



VISIT PLOVDIV



Ancient Theatre (1st C)

PLOVDIV

**NOT SIMPLY A DESTINATION,
BUT A TREASURE WAITING
TO BE REDISCOVERED**



Small Early Christian Basilica (6th C)

"I swear to Zeus, Hercules, this is the biggest and most beautiful [city] of all! Its splendour is even conspicuous at a distance ..."

Lucian of Samosata,
165-166 A.D.

Plovdiv is the second largest city in Bulgaria, centre of the Thrace Tourist Region and a European Capital of Culture 2019. Over the last decade, the city has established itself as a sustainable tourist destination at national and international level, with various priority tourism assets types – cultural, wine & gourmet, business, conferences and events, sports, weekend (urban), and shopping tourism. They all have a common, indispensable and unique cultural identity, typical of Plovdiv alone. Plovdiv is ranked among significant destinations from around the world as a must visit destination recommended by top media, such as CNN, New York Post, The New York Times, The Economic Times, The Guardian, The Daily Telegraph, Lonely Planet, European Best Destination, and many other.

Situated at the crossroad between the West and the East, Plovdiv is a place where history and modern age go hand in hand, and the ancient and contemporary culture and art flourish in a vivid variety of forms, styles and colors. Evidence of the diverse nature of the city is also the existence of different colours and religions from antiquity to the present day.

In its territory, Plovdiv – the eternal city of Bulgaria – has preserved material evidence of human presence for eight thousand years. From Evmolpia, Philippopolis, Trimontium, Pulpudeva to today's name – Plovdiv, the city has been called various names over the centuries. The city witnessed the development of civilizations and cultures of various historical ages. In order to demonstrate how ancient Plovdiv actually is, we will give this simple example – it was founded before Rome, Athens and Constantinople. There is evidence that the city is a contemporary of Troy and Mycenae. With its excellently preserved antique monuments, with its magnificently decorated Renaissance houses, with its museums and galleries, with the year-round rich cultural program, Plovdiv is a treasure under the open sky that is here to be rediscovered!

**Plovdiv is the oldest continuously inhabited city in Europe and among the oldest in the world.
Ancient and eternal, vibrant and modern - here everything happens #TOGETHER!**

PLOVDIV

ANCIENT AND ETERNAL

The city of Plovdiv is a kind of history textbook, where you can get acquainted with the features of almost all historical ages and periods that have left a lasting impression on the city and shaped its diverse nature. Thanks to its eight thousand-year history, Plovdiv is proclaimed the oldest living city in Europe and the sixth oldest in the world (according to the Daily Telegraph).

The Pearl of Plovdiv – the Old Town – preserves historical layers of prehistoric, Thracian, Roman, Byzantine, Ottoman and Renaissance periods, and attracts many tourists placing Plovdiv in the “TOP 10 of the most beautiful ancient cities in the



Ancient Theatre (1st C)



Roman Stadium (2nd C)

world.” Here the tourists can see the landmarks of the ancient Philippopolis - the Ancient Theatre, the Roman Stadium, the Small Earlychristian and Bishop’s Basilicas, the Forum Complex, etc., as well as the beautiful examples of the Renaissance architecture - Kuyumdzhiev House (now Regional Ethnographic Museum), Balabanov House, Hindilyan House, Nedkovich House, Klianti House, etc. The nomination of the Bishop’s Basilica and the Roman Mosaic Heritage of Philippopolis was included in the UNESCO Indicative List of Significant Cultural and Natural Sites.

The Ancient Plovdiv Architectural and Historical Reserve received in 1979 a European Golden Medal for preserving the monuments of the past and since 2011 it was also included in the archaeological reserves list.



Balabanov House



Hisar Kapia

MUSEUMS AND GALLERIES

Testimonies from the past and the spirit of Plovdiv are well preserved in the numerous museums and galleries with more than 300,000 movable cultural assets, making the city a much preferred tourist destination.

ANCIENT PLOVDIV MUNICIPAL INSTITUTE

Along with restoration, conservation, rehabilitation, preservation, and protection of movable and immovable cultural heritage, Ancient Plovdiv Municipal Institute operates 10 of the tourist sites in the city and provides guided tours in the historical centre and the Old Town of Plovdiv. The following are some of landmarks operated by the Institute: The Ancient Theatre (1st century A.D.) – one of the best preserved in the world, the Roman Stadium (2nd century A.D.) with a 3D cinema hall in the heart of the city, the Small Earlychristian Basilica, the magnificent Renaissance houses of the 18th and 19th centuries – Klianti, Balabanov, Hindliyan, Nedkovich, Stambolyan, the Pharmacy Museum 'Hippocrates', as well as Zlatyu Boyadzhiev Gallery with a permanent exhibition of the homonymous Bulgarian artist. All these landmarks are included in a combined tourist ticket.

The interest of tourists to all 10 sites is determined not only from the point of view of archaeology and exposition, but also from the year round rich cultural program (exhibitions, concerts and other events) that are hosted in these spaces.

www.oldplovdiv.com

Klianti House



visitplovdiv.com

REGIONAL ARCHAEOLOGICAL MUSEUM

The Regional Archaeological Museum in Plovdiv is one of the oldest cultural institutions in Bulgaria. The museum has one of the richest collections containing nearly 100,000 exhibits of the cultural heritage of Plovdiv. Works of art and lifestyle connected with the history of Plovdiv as the successor of one of the biggest and most significant ancient cities on the Balkan Peninsula – Philippopolis. Among the collections of the museum are: Prehistoric Art, Thracian Art, Ancient Greek Art, Roman Art, Medieval Art, Renaissance Art, Numismatic Collection.

www.archaeologicalmuseumplovdiv.org



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REGIONAL HISTORY MUSEUM

The Regional History Museum is a scientific and cultural organization for finding, studying, preserving and presenting the cultural values for the past of Plovdiv and Plovdiv Region. The museum has four separate exhibitions. Original items, weapons, photographs and documents of the efforts and struggle of the Bulgarians in the development of Eastern Rumelia and the realization of the Unification with the Principality of Bulgaria can be seen in the Unification of Bulgaria of 1885 Exhibition. The Bulgarian Renaissance Exhibition, which is housed in the house of the rich Plovdiv merchant, Dimitar Georgiades, gives the visitor the opportunity to immerse themselves in the atmosphere of the distant past of the city. The Book Publishing in Bulgaria in the Second Half of the 19th and the Beginning of the 20th Century Exhibition is dedicated to book publishing in Plovdiv and the Plovdiv Region, and in the Museum of Modern History you can follow the history of Japanese dolls through the permanent unique Soul of the Japanese Doll Exhibition.

www.historymuseumplodiv.org



visitplodiv.com

REGIONAL ETHNOGRAPHIC MUSEUM

The exhibition is located in the beautiful Renaissance house of Argir Kuyumdzhioğlu the Old Town. The museum has over 40,000 cultural items. The rich collection presents the traditional Renaissance culture of the Thracian Valley, Rhodope Mountain and Srednogorie Mountain. The permanent exhibition presents the basic livelihoods of the population in the region – agriculture and livestock breeding, as well as the traditional crafts of the Renaissance period – weaving and braiding, pottery, copper smithing and blacksmithing. The most distinguished among the museum collections are those of copper vessels, pottery, antique weapons, shepherd carving, jewellery and church items, braided and knitted laces, costumes from the whole Bulgarian ethnic territory, musical instruments, and urban interior.

www.ethnograph.info



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CITY ART GALLERY

The City Art Gallery was opened on 2 March 1952 and has 7,210 works displayed in 7 exhibitions: Permanent Exhibition, Temporary Exhibition, Icons Gallery, Encho Pironkov Exhibition, Tsanko Lavrenov Exhibition, and Mexican Art Exhibition, Georgi Bozhilov-Slona (the Elephant) and Banya Starinna (The Ancient Bath) permanent exhibitions. The exhibitions display prominent artists and typical styles, Mexican graphics, artistic crafts and replicas of stone sculpture and ceramics, the icons wealth of Eastern Orthodox Christian art from the Plovdiv Region and all southern Bulgaria from the end of the 15th century to the end of the 19th century, as well as exhibitions of foreign artists, experimental exhibitions and children exhibitions.

www.galleryplovdiv.com



visitplovdiv.com

REGIONAL NATURAL HISTORY MUSEUM

The museum is the second largest and second richest natural history museum in the country with a modern and contemporary styled exhibition, containing the following collections: Minerals, Botany, Invertebrates, Aquarium, Amphibians and Reptiles, Birds, Mammals, Terrarium, etc. Especially attractive is the Tropic Hall, where you can see a variety of live tropical butterflies flying free in a jungle-like environment, with real plants from the southern countries. The museum also has a digital planetarium.

www.rnhm.org



THE STREET OF CRAFTS IN THE OLD TOWN

The architectural ensemble of four houses on Stramna Street in the Old Town attracts guests and residents of Plovdiv with its permanent workshops presenting the traditional crafts diversity and colours. Visitors can see live how the golden hands of various craft masters smith metal items, make musical folk instruments, knead and bake bread, paint on glass, make embroideries, nonwoven fabrics, weave or make dolls and ceramics.



DISCOVER PLOVDIV - European Capital of Culture 2019

PLOVDIV IS FULL OF LIFE

Kapana – The Creative District is a long-term project of the Plovdiv 2019 Foundation, which attracts creative industries representatives from Plovdiv, the country and abroad by providing favourable and stimulating environment in one of the central, but still less congested parts of the city.

Kapana (The Trap) is art and infinite capabilities, utilization of techniques and creation of one's own work, self-perfection and sharing of experience;

Kapana is style and attitude, vitality and design, curiosity, and new forms;

Kapana is a cosy space, a taste and a smell, diversity and experiment;

Kapana is knowledge, dynamics, different perspectives and talents, excitement and creative environment;

Kapana is the places that create, enchant and inspire, where one can learn and share, where one can be lost and found, those places that are part of Plovdiv's heartbeat.



Plovdiv boasts with the longest pedestrian street in Europe – **Glavnata** (the main street), which is not just a street with a beautiful architecture, but also a place suitable for shopping therapy. It offers a variety of well-known international and Bulgarian brands, as well as the colours of the Indian style. Here, beside the fact that you can see the preserved authentic look of buildings from the end of the 19th and the beginning of the 20th century, one can find many places for entertainment. It is a street that combines history and modernity.

As a result of its constant development, Plovdiv is becoming an important business centre and many of the world's business giants prefer it as a business and congress destination. The International Plovdiv Fair, a member of UFI (The Global Association of the Exhibition Industry), is the venue for a number of exhibitions and exchanges contributing to the development of international relations in every field. The fairground is a modern exhibition centre, which is located on 352,000 sq.m and has 17 multifunctional exhibition halls. The International Plovdiv Fair organizes more than 40 exhibitions annually.



PLOVDIV IS ROMANTIC

Plovdiv is not just a city. Plovdiv is atmosphere, spirit, romance. You can fall in love here.

Nebet Tepe. Everything starts here. This is the place where the first people settled and for eight millennia it has been continually inhabited and developed. Here prehistory, archeology, and romance are combined in such a unity that a person just wants to relax, close one's eyes and dream...

The Three Hills. Take a stroll along the picturesque streets of the Old Plovdiv Architectural and Historical Reserve, a cultural phenomenon formed over the centuries. A romantic walk along the cobbled streets of **the Old Town** will take you into another time.

Give yourself a wonderful experience amid the **Tsar Simeon's Garden!** Created by Lucien Chevallaz, the Swiss landscape architect renowned for his nickname The Minister of Flowers. Located in the very heart of the city, it has been one of the emblematic areas to visit since its creation in 1892 to this day.



There are also several monuments and fountains, among which the classic masterpiece and cultural monument of the famous Italian sculptor Arnaldo Zöcchi – the water sculpture of fertility goddess Demetra. The Tsar Simeon's Garden is a place where you can immerse yourself in the fairytale of light and music of the **Singing Fountains.**

Plovdiv also boasts its **Rowing Canal**, which is not only the largest sports facility of its kind on the Balkans, but also a symbolic place for couples in love. If you ask the people of Plovdiv where they hide in the hot summer evenings or where they prefer to "lock" their love, they will promptly tell you it is the Rowing Canal Bridge, the bridge with the padlocks, where they witness the most romantic of sunrises and sunsets.

Regardless of whether you are walking along the Main Street or through the Old Town, enjoying the Singing Fountains, or sitting in an art cafe, every place in Plovdiv is immersed in the cosiness and romance of the city and you will surely feel its heartbeat.



PLOVDIV IS CULTURE



heritage, central location and many advantages, Plovdiv is the first Bulgarian city selected to be a European cultural centre twice. After hosting the European Month of Culture Project in 1999, which brought the city unprecedented success, Plovdiv is now declared the European Capital of Culture 2019. The campaign, which was initiated as a citizens' initiative, has already become the largest and most significant city project that will leave a huge footprint on its cultural life, urban environment, and infrastructure.

Plovdiv is proud of its extremely diverse Culture Calendar, which includes more than 600 events and festivals of national and international significance. In order to feel the atmosphere of the city, do not miss to visit some of the numerous concerts and festivals, such as the Opera Open Festival, the International Folklore Festival, the Balabanov House Music Days International Festival, the Autumn Salon of Arts, the Old Town Festival, craft fairs, Wine & Gourmet festival and the Young Wine Festival, Stage at a Crossroad, and many other annual events, ready to satisfy the taste of connoisseurs of every genre and art.

Before becoming renowned as the European Capital of Culture 2019, Plovdiv was well known as the "city of artists". It is them and their creativity that are the main part of the soul of the city, of its eternal artistic spirit.

Some of the most prominent Bulgarian artists have created their works here and many young modern art artists are presently working here. The city's potential for specific stage spaces is inspiring. Cultural landmarks are perfectly suited as events stages, and the most impressive of them is the Ancient Theatre of Philippopolis – the largest open scene in the Balkans.

PLOVDIV IS PLEASURE FOR THE SENSES

Plovdiv and the region are an absolute paradise for every wine lover. The valley of the Maritsa River is the place where the best wine growers cultivated their varieties of grapes for 5,000 years, and the production was glorified by many chroniclers during the antiquity.

Plovdiv is a place for a really wonderful culinary experience. Wine and good cuisine has many fans here. Bulgarian cuisine is known to be one of the best in Europe. And what gives the grand finale to every dish is a glass of high quality wine from the largest wine region in the country. In this sense,



Plovdiv is the ideal starting point for tours to the wine cellars of the region. There are a number of prominent annual events in the wine industry, such as the Wine and Gourmet Festival (spring and autumn) and the Young Wine Festival in November. Plovdiv hosts some of the most prestigious global competitions, such as the Digital Wine Communications Conference, Concours Mondial de Bruxelles, and Spirits Selection by Concours Mondial de Bruxelles.

Thanks to its central location, Plovdiv is a good starting point for a trip to the Bachkovo Monastery, the mountain ski resorts, the wonderful natural landmarks of the Rhodope Mountains, the Rose Valley, and the Valley of the Thracian Kings.



TOURIST INFORMATION CENTER

PLAN YOUR TRIP IN PLOVDIV!



High qualified multilingual staff and information about:

- Sites, museums and attractions;
- Accommodation and restaurants;
- Public transport, buses and trains to other cities;
- Forthcoming events;
- Tourist map and brochures;
- Sale of entrance tickets;
- Sale of event tickets.

Come and visit us! We are open every day!

- 📍 Tourist Information Center
1, Dr. Stoyan Chomakov Str. (Old Town)
Telephone: +359 32 620 453
Working hours:
Monday – Sunday
09:00 – 18:00 (summer working time)
09:00 – 17:30 (winter working time)
- 📍 Tourist Information Center
1, Rayko Daskalov Str. (Roman Stadium Sq.)
Telephone: +359 32 620 229
Working hours:
Monday – Sunday
09:00 – 18:00 (summer working time)
09:00 – 18:00 (winter working time)

BOOK A GUIDE

Custom made tour for small groups and individual tourists.

For more information:

+359 876 192 700



TICKET OFFICE PLOVDIV – YOUR TICKET IS HERE!

More than 20 000 events every year. Three different places for tickets:

- 📍 Ticket office
1, Stefan Stambolov Sq.;
- 📍 Tourist Information Center
1, Rayko Daskalov Str. (Roman Stadium Sq.);
- 📍 Ticket office Ancient Theatre
4, Tsar Ivaylo Str. (Entrance from the side of the Academy of Music, Dance and Fine Arts).

For more information:

E-mail: ticketing@oldplovdiv.com

Telephone: +359 32 336 533

Facebook: TicketsPd

Daily updated information about all the events in the city:

www.visitplovdiv.com/eventsplovdiv



Official website: www.visitplovdiv.com

E-mail: tourism@plovdiv.bg

Follow **Visit Plovdiv** on social media:



PLOVDIV 2019
European Capital of Culture

ANCIENT PLOVDIV

Информация за обектите
на ОИ "Старинен Пловдив":
Information about the sites
of Ancient Plovdiv municipal
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visitplovdiv.com



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Ancient Theatre (1st C)