

CORAL GABLES
• SEVILLA •



The
FERIA DE ABRIL
2020 | at GIRALDA PLAZA

TV BARREIRA

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THE FERIA DE ABRIL. HISTORY.

The Feria de Abril recognized the most colorful festival of all Spain.

This traditional event begun back in 1847 as a cattle trading fair. Over the years, Seville's April Fair has become an internationally known celebration of flamenco, traditional Spanish food, and fun, often nominated to be recognized as one of Unesco's intangible cultural heritage traditions.

The fair officially lasts for six days, starting at midnight on Saturday when the alumbrado (the lighting inauguration of the entrance) and the Pescaito takes place (a dinner only for the casetas' members, where they celebrate the beginning of the Feria).

When the sun goes down the real party starts as all-nighters devote their time to socialize while eating, drinking and dancing. The Feria "party all night" philosophy is absolutely extraordinary!



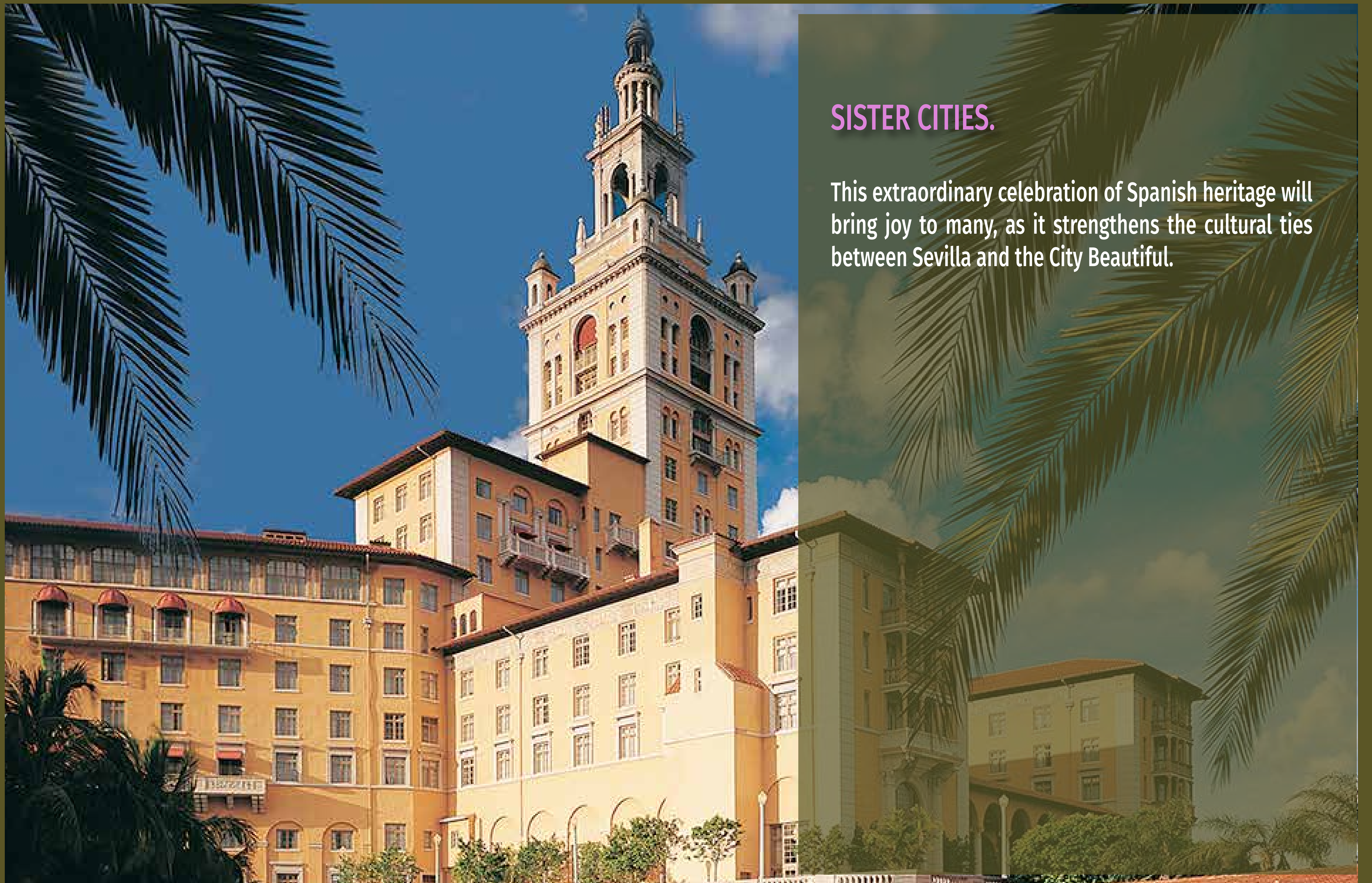
FERIA DE ABRIL. CORAL GABLES & SEVILLA.

Coral Gables is the perfect place to establish this traditional event into the US. An event that is followed and visited by tourists from all around the world every year.

Now is the perfect timing for The City Beautiful to be an important part of it and have its own Feria de Abril. As Mr. Merrick wanted, Coral Gables was born to be a wonderful piece of the Spanish heritage in the US. Its streets, buildings and landscapes have the taste of Spain, and even more... the taste of Seville.

A wonderful and traditional event for the residents of Coral Gables that will entice tourists from around the globe to the City Beautiful.

An event that will have international impact, where everyone will enjoy wonderful traditional Spanish food and beverages, flamenco music, dancing and singing sevillanas and having lots of fun.



SISTER CITIES.

This extraordinary celebration of Spanish heritage will bring joy to many, as it strengthens the cultural ties between Sevilla and the City Beautiful.



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EL ENCENDIDO. LIGHTS ON.

The events are planned to run concurrently as would a single celebration.

The Feria de Abril at Coral Gables begins when the Mayor returns from Sevilla with the symbolic torch and lights the “portada de feria” announcing the start of the festival.







EL REAL DE LA FERIA. GIRALDA PLAZA.

The central boulevard of the fair is known as “Real de la Feria”. Giralda Plaza is the natural choice for this location.



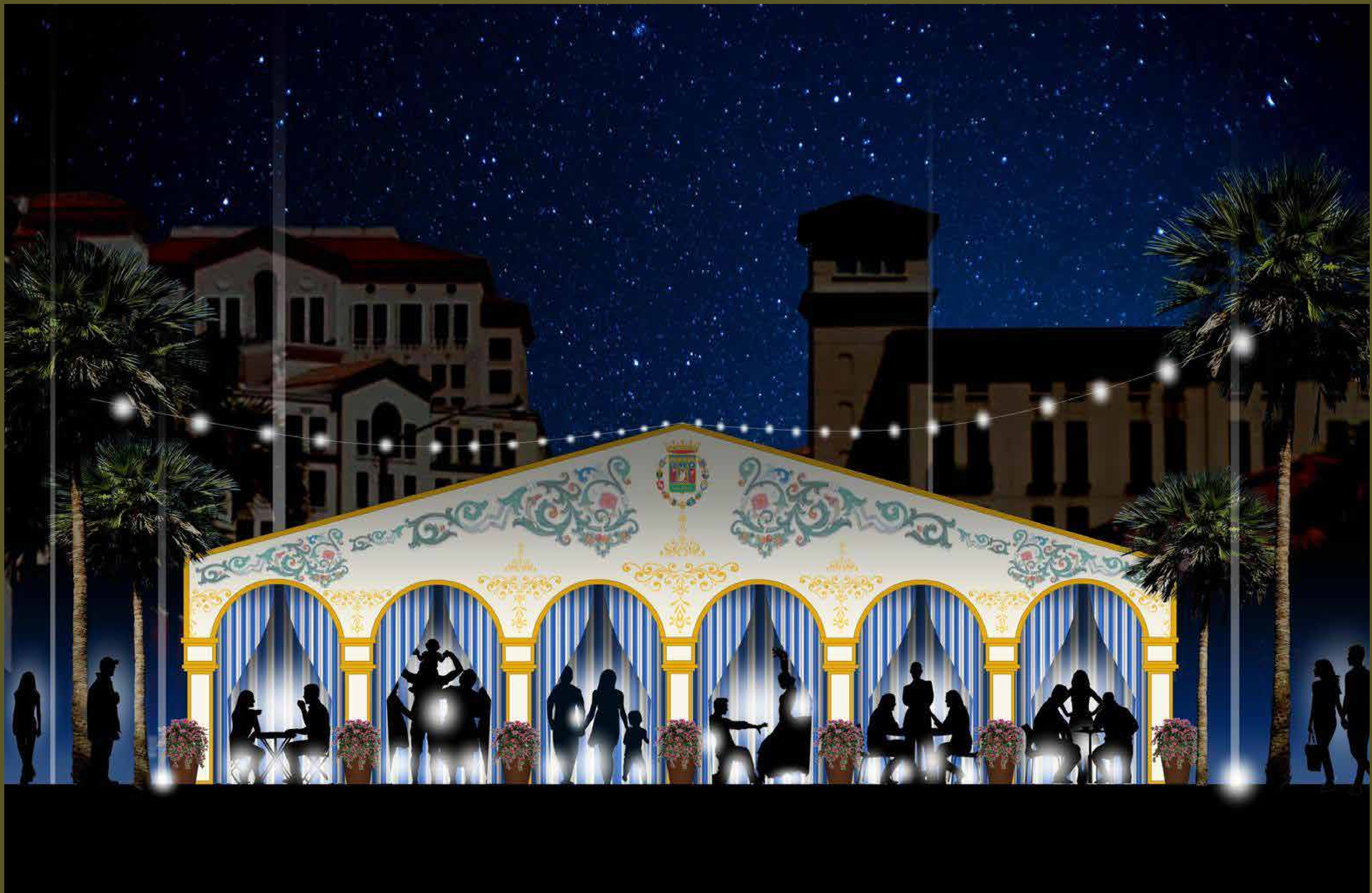


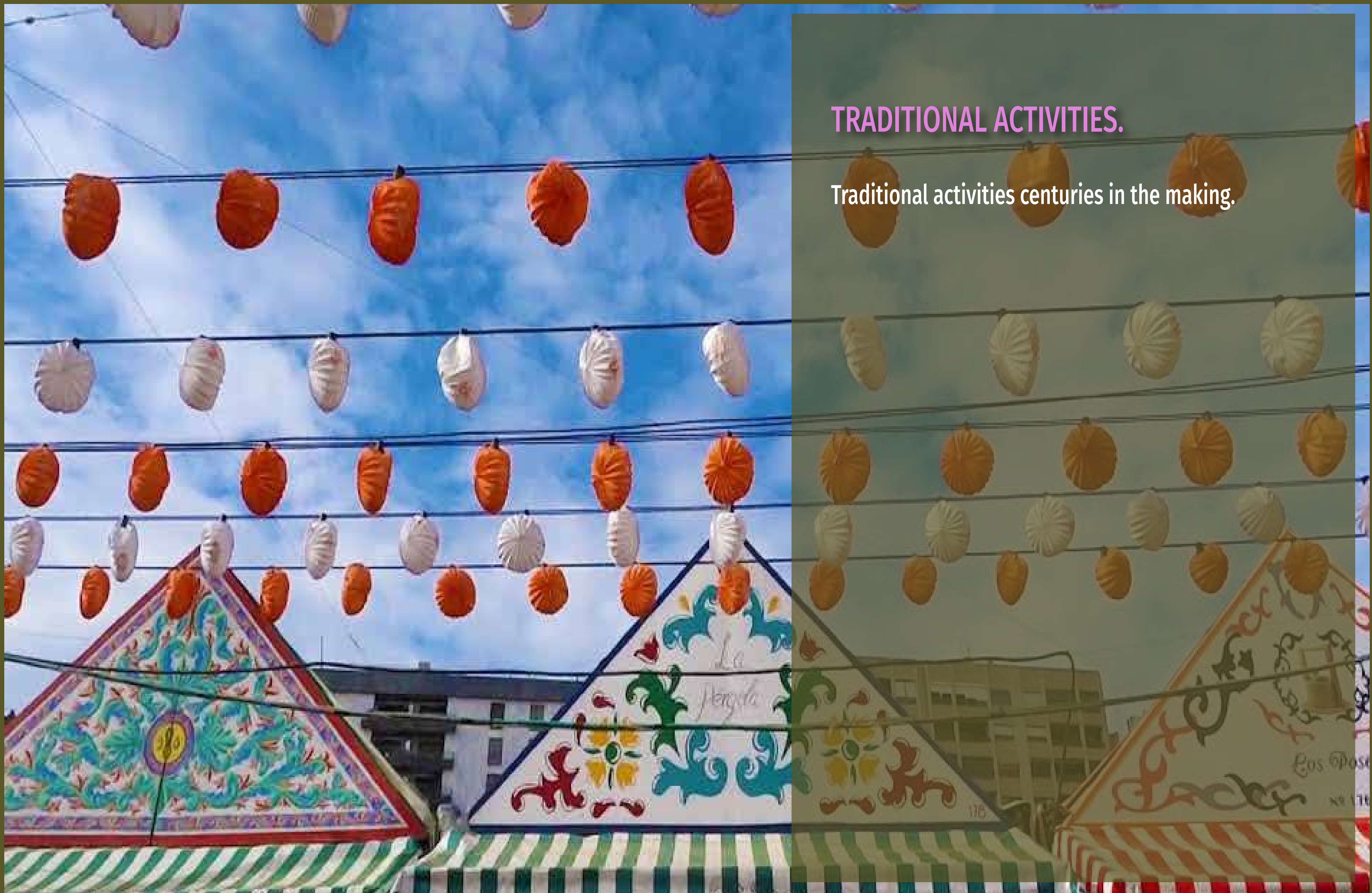


PEOPLE'S TENT.

The People's tent is where visitors will be able to find the stage for flamenco and sevillana shows, flamenco classes and many other cultural activities will take place.







TRADITIONAL ACTIVITIES.

Traditional activities centuries in the making.



TRADITIONAL FOOD AND BEVERAGES.

Restaurants at Giralda Plaza and all over downtown Coral Gables will offer a selection of traditional Spanish food and beverages so the visitors will enjoy the Feria on all its tracks.

Activities to get the visitors closer to these traditions will be hosted during the days and nights of the event.





ART & CULTURE.

Aimed to foster a positive bilateral relationship between Spain and the US, to cross-promote the artistic exchange of emerging stars in the related fields.

Promotion of Spanish cinema - Film Festival.

Promoting of Spanish artists - Art exhibitions

Library of Coral Gables.



FLAMENCO FASHION WEEK.

Flamenco dress is the only regional clothing that evolves according to fashion. It is, so to speak, a folk costume that doesn't renounce glamor, and is renewed every year with the contributions of outstanding designers from the flamenco fashion industry. The combination, you'll see, are absolutely irresistible.

Many travel to Spain from all over the world every year to acquire these flamenco costumes and wear them at traditional parties or on special occasions. The general opinion is that the flamenco dress, with its sophistication, visibility, and silhouette, shines like few other dresses can.

During The Feria de Abril, Coral Gables will be the epicentre of Flamenco Fashion and we will enjoy fashion shows featuring the most relevant flamenco dress designers.



MUSIC. FLAMENCO & SEVILLANAS.

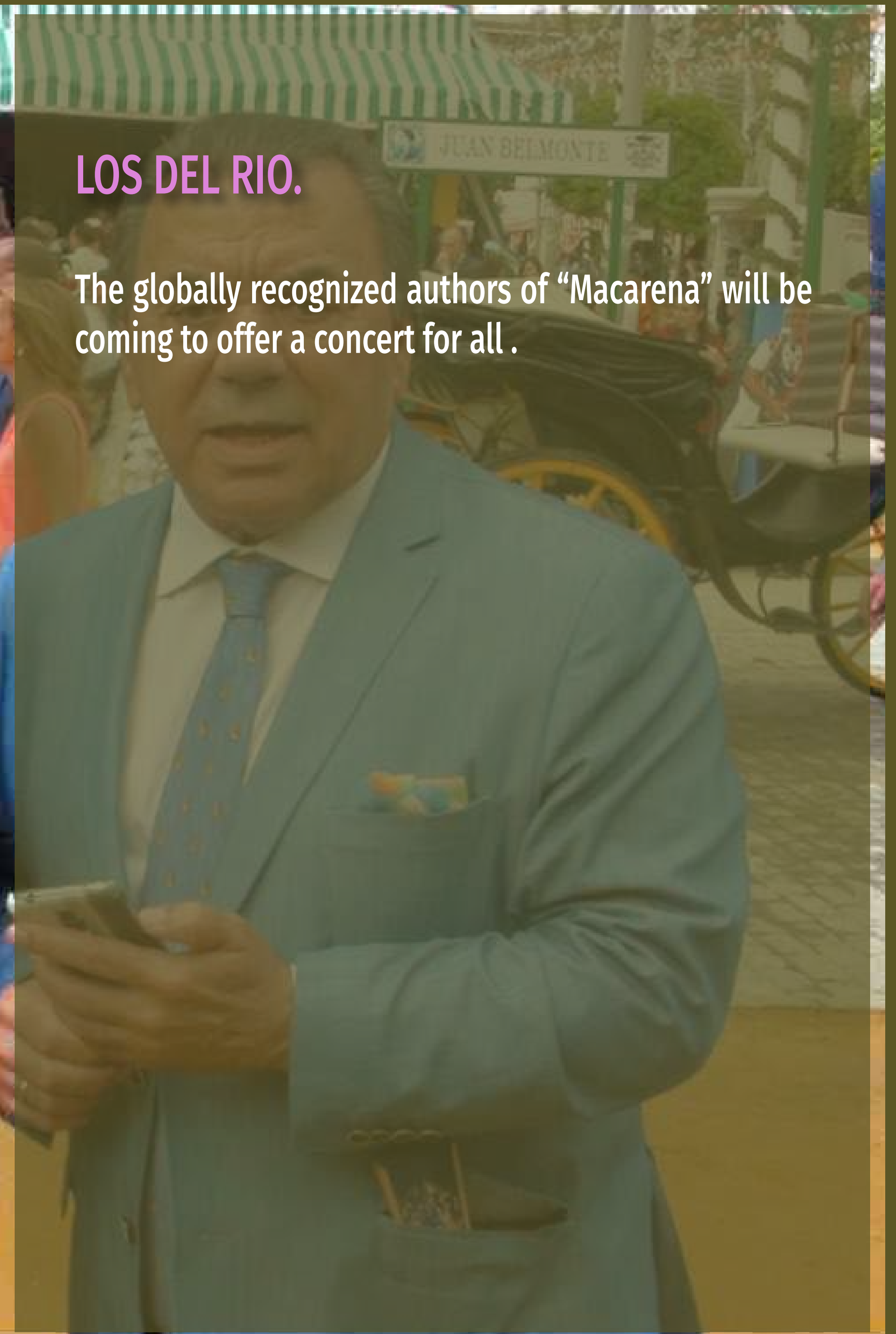
The Feria de Abril will be perfect for the people of Coral Gables and all the visitors to learn more about the culture and traditions of Andalucia.

