

Spring takes over Zaitunay Bay with the smell of flowers
A flower market brings color, freshness, and blossoms to Beirut

A haven of colors, primarily green, took over the seafront area of Beirut from March 28 through April 8, 2012, with the Marché aux Fleurs event that was held at Zaitunay Bay. Organized in partnership with Exotica, Lebanon's renowned flower specialist, the Marché aux Fleurs officially announced the arrival of spring, bringing green to the city, along with plenty of flowers and flower-related activities.

“In a city where green has all but disappeared, this Marché aux Fleurs in the heart of the city is a refreshing way to bring in the lovely warmth of the season that Beirut is famous for,” explained Amal Khoury, Communication Manager at BWD. “Through greens and every color of the rainbow, we are bringing the city back to life in the most natural of ways, during the season of rebirth.”

The Marché aux Fleurs took place on the street level area of Beirut's new favorite destination, Zaitunay Bay, overlooking the sea, with the bustling city in the backdrop. The signature breeze from the Mediterranean Sea carried the smells of the flowers all throughout the city.

The flower market consisted of two areas. In the first area, visitors found an abundant selection of flowers and plants of every kind from Exotica. This made the area an ideal place to take a stroll, and also provided visitors a chance to pick up some lovely flowers to decorate their homes and balconies for the season. The second area consisted of an activities area, where people were invited to participate in a range of spring-like activities, including making arrangements, candle and hat decorations, and jewelry design (all with flowers, of course). A special children's section was set up, which taught the younger visitors the green necessities through planting workshops.

The Marché aux Fleurs is the latest outdoor activity from Zaitunay Bay. This event follows in the success of the recent Marché de Noël, which took place in December of 2011. Many events of this nature are expected to follow in the future, because at Zaitunay Bay, there is always something to discover.