

## Myplant & Garden 2018 warms the engines

The three pavilions of the next edition of Myplant & Garden are taking an almost definitive shape. The 8 macro-sectors are firmly settling in 45,000 sq.m of exhibition space. In pavilion 20, in addition to the nourishing presence of companies in the nursery supply chain, the Motorgarden brands have their own space with an external area of about 300 square meters for practical tests (the demo area will be among the pavilions 16 and 12).

The area reserved for green building and outdoor activities will be increasingly broad and deep, culminating in a 'landscape area' that includes the successful formula of meetings and exhibitions of international architecture studios that was launched in 2017. The conference hall and the group of companies participating in the Urban Green Management project complete the exhibition offer of this pavilion. In pavilion 16, a wide range of vegetable-flower-nursery offerings, services for markets and companies, vases and the technical sector in general are presented, as well as the preparation of a landscape exhibition, which is currently under study. Pavilion 12, the new entry for this edition, connected with pavilion 16, will have a dedicated entrance and will offer the broadest range of innovation for this edition in contents, initiatives and exhibition offer. In addition to the wide presence of well-known brands of vegetable-nursery-gardening, technology, services, facilities and outdoor accessories (e.g. the BBQ, which will also have an outdoor area for practical tests), the increasingly appreciated event-setting Garden Center New Trend, divided into 6 different commercial areas in keeping with the motto of "small concept, smart business". Always dedicated to business, the new edition of GAME (Garden Meeting) will be held, an event dedicated to retailers of the garden market galaxy (from e-commerce to agricultural retail), with a large agora open to meetings and a plethora of exclusive



[www.myplantgarden.com](http://www.myplantgarden.com)

A promotional poster for 'Orto giardino 39th The Show of Springtime'. It features a woman's face partially obscured by a large, colorful floral arrangement. The text includes the event name, dates 'from 3rd to 11th of March 2018', and location 'Pordenone Fiere Exhibition Centre (Italy)'. It also describes the exhibition as 'The most important exhibition dedicated to GARDENING, FLORICULTURE and OUTDOOR FURNITURE in the North East of Italy.' and includes the Pordenone Fiere logo and website.

carecom.it

[www.ortogardinopordenone.it](http://www.ortogardinopordenone.it)



*il Giardino delle Meraviglie*

exhibition areas. Always on the subject of sale, the cycle of GDS Break meetings will be repeated, in which the protagonists of the DIY superstores will confront the companies of the sector on the theme of 2018: "Selling the garden in DIY channel". Service, sales experience and loyalty. Half of pavilion 12 will be transformed into the largest, most lively, colorful and refined Décor District ever seen before. Flower-fashion branded runway shows, exceptional settings and locations, floral contests with the most important international masters of decoration, art & craft workshops, stylish photographic sets, sophisticated musical themes, and a high-end designer lounge will find their own space and shape for the new trends of floral decoration and in & out décor. There will be all sorts of events: meetings with experts, research centers, universities, orders, colleges and professional and business associations, operators, opinion leaders, international stakeholders, publishers, associations, representatives of institutions on topics such as: #bonusverde, circular economy and bio-economics, monumental trees, legislative innovations of the sector, professional and technical training, weeding (techniques, regulations, prohibitions), trees in the city, underground landscapes (root systems), survey techniques, maintenance and design, historical parks, professional gardening, green curative, creative green design competitions, review of excellencies at the exhibition, international market trends. ■