Sevillanas and flamenco are a very important part of this so we will organize activities, classes, shows and street groups to let the visitors get closer to this amazing traditional expression.



LOS DEL RIO.

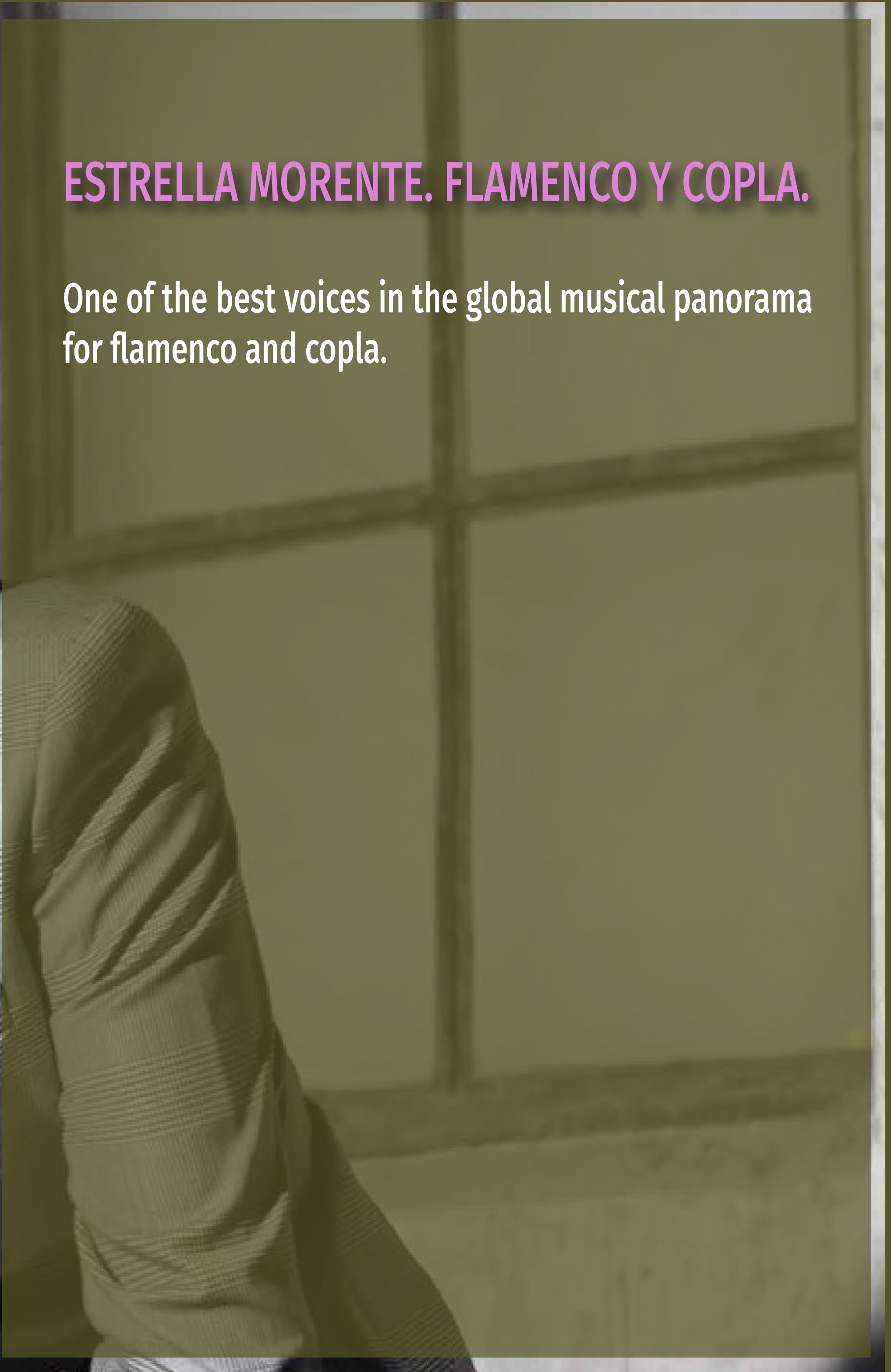
The globally recognized authors of "Macarena" will be coming to offer a concert for all .





ESTRELLA MORENTE. FLAMENCO Y COPLA.

One of the best voices in the global musical panorama for flamenco and copla.





SARA BARAS. BAILAORA.

The most prominent Flamenco dancer of today.



GUITARRAS RAMIREZ. EXHIBITION

The exquisite craftsmanship and rich history of Guitarras Ramirez will be on full display.





CAJONEADA. EVERYONE.

