



PRESS RELEASE
Brussels, 28 April 2021

The Iris Festival is reinventing itself and offering a new hybrid programme

The Iris Festival is reinventing itself for 2021. 32 years of the Brussels-Capital Region will be celebrated in a new format, adapted to the health measures in force. During the weekend of 8 and 9 May and the days that follow, the programme will bring together online and in-person events. 100% Brussels events, for both young and old, will be offered in partnership with numerous institutions and artists from the region.

The Iris Festival is back with a new format combining original activities and digital events. The objective is to bring together the people of Brussels and Belgium to celebrate the founding of the Brussels-Capital Region, its creativity and to (re)discover its richness.

Here are **some of the schedule's highlights**. These are likely to evolve in accordance with health measures at the time.

- **Discover Brussels' architectural symbols with music!**
Several concerts recorded especially for the Iris Festival in emblematic places around the capital will be broadcast online. It's an extraordinary, 100% Belgian line-up. In co-production with the RTBF French-language national broadcaster.
- **Win your own Brussels Card Discovery!**
The Iris Festival, in partnership with Brussels Museums, will shine the spotlight on the new Brussels Card Discovery. A unique card that allows you to visit 3 museums for a very attractive price. There will be many cards to be won at the Iris Festival.
More info on the Brussels Card Discovery: <https://visit.brussels/en/lists/discovery>
- **Guided tours**
Brussels' guided tour operators reveal the secrets of the capital's neighbourhoods. On the programme: discovery of urban art, Art Nouveau buildings, extraordinary places, local initiatives, sustainable projects, etc.
- **Scavenger hunts through Brussels' neighbourhoods**
Get free access to two virtual treasure hunts thanks to the "Totemus" app. It's a great opportunity to learn more about Brussels and the hidden treasures of Flagey and the European Quarter.



- **A spotlight on Brussels' unique sense humour**
The Iris Festival is joining forces with Brussels collective What The Fun Production to present a series of humorous clips about life in Brussels written by **Fanny Ruwet** and **Dena** in collaboration with numerous artists from the up and coming Belgian comedy scene. It's a great opportunity to discover the best of Brussels and Belgian stand-up.
- **Meet the region's public interest organisations (OIP)**
Several regional public interest organisations will host activities to showcase their daily work: cycling tours of urban development projects, plastic fishing in a kayak on the canal, diving demonstrations by the fire brigade...
- **The ULB village at See-U**
A dozen stands belonging to ULB entities welcome visitors in a family-friendly and festive atmosphere to present their projects. This will be an opportunity to discover the experiments carried out by FabLabs, to find out about the ULB's Museums Network, to take up the equal opportunities challenge set by Schola ULB and take part in one of ULB Sports' sporty activities.

We continue to experience unique and challenging times because of the pandemic. But with the resilience and courage shown by the people of Brussels and the vaccination campaign, we can finally see the light at the end of the tunnel. This year's Iris Festival will once again be specially adapted to suit the situation, but I am delighted that visit.brussels has nevertheless been able to organise a number of leisure activities in which citizens can participate in complete safety. I wish all the inhabitants of our beautiful region a wonderful Iris Festival. Let's celebrate Brussels in style by continuing to protect each other, and let's meet, physically this time, in 2022! Exclaimed Rudi Vervoort, Minister-President of the Brussels-Capital Region.

More info and the schedule of activities is available at www.irisfestival.brussels (regularly updated).

Press contact: Noémie Wibail: + 32 490 49 43 84 – n.wibail@visit.brussels