

The Lavender Festival in Chirpan – a celebration of life and senses

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From June 20 to 22, 2025, Chirpan Municipality is hosting the fourth edition of the International Lavender Festival — an event that has established itself as an important highlight in the cultural calendar of the region and the country. The festival is organized under the patronage of the Ministry of Tourism and is part of the cultural calendar of the Thracian Tourist Region.

Under the motto "The Senses Celebrate", the residents of Chirpan, Sredno Gradishte village, and Spasovo village welcome guests from home and abroad, who will immerse themselves in the unforgettable atmosphere of the lavender fields and enjoy a rich cultural and tourist program.

During the three festival days, urban spaces, village squares, fields, and cultural institutions turn into a stage for music, crafts, exhibitions, tastings, spiritual practices and experiences in nature, as well as tours of the local essential oil distillery.

The official opening took place on June 20, Friday, at "Saedinenie" Square in Chirpan, where Vice President Iliana Iotova greeted the residents and guests of the fourth edition of the International Lavender Festival. "Whoever has come once to the lavender fields near Chirpan always returns. Not only because of the beauty and aroma, but also because of the hospitality of Chirpan," the Vice President pointed out and noted that the number of foreign guests at the festival increases every year.

On Saturday, June 21, attention turns to Sredno Gradishte village, where an international folklore program will be held, accompanied by a bazaar and wine tastings. Ritual harvesting and 360-degree video memory capture will take place in a lavender field near the village. The Ethnographic House in Spasovo village will present a special exhibition dedicated to the connections between Chirpan and Azerbaijan through art and lavender. At 8 PM, the concert "Stars of Bulgaria" will take place.



The festival will conclude on June 22, Sunday, with an original folklore performance by the "Philip Kutev" ensemble, as well as a number of other events dedicated to cultural exchange. The last day of the festival will continue to gather visitors at the lavender market of crafts, farmers, and arts, as well as the culinary alley.

You can see the festival program **HERE**