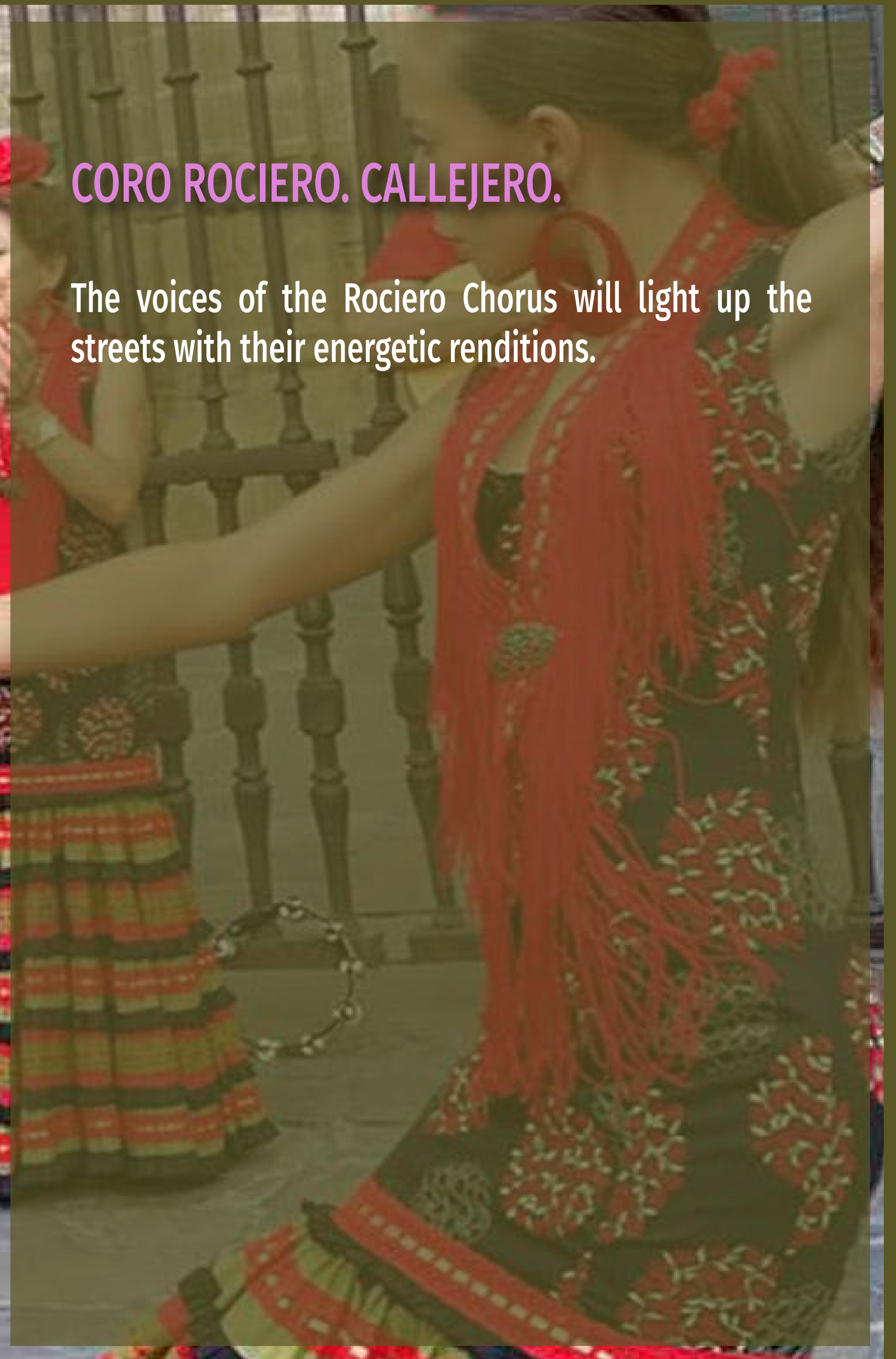
Children and adults will be enchanted with this musical collaboration..





CORO ROCIERO. CALLEJERO.

The voices of the Rociero Chorus will light up the streets with their energetic renditions.





CHILDREN'S ACTIVITIES. LIBRARY.

Cajoneada, flamenco classes, painting... in collaboration with Coral Gables Public Library.



RIDE ON A COCHE DE CABALLOS.

It is part of the tradition to take a ride on one of the beautiful horse carriages. We will provide the visitors the opportunity of living this experience. There will be also a static carriage to take pictures with and keep this great memory forever.





LIGHTS OFF.

The last night of the Feria de Abril we will organize an event to switch off all the lights on the Feria's Main Gate.

The lights will be switched off and the City authorities will be present at the event to farewell all the visitors to the Feria until the next year.

