

Museum of the Rose

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The new Rose Museum in Kazanlak will open its doors on 5 June 2016 at 10:30 a.m. in the “Rosarium” Park. The modern and functional building of the museum will extend over an area of 1,200 sq. m and will house a unique exhibition dedicated to the region’s traditional livelihood – rose cultivation, illustrating the history of the renowned Bulgarian rose from the National Revival period to the present day. The project is financed entirely with state funds amounting to nearly BGN 1 million.

During the Rose Festival 2016 in Kazanlak, the museum of the fragrant Damask Rose, which is a national symbol of Bulgaria, will be officially opened. The new building will replace the existing premises on the ground floor of the Institute of Rose and Essential Oil Crops, where a significant part of the unique exhibits were not accessible to the public due to lack of space. The current museum covers an area of 1,200 sq. m, and the main exhibition, which presents the history of rose cultivation in the Kazanlak region, is divided into two arcs. A special hall for aroma tasting, an

inner courtyard for demonstrations of the rose distillation process, conference halls, a multimedia hall, depositories, a children's corner and a panoramic café are envisaged. Visitors to the museum will be able to experience the magic of the production of rose oil and rose water and will have the opportunity to view tools for the cultivation of rose gardens, as well as containers for the storage and export of rose products.

The construction of the modern facility began in June last year with the initial half a million leva allocated by the state. After a public procurement procedure for the selection of a contractor for the construction works, the consortium "Rose Museum – Kazanlak" was selected.