



by Dianthus Land

**YOUR LIFE**  
**NEEDS MORE**  
**DIANTHUS**



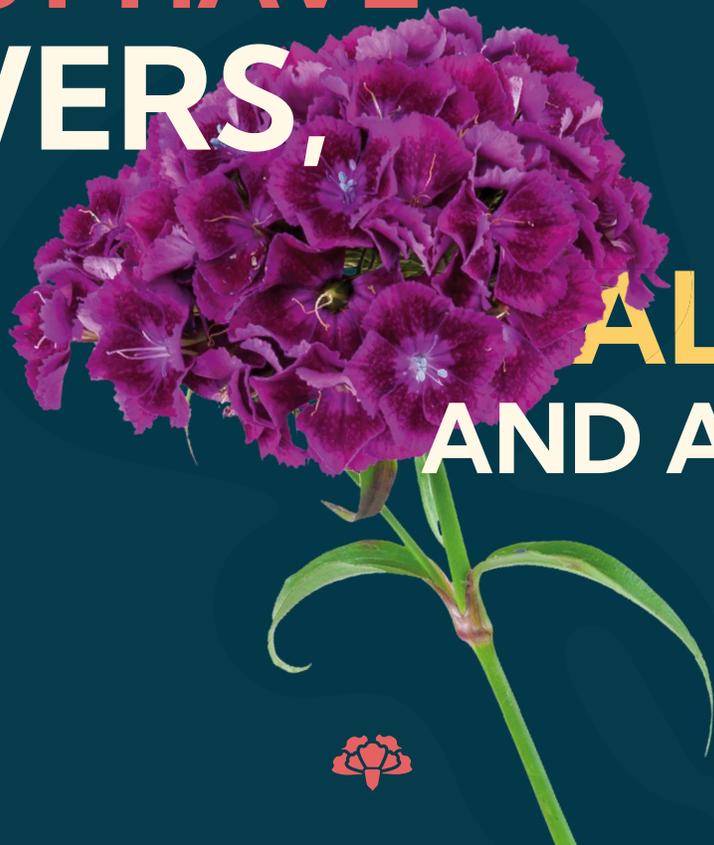
# SO, WHAT IS DIANTHUS?



Dianthus has been the main character for over 2,000 years. Native to the Mediterranean and Asia Minor, this flower was already a favorite: used in medicine, decoration, and even ceremonies— they used it for everything! With its unique beauty and enchanting fragrance, it has always known how to steal the show.

Today, Colombia is its new playground, thanks to its high demand and ability to adapt to any climate. And since we know you have great taste, we'd love to see you at the next Dianthus Week! If you're interested, keep reading; there's so much more to share.

**I MUST HAVE  
FLOWERS,  
ALWAYS,  
AND ALWAYS.**



 - Claude Monet



# LET'S TALK ABOUT DIANTHUS WEEK:

Dianthus Week by Dianthus Land Colombia is the annual event that has been successfully putting the Dianthus genre in the spotlight, one of the most adored flowers in Colombia and worldwide.

It was created thanks to the vision of major breeders, both national and international, with one clear mission: to show the world that Dianthus flowers are the modern, resilient, and forever cool blooms everyone needs. Got your attention yet?

## AND NOW, WHO IS IT FOR?

-  **International producers and breeders:**  
The creators behind the varieties we all love.
-  **National and international floriculturists:**  
The ones who bring floral magic everywhere.
-  **Wholesalers and distributors:**  
Those who connect the flowers to the world.
-  **Floral designers and event organizers:**  
The artists who turn flowers into unforgettable experiences.



If you're in the flower business, this  
event is for you

**WILL WE SEE  
YOU THERE?**



# WHO WILL YOU MEET?

At the heart of Dianthus Week are the 7 breeders leading this floral revolution. With their creativity and innovation, they've taken the Dianthus genre to the next level, developing unique varieties that combine beauty, resilience, and style.

Each of them brings decades of experience and passion, turning their farms into trend laboratories.