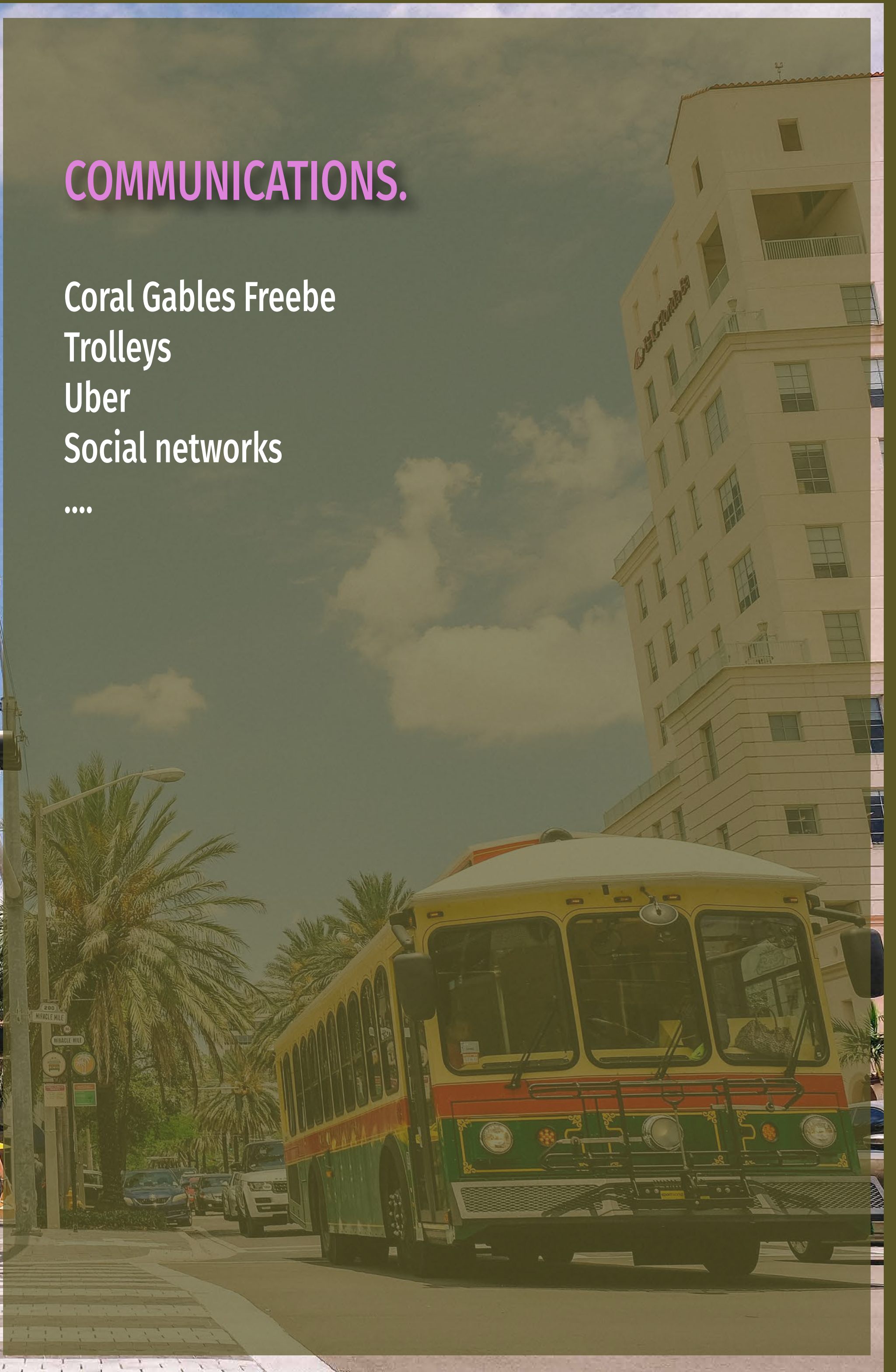




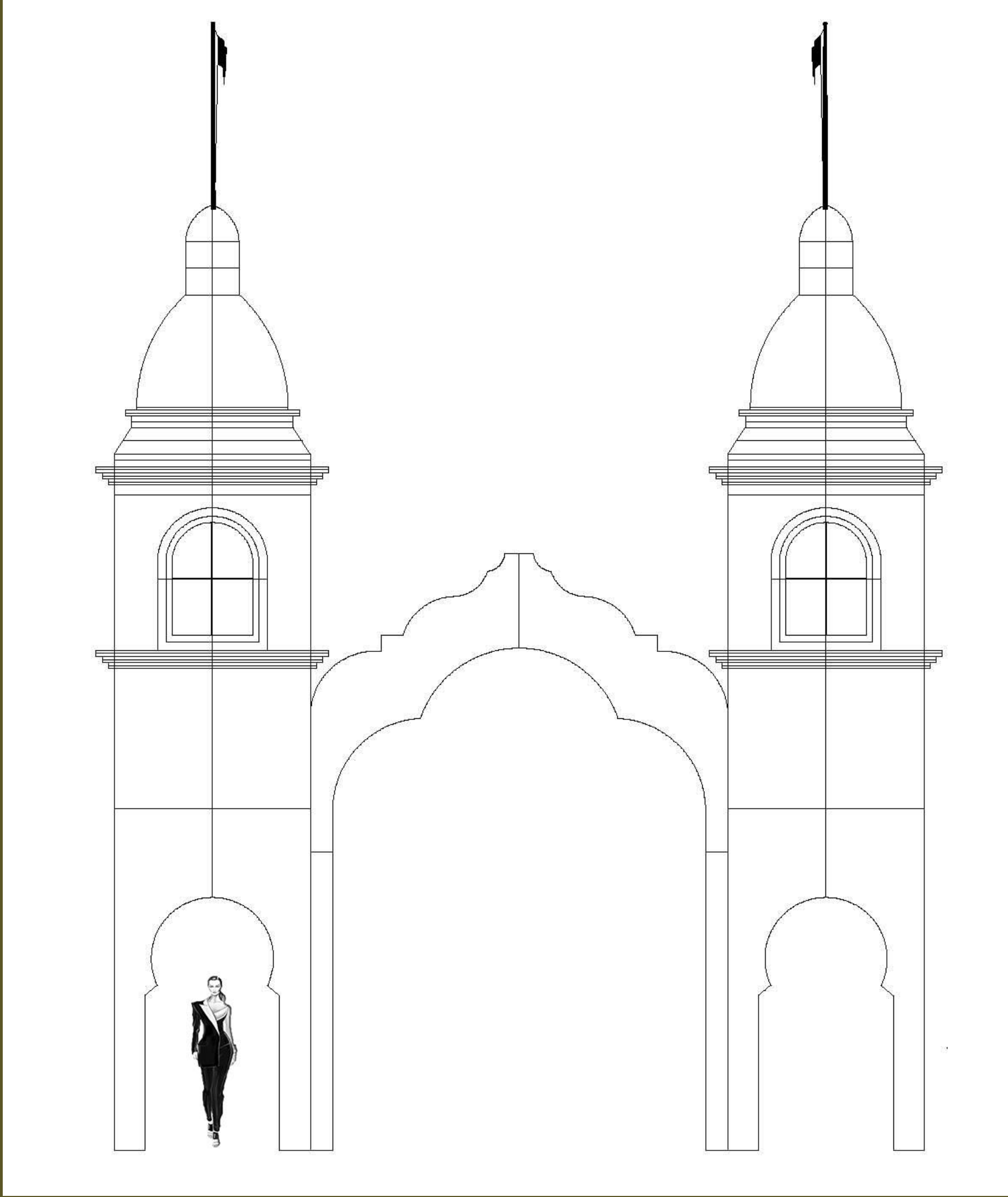
