



FLORMART GREEN ITALY
Salone internazionale di florovivaismo, verde e paesaggio
25-27 SETTEMBRE 2024

Press release

FLORMART GREEN ITALY: SPECIAL PLACES WHERE GREENERY IS THE STAR OF TOMORROW'S LANDSCAPE

At the International Exhibition of Horticulture, Green and Landscape to be held in Padua from 25 to 27 September 2024 there will be special areas, curated by leading experts in the sector, focusing on urban regeneration and landscape for a sustainable future

Milan, 12 September 2024 - The start of **Flormart Green Italy, the International Exhibition of Horticulture, Green and Landscaping** is approaching, and the 2024 edition promises to be full of new features and important insights in the field of Greenery.

At the Exhibition, which will take place in Padua, from 25 to 27 September 2024, visitors will be involved in real experiential areas, created thanks to the skills of the sector's leading professionals: special areas within which the 'landscape of tomorrow' will be a central theme, offering a contemporary and up-to-date overview of greenery in many of its possible forms. Within the different zones, projects, innovative solutions and the development of new trends will be presented in an attractive, engaging and evocative layout.

With a view to the wellbeing of the community and the public, with the contribution of the *Associazione Italiana Direttori e Tecnici Pubblici Giardini* (Italian Association of Managers and Technicians of Public Gardens), the **Agorà del Verde Pubblico** (Public Green Agora) will be set up. Its objective is to raise awareness of the social and cultural function that green spaces play in our lives, through the presentation of regeneration projects and sustainable innovation ideas for areas of public use.

The **Agorà del Verde Privato** (Private Green Agora), organised by Assoverde (the Italian Association of Green Builders) will be an interactive space for private individuals, companies, large retail groups, property companies and sports clubs. Within this area, the focus will be on biophilia and naturalistic intelligence, stimulating reflection on the need to increasingly incorporate flowers, plants and vegetation within a harmonious urban landscape.

Flormart Green Italy will also feature two venues designed to celebrate the importance of sustainability in gardens with two special areas: the first, **C'era una volta un giardino...Once upon a time in the garden...**, curated by *Ra.Ma*, is a garden in which authentic period furnishings and accessories can be enjoyed. The immense historical-artistic heritage existing on the national landscape in both public and private areas will be represented, highlighting the historical evolution of taste and trends within green design. The second, **Bio-sustainability and Resource Conservation**, by Architect Edy Pozzetti of *AIAAP (the Italian Association of Landscape Architecture)* will show an example of a typical alpine lake ecosystem at *Flormart Green Italy*, with the planting of lake plants to increase biodiversity, in the sense



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of the variety of living organisms it contains. This project is part of the so-called Nature Restoration Law, a new European Commission directive that sets the target of restoring at least 20 per cent of degraded land and marine areas in Europe by 2030, 60 per cent by 2040, and 90 per cent by 2050, in order to ensure the long-term provision of essential services for human well-being and to support climate change mitigation and adaptation.

In addition, within the **Oasi /Oasis** area, Villegiardini in collaboration with the landscape architect Fabio Pasqualini interprets the theme of sustainability through inspiration from the spontaneity of nature.

Extensive emphasis will also be placed on merchandising and retail marketing within **Green Retail 4.0** by AICG (*Italian Association of Garden Centres*); in this area, models and solutions for the future of Garden Centres will be tested through a real Autumn Garden Festival 2024. This is an immersion in all the beauty of the autumn season using pumpkins, apples, and leaves to rediscover gardening with colours, games, and decorations suitable for everyone.

In addition, this year **Lineaverde**, Italy's historic trade magazine, will celebrate its 50th anniversary by marking a long journey of dissemination of the main news and information from the sector, as well as spreading the culture of greenery. To this end, *Lineaverde* will be offering exhibitors and visitors the chance to enjoy and appreciate the **Emeroteca Internazionale / International Mag Kiosk**: a window on the sector's publishing industry in which they can browse the latest issues of the most prominent international publications specialising in horticulture, gardening, landscape design, architecture and much more.

Finally, *Flormart Green Italy*, with the customary collaboration of *Agra Editrice*, confirms its **Green Library**: the largest assortment of new publications dedicated to green topics, including publications, technical manuals, essays and novels. The selection will only be available for purchase at the exhibition and online.

FLORMART GREEN ITALY 2024 - THE THEMED AREAS

- **Agorà del Verde Privato (Private Green Agora)**, curated by Assoverde - PAVILION 7
- **Agora del Verde Pubblico (Public Green Agora)**, curated by the *Associazione Italiana Direttori e Tecnici Pubblici Giardini* (Italian Association of Managers and Technicians of Public Gardens) - PAVILION 8
- **Once upon a time in the garden...Once upon a time in the garden**, curated by Ra.Ma - PAVILION 8



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- **Bio-sustainability and Resource Conservation**, by AIAAP (the Italian Association of Landscape Architecture) - PAVILION 8
- **Oasi /Oasis**, curated by Villegiardini - PAVILION 8
- **Green Retail 4.0**, by AICG (Italian Association of Garden Centres) - PAVILION 8
- **Emeroteca Internazionale / International Mag Kiosk**, curated by Lineaverde - PAVILION 8
- **Green Library**, curated by Agra Editrice - PAVILION 8

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