# **WE CAN'T WAIT TO SEE YOU, BUT... WHERE AND WHEN WILL DIANTHUS WEEK 2026 TAKE PLACE?**

The event will be held at the farms of the 7 participating breeders, located in the beautiful Sabana de Bogotá, Colombia. It would be a unique space where innovation, beauty, and love for dianthus come together to create something never seen before.

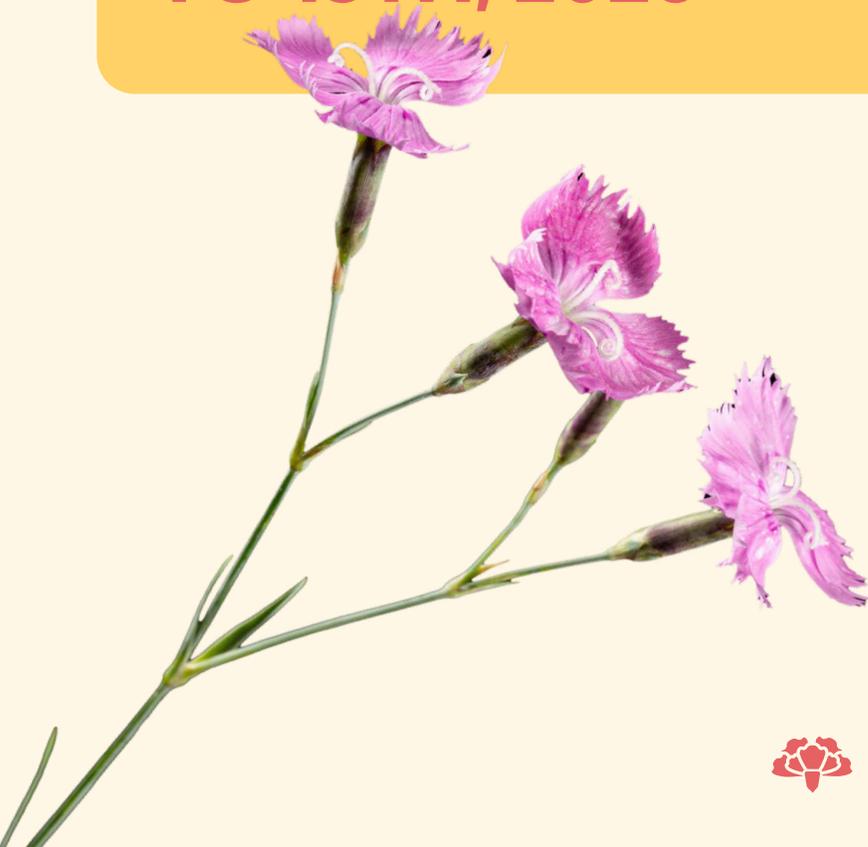
The most awaited event in the world of dianthus is back once again, and it's ready to surprise you!

**SEE YOU IN  
WEEK 11,  
FROM MARCH 9TH  
TO 15TH, 2026**

**Get ready for a tour full of floral inspiration!**

Below, you'll find the strategic routes to make the most of each showcase, explore the most innovative proposals, and ensure you don't miss a thing.

**Plan  
well and  
experience it  
to the fullest!**



# SUGGESTED ROUTES + LOCATIONS

## NORTH ROUTE 1:

Selecta

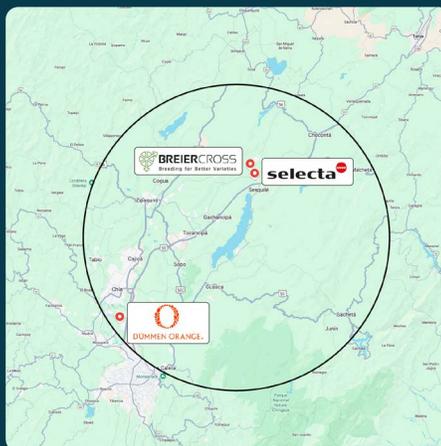
[Google Maps link](#)

Breiercross

[Google Maps link](#)

Dummen Orange

[Google Maps link](#)



## WEST ROUTE 2: LA GAITANA FARMS

Santamaria

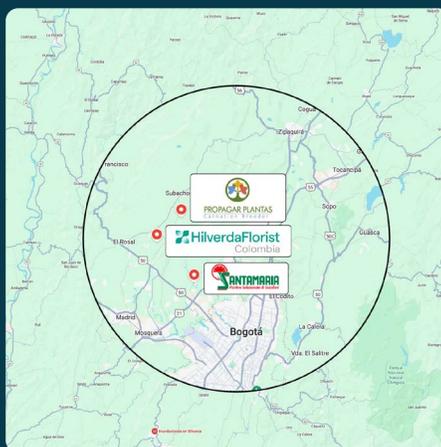
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Hilverda Florist

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Propagar Plantas

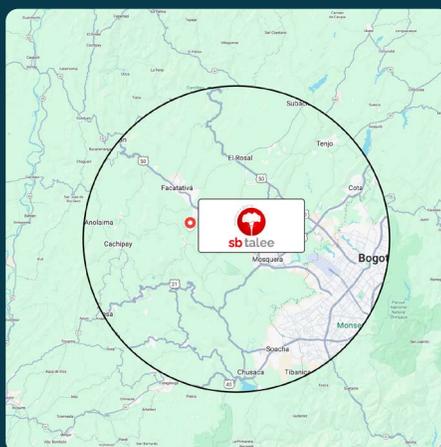
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## WEST ROUTE 3:

SB Talee

[Google Maps link](#)



**FOLLOW THE PETAL PATH TO  
YOUR FAVORITE ROUTE!**

[See all routes](#)





# RECOMMENDED HOTELS

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## RECOMMENDED HOTEL WEST

**GHL Style Hotel**  
| Bogota Occidente

[Book here](#) 

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## RECOMMENDED HOTEL NORTH

**Hotel Sabana Park**  
| Cajica

[Book here](#) 



# FOLLOW THE STEP-BY-STEP GUIDE AND GET READY FOR DIANTHUS WEEK

## **1. Check the dates and plan your attendance**

Confirm the event dates and make sure you're ready for a unique experience. Don't let others tell you about it!

## **2. Get to know the 7 featured breeders**

Learn who the 7 breeders are and get ready to experience Dianthus at its best.

## **3. Schedule your appointments in advance**

Organize your schedule and book appointments with the breeders you'd like to meet. This way, you'll have a personalized and exclusive experience.

## **4. Optimize your visit with recommended routes**

Review the suggested routes to visit the showcases efficiently and save time between exhibitions.

## **5. Know the estimated time for each showcase**

Take into account how long you'll spend at each showcase to better plan your day and make the most of each visit.

## **6. Book your transportation early**

Plan your transportation ahead of time so you can enjoy the event without any rush or hassle.

## **7. Dress with style and comfort**

Choose comfortable and stylish clothing that allows you to fully enjoy the event.

## **8. Prepare your questions and curiosities**

Don't miss the chance to learn more about Dianthus. Prepare your questions and make the most of the breeders' expertise.

## **9. Take advantage of networking opportunities**

Dianthus Week is the perfect place to connect with fellow flower lovers and share your passion.

## **10. Enjoy the beauty of Dianthus**

Take your time to admire the diversity, colors, and textures of Dianthus. Every flower has its own story to tell.



# ARE YOU READY TO BE PART OF THE MOVEMENT?

Dianthus Week 2026 is just around the corner, and it promises to be an explosion of colors, innovation, and trends that you won't want to miss. If you love flowers, create with them, or bring them to the world, this is the place to get inspired, connect, and be amazed.

Mark the date, plan your route, and get ready for an experience that will bloom in your memory! We'll see you soon to celebrate the magic of Dianthus together.

# WE CAN'T WAIT TO WELCOME YOU!

If you would like more information or guidance on how to participate, please reach out to us at [info@dianthusland.com](mailto:info@dianthusland.com).