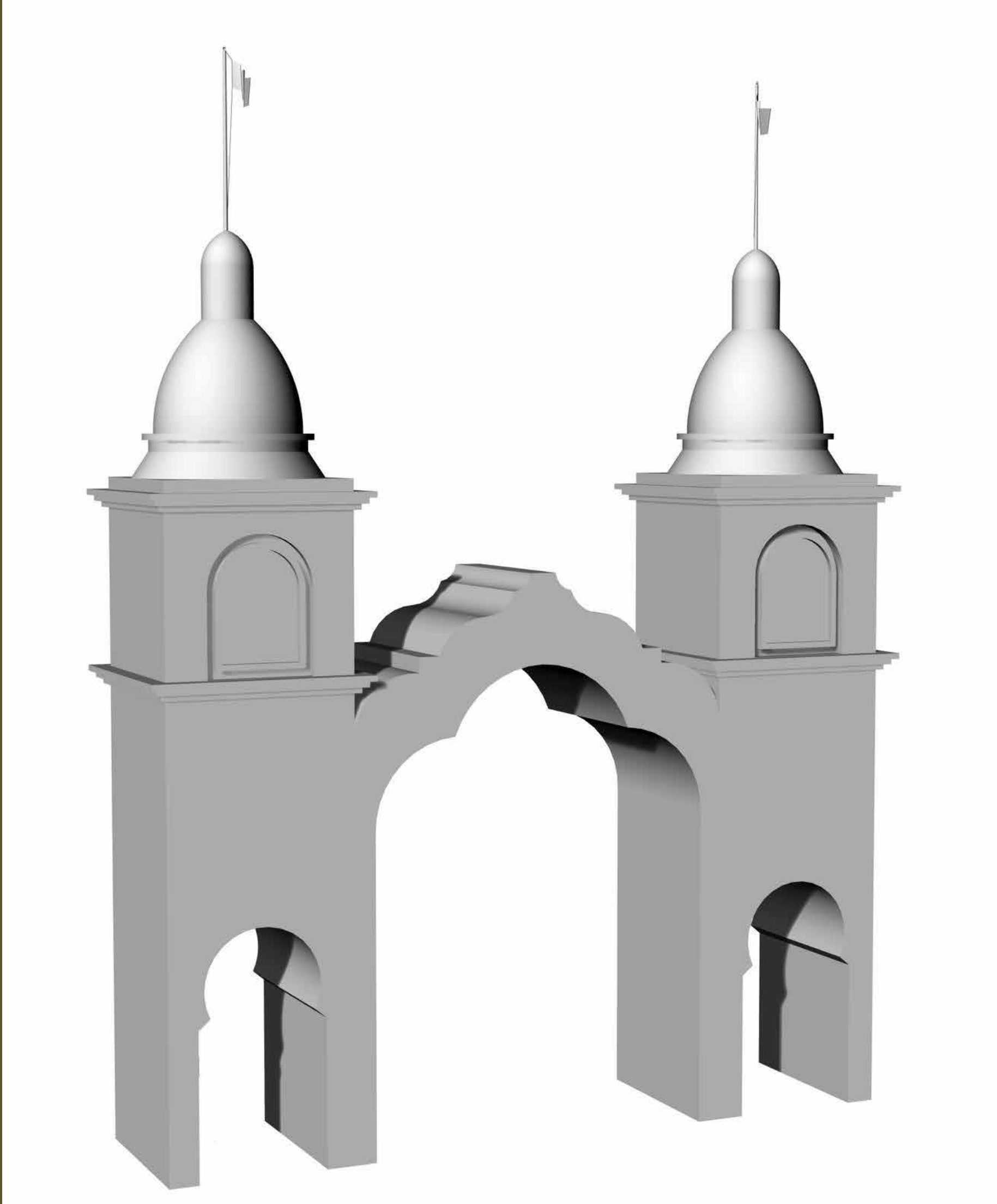
COMMUNICATIONS.

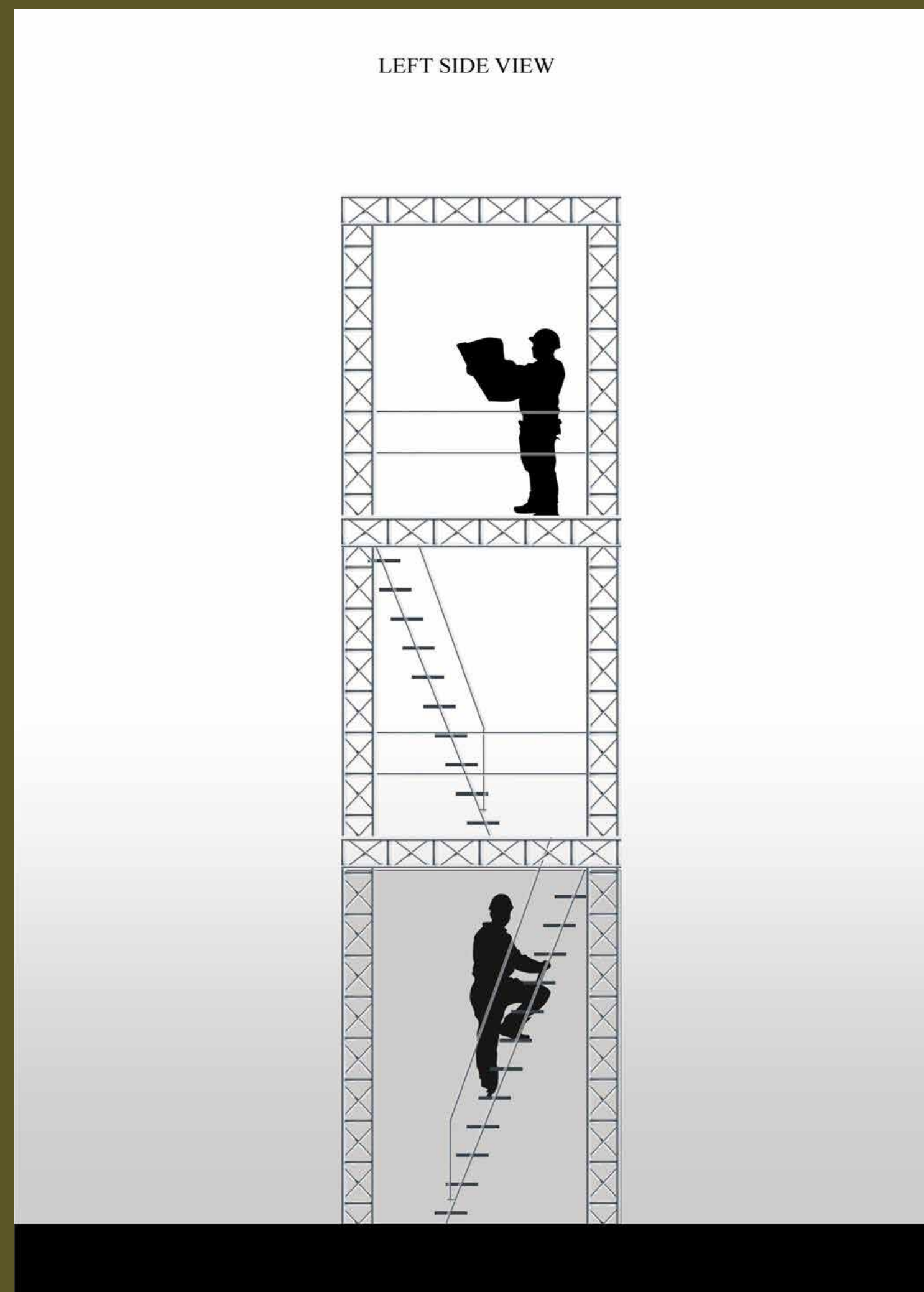
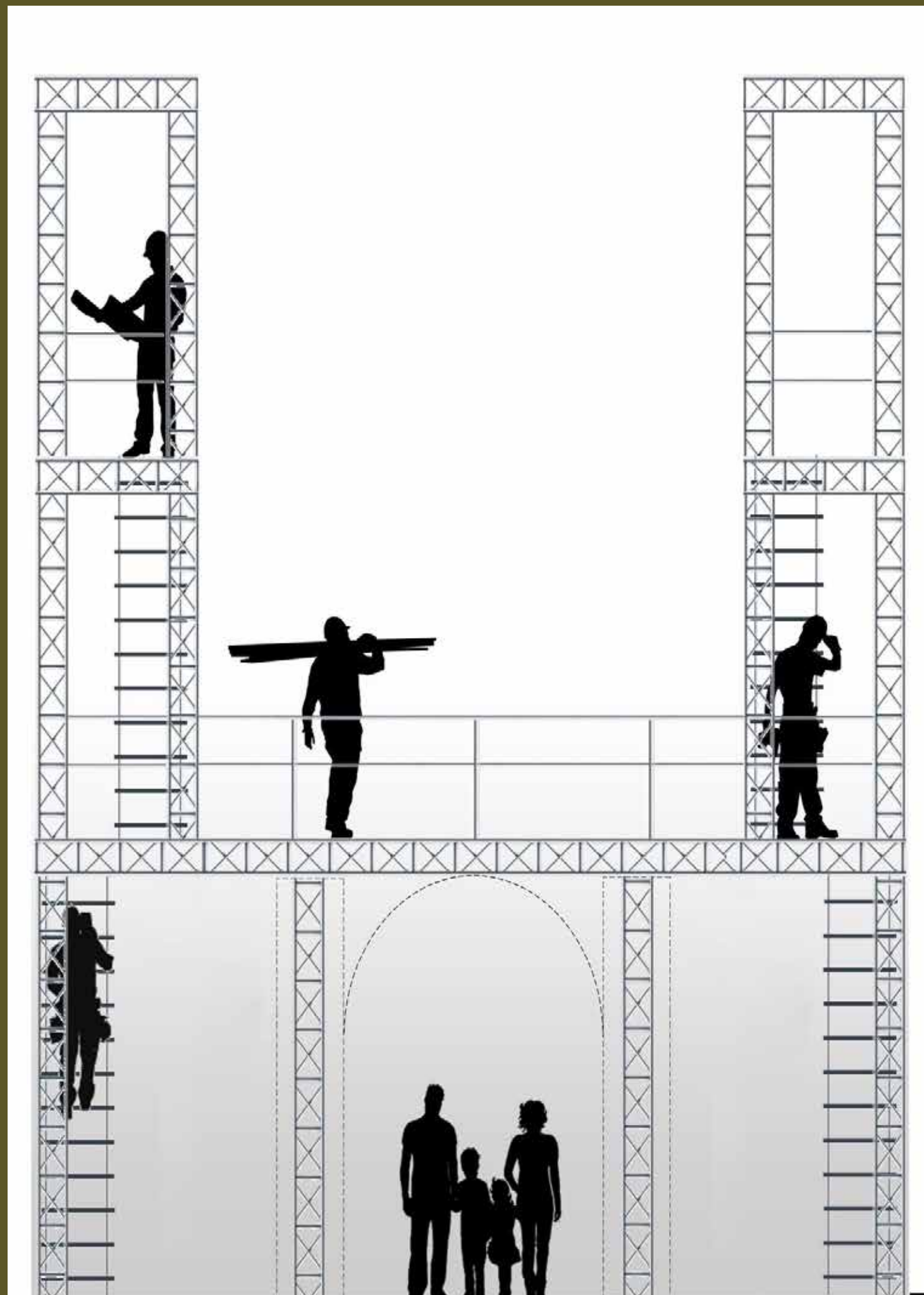
Coral Gables Freebe
Trolleys
Uber
Social networks

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ESTIMATED BUDGET.





Portada: Estructura metálica, gráficas iluminación diseño \$148,000 USD
 Decoración calle + people's tent \$136,250 USD

THANK YOU!

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