

MYPLANT & GARDEN: Meetings

Landscape, markets, distribution, public administration and green sector, green building, agronomy, decorations, technology, gardening, architecture, botany, flowers and plants, business management: Myplant & Garden, in partnership with top level strategic partners, provides 500 exhibitors and thousands of visitors from the whole world with an exceptional programme of business opportunities, meetings, updates and relations.

Professional associations, companies, research centres, universities, technical schools, associations, consortiums, professional workers, publishers, analysts, operators, representatives of the public administration participate to Myplant 2017 with the goal of meeting each other and creating new opportunities.

FEBRUARY 22nd

PAVINGS: function, design, materials.

Massimo Semola, architect, AIAPP member – seminar

Organized by AIAPP, Italian Association of Landscape Architects

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 09.00 am - 10.30 pm

GREEN JOBS OPPORTUNITIES. How and where to invest energies and resources to improve the job sustainability. Improving your personal and your company's experience in terms of sustainability: specialization courses, classes, master programs, case histories and green jobs market. Data and trends: how job offers change, public sponsorships and calls for bids, sustainable tourism, green fabrics, requalification of green areas, waste turned into raw materials, rights of workers in the green sector, GreenJobs project. With Info Jobs, Università Cattolica di Brescia, Liuc- Università Cattaneo, ENEA UTAGRI-ECO, CNR, Fondazione Cariplo. Credits for agronomists and forest guards (0,375). Credits for architects and journalists.

Organized by GreenPlanner with the partnership of Change UP!

__ SALA CONVEGNI / PAD.20 / aisle M _ h: 10.00 am - 01.00 pm

TRAINING COURSES FOR LANDSCAPE PROFESSIONALS

How and where to acquire the knowledge and expertise for the correct planning and management of open and green spaces. A discussion that will give an ample and informed overview on the opportunities for academic courses, master programs, technical courses, stages and professional updates.

Participants: Politecnico di Milano - Fondazione Minoprio, Scuola Agraria Parco di Monza, Regis, Scuola Civica Arte e Messaggio, AIAPP. Con Flora Vallone, Andrea Cassone, Alessandro Ferrari, Lionella Scazzosi, Mario Allodi, Carla Schiaffelli, Paola Martinelli, Giovanni D'Angelo, Giovanni Rossoni, Laura Pelissetti, Alessandro Ferrari.

A cura di AIAPP Associazione Italiana di Architettura del Paesaggio. Cfp per architetti e agronomi forestali.

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 11.00 am - 01.00 pm

THE PROJECTS 'TERRE DES FEMMES' AND 'PLANT FOR THE PLANET' – Yves Rocher
organized by Green City Italia

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 02.00 pm - 03.00 pm

GDS Break: market analysis – meeting with Paolo Valassi, Business Development Manager **eBay Inc.** GDS Break is the collage of customized daily moments for suppliers and customers of the green sector. It is a chance to meet with no filters the protagonists of some of the most important DIY stores and e-commerce sites in Italy, whose departments and areas dedicated to flowers and plants have been showing positive trends for years.

Organized by DIYandGARDEN

__ MARKET AREA / HALL 20 / aisle E _ h: 02.30 pm - 03.30 pm

HOW TO SHARE THE GREEN. The seminar is a useful moment to get to know the sector and communicate about it successfully, in order to understand the right ways to communicate the green world through different experiences and give new tools to those who want to write and tell stories about plants and landscapes 2.0.

Professional credits for the Association of Journalists requested. The event is sponsored by the Federazione Regionale Ordini Dottori Agronomi Dottori Forestali della Lombardia.

Organized by Linea Verde –EPE srl

__ BUSINESS AREA / HALL 20 / aisle D _ h: 02.30 pm - 04.30 pm

TREES: LEARNING HOW TO OBSERVE AND UNDERSTAND THEM. Follow-up meeting dedicated to trees. The speakers will be professionals in the sector, experts of arboriculture and they will talk about the theme of tree architecture from an unusual and modern point of view for a country like Italy.

Organized by: Il Verde Editoriale Acer, Formazione 3T and Progetto Verde Sostenibile.

0.31 credits for members of the Order of Agronomists and Forest Guards and 2.5 credits for agricultural engineers and graduated agricultural engineers.

__ SALA CONVEGNI / HALL 20 / aisle M _ h: 02.30 pm - 05.00 pm

WATER AS A RESOURCE: sustainable landscape project.

Current experiences: a golf court and a residential district. Curated by Maurizio Ori

Organized by AIAPP, Italian Association of Landscape Architects

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 03.00 pm - 04.00 pm

HORTICULTURE: the secrets of a successful business.

Managing indexes and standards for production process, wholesale and retail.

The successful management of a business is a challenge. The meeting will provide participants with tools to manage the problems of the external context but also to better administer the internal variables in the organization of a company.

The seminar will cover: Overview of the organization and variables of a company (strategic, organization, economic and financial variables); main business management tools; main reference indexes and benchmarks of the sector to better understand the correct management of the company; case history of some top level companies.

Organized by Spinelli& Associati in partnership with Il Floricoltore magazine

__ MARKET AREA / HALL 20 / aisle E _ h: 03.30 pm - 05.00 pm

Vertical ForestING: new and innovative solutions for projects, unknown realizations.

Laura Gatti; Giovanni Sala; Giulio Arnoldi - HW Style; Sergio Zerbini - Consorzio Alpi; Roberta Peverelli - Peverelli Srl. A cura di Green City Italia

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 04.00 pm - 05.00 pm

BRAND & LANDSCAPE: when the urban landscape is functional and meets the true wellbeing and production needs. A presentation of the exhibition and preview of the submitted, awarded and recommended projects. Organized by PAYSAGE in partnership with Consiglio Nazionale degli Architetti Paesaggisti e Pianificatori.

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 05.00 pm - 06.00 pm

Award ceremony “Top Products Showcase Myplant & Garden 2017”

The exclusive **Top Product Showcase plaque Myplant & Garden 2017** will be awarded to the **most innovative** products selected by an independent board.

The competing categories are: new varieties of ornamental plants, new varieties of cut flowers, new assortments and commercial preparations of ornamental plants and cut flowers with a special eco-friendly, environmental-friendly and/or fairtrade meaning, means of production (eco-friendly fertilizers, anti-parasite products etc.), machinery, equipment and manufacturing systems, construction materials and/or furniture for gardens and landscape.

__ SALA CONVEGNI / HALL 20 / aisle M _ h: 05.00 pm - 06.00 pm

FEBRUARY 23rd

DYNAMIC GARDENS. Presentation of the contest “Dynamic Gardens”, 2nd edition of “The Gardens of Myplant” and proclamation of winner.

Moderator: Umberto Andolfato, AIAPP.

Participants: Valeria Randazzo (Myