

 **FLORMART 2023**
THE GREEN ITALY
SEPTEMBER 20-22 SETTEMBRE
SALONE INTERNAZIONALE FLOROVIVAISMO, VERDE E PAESAGGIO
INTERNATIONAL EXHIBITION OF HORTICULTURE, GREEN AND LANDSCAPE
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Padua, 20-22 September 2023. Flormart - The Green Italy launches the contest on green cities.

THE AGORÀ DEI GIARDINI IS BORN

Filling Italy with greenery: focus on landscape design.

The new **"Agorà dei Giardini"** contest is born, organized by Fiere di Parma for **Flormart - The Green Italy**, the international reference point for greenery, nursery gardening, landscape architecture, which will take place in **Padua Fair from 20 to 22 September 2023**. Inspired by the 5 elements, the participants will compete to **create their own ideal green city of the future** and thus give life to the Agora of Flormart – The Green Italy.

The "Agorà dei Giardini" contest is underway

Flormart - The Green Italy launches the new contest **"Agorà dei Giardini"** to dream of the **green cities of the future**, cities with a **sustainable soul** with innovative gardens and spaces, sensitive to the issue of climate change, biodiversity protection and development.

The **innovative cities of the future** dreamed of by the designers, selected by a technical jury, will give life to the **Agorà**, the space that will welcome visitors at the entrance, a **real square to cross, live, explore, smell, feel**.

All companies exhibiting at Flormart - The Green Italy can participate in the contest, with a project curated by an architect or landscape architect. **Earth, air, water, fire and the fifth element** will be the inspiring principles of the contest. The technical jury, made up of Fiere di Parma representatives, professional associations, trade associations and the specialized press, will select the **most original ideas and the overall winner**, who will participate free of charge at Flormart - The Green Italy 2024.

Filling with green the Italy of the future

From the concreteness of the elements, up to the soul. It is also the story of Flormart - The Green Italy. Firmly anchored to the roots of the earth, to nursery gardening, agriculture and plants, today it **embraces the whole green world down to its deepest essence**. And it also does so through events such as the **"Agorà dei Giardini"** contest. A way to enhance innovative ideas, to start rethinking cities as we dream of them, to fill the Italy of the future with greenery.

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This is why Flormart - The Green Italy is also and above **all landscape design, green architecture, planning and innovation**. All at the service of the companies in the supply chain, of the end users, but also of the **municipal administrations** engaged in the creation of more livable and sustainable cities, with green spaces that serve as **fundamental places of aggregation and meeting**.

Projects that require **careful planning**, which also takes into account the times of nature which does not coincide with the production rhythms, and of **specific professional figures**, such as that of the landscape architect, for example.

The five elements in the urban landscape

According to Aristotle, **they make up the natural substance of everything** and, thanks to their combination, are the basis of life. **We are talking about earth, air, water, fire and the fifth element.**

It will be precisely the 5 elements that will represent for Flormart - The Green Italy visitors a sort of **ideal compass for traversing and discovering the various product sectors and activities** present at the Padua Fair from 20 to 22 September 2023.

The **EARTH, cradle of roots**, will host the area dedicated to nursery gardening, the creation and care of green. **AIR, current that pushes the future**, will indicate green design and innovation. **WATER, the source of life**, takes us back to the world of technologies, equipment and means of production. **FIRE, the energy that moves the sector**, represents the area of research, management and cultivation care. Finally, the **FIFTH ELEMENT** is the **cultural soul** with start-ups, media, services and training.

Flormart - The Green Italy, international showcase of nursery gardening since 1971

In Padua from 20 to 22 September 2023, Flormart - The Green Italy is the historic professional event dedicated to **nursery gardening and landscape design: since 1971 a unique brand and tradition in Italy and Europe**. An **international showcase**, a highly specialized professional event dedicated to the entire green supply chain. From the horticultural sector, over the years, Flormart - The Green Italy has grown by incorporating the green sector in the broadest sense of the term. From **landscape architecture** to environmental engineering, from **green cities** to urban furniture, from **new green professions** to digitalisation.

There are several product sectors present: creation and maintenance of green areas; design and innovation; technologies, equipment and means of production; research, management and cultivation care; start-ups, media, services and training.

For 72 editions, Flormart - The Green Italy has been **the platform for sharing knowledge between operators in the sector and a meeting point for the various players in the supply chain**. Among these:

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nurserymen, growers, designers, green areas construction and maintenance companies, plant and flower traders, end users, public bodies.

Flormart - The Green Italy is organized by the Fiere di Parma group, which since the last edition has already accepted the challenge to open up to new sectors, such as that of nursery gardening. **Fiere di Parma**, organizer of successful international events, boasts **80 years of trade fair experience**, with always technologically advanced solutions that combine **tradition, innovation and sustainability**. Its mission: **to promote the excellence of Made in Italy in the world**.

Info: Flormart - The Green Italy takes place in the Padua Fair from 20 to 22 September 2023 from 9 to 18 and is aimed at professional operators only, <https://flormart.it/>

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