsburgh Botanic Garden, and The Arboretum at Penn State in one place.

- **Show off your wild side at Flowers After Hours: Stylin' & Wildin'.** On March 20 from 8:30 to 11:30 pm, *ICONIC* takes a fashion-forward turn for the Flower Show's signature after-hours party, where bold botanicals, wild prints, and statement style collide. Guests are invited to dress the part in their favorite animal prints or tropical-inspired looks and explore the Show after dark with music, dancing, cocktails, and entertainment all set against a backdrop of lush gardens and bold horticulture.
- **See some of the country's most extraordinary plants and botanical artists compete for blue ribbons.** At the Hamilton Horticult, growers and artists put prized specimens and works of art on display and are judged by a team of experts. Open to all, the competition is also an opportunity to learn from fellow enthusiasts and discover plants worth knowing. Interested participants can learn more [HERE](#).
- **Get practical inspiration from leading voices in gardening.** The FREE *Know to Grow* speaker series brings gardening experts and practitioners to the Flower Show for daily conversations and advice designed to send guests home with ideas they can put to work in their own gardens and growing spaces.
- **Find art, plants, and unexpected discoveries throughout the Show.** From botanical art and artistic floral competitions to hands-on activities and a curated Marketplace, the Flower Show offers plenty to explore beyond the gardens themselves, with plants, gardening essentials, gifts, and distinctive finds throughout.
- **Give young gardeners room to explore at Kids Cocoon,** an interactive destination designed to spark curiosity about plants, nature, and the joy of gardening through engaging, family-friendly activities.

2027 PHS Philadelphia Flower Show Ticket Prices

Tickets for the 2027 PHS Philadelphia Flower Show, *ICONIC*, are on sale now!

There are two ways to experience the Flower Show:

- **Become a PHS Member** and enjoy exclusive perks like complimentary or discounted tickets, early access on Members' Preview Day on March 12, daily early access from 9-10 am before the show opens to the public, private lounge access, and year-round savings.
- **Purchase a single or multi-day ticket.**

Either way, you'll step into a spectacular celebration of gardens, creativity, and community while supporting PHS's vital greening work.

Purchase individual tickets with one of the many ticketing options and experience the beauty and innovation of this world-class event. Ticket pricing will be divided into weekday, Friday/weekend, and after 4 pm pricing tiers, to offer guests greater flexibility.

The Floral Fanatic Pass returns for 2027, offering the ultimate Flower Show experience for guests who want to see it all. Priced at \$105, the pass includes daily admission throughout the Show, giving guests the opportunity to return throughout its 10-day run and experience changing displays, new entries in the artistic competitions, and the PHS Hamilton Horticultur's exceptional collection of plants. Plus, you'll receive an exclusive Flower Show gift bag and enjoy premium seating at our daily *Know to Grow* lectures, ensuring a great view of all the action.

For guests looking for greater flexibility, the \$60 Adult Flex Ticket offers one-time admission on any day of the Flower Show. With no need to select a weekday or weekend in advance, guests can purchase now and choose the day that works best for their schedule. Perfect for gift giving!

Don't miss out on the Twilight Ticket, offering discounted evening admission starting at 4 pm for \$35 on weekdays and \$45 on the weekend. Perfect for the ultimate happy hour, surrounded by beautiful gardens and plants.

Ticket Pricing

PHS  Philadelphia Flower Show					
Box Office Ticket Pricing					
	Members (\$150 Activist-level or higher)	Adult	Twilight (after 4pm)	Student*	Child**
Weekday (Monday–Thursday)	FREE	\$50	\$40	\$25	\$20
Weekend (Friday–Sunday)		\$60	\$50	\$30	\$25

All prices are subject to change and each ticket will incur a \$3 processing fee.

*Students are ages 18–24 with valid ID.

** Children are ages 5–17 and under 4 are free.

PHS  Philadelphia Flower Show					
Online Ticket Pricing					
	Adult	Twilight (after 4pm)	Student*	Child**	Groups (For 25+ ppl)
Weekday (Monday–Thursday)	\$45	\$35	\$25	\$20	\$38
Weekend (Friday–Sunday)	\$55	\$45	\$30	\$25	\$43
Members (\$150 Activist-level or higher)	Adult Flex Pass (valid any day)	All prices are subject to change and each ticket will incur a \$3 processing fee. <i>*Students are ages 18-24 with valid ID. ** Children are ages 5-17 and under 4 are free.</i>			
FREE	\$60	\$105			

Notes:

- Weekdays are defined as Monday – Thursday; Weekends are defined as Friday – Sunday.
- Students are ages 18 – 24 with valid Student ID; Children are ages 5 – 17; Children under 4 are free.
- Each individual ticket will be subject to an additional \$3.00 processing fee.

Group Discounts

Special pricing is available for groups of 11 or more, making it easy to experience the 2027 PHS Philadelphia Flower Show together. Groups of 11-24 can purchase tickets for \$43 per person on weekdays and \$51 per person on weekends. Groups of 25 or more receive additional savings, with tickets priced at \$38 per person on weekdays and \$43 per person on weekends. **Please email advtx@pennhort.org for more information.**

PHS MEMBERSHIP BENEFITS

Become a PHS Member and experience the Flower Show like no one else. Enjoy the serenity and beauty of Member's Preview Day on March 12, your chance to explore the Show first and spend time among the gardens. Members also receive free or discounted tickets, savings at select shops, and special perks all year long. Best of all, your membership supports the vital work of PHS in communities across the region. To become a member, visit PHSonline.org/support-phs/membership.

- 10% discount on two or more Flower Show tickets (by member level and valid for preview and public hours) or join as an Activist or higher member for complimentary member Flower Show tickets!
- Special edition Flower Show gift
- Access to Members' Preview Day and Members-only preview hours
- Access to the Flower Show Members' Lounge to relax and rejuvenate
- Hear from famed garden speakers at exclusive Members-only *Know to Grow* sessions
- Discounts at participating Flower Show Marketplace vendors

FLOWER SHOW SPONSORS

PHS thanks our Exclusive Sponsors, Bank of America and Independence Blue Cross, for their long-standing support of the Flower Show and PHS.

ABOUT THE PHS PHILADELPHIA FLOWER SHOW

The award-winning PHS Philadelphia Flower Show is the nation's largest, and the world's longest-running horticultural event and features stunning displays by some of the world's premier floral and landscape designers. Started in 1829 by the Pennsylvania Horticultural Society, the Show introduces diverse and sustainable plant varieties and garden and design concepts. In addition to acres of garden displays, the Flower Show hosts world-renowned competitions in horticulture and artistic floral arranging, gardening presentations and demonstrations, and special events.

ABOUT THE PENNSYLVANIA HORTICULTURAL SOCIETY

The Pennsylvania Horticultural Society (PHS), an internationally recognized nonprofit organization founded in 1827, uses horticulture to advance the health and well-being of the Greater Philadelphia region. PHS programs create healthier living environments, increase access to fresh food, expand access to jobs and economic opportunities, and strengthen deeper social connections between people. PHS's work spans 250 neighborhoods; an expansive network of public gardens and landscapes; year-round learning experiences; and the nation's signature gardening event, the Philadelphia Flower Show. PHS provides everyone with opportunities to garden for the greater good as a participant, member, donor, or volunteer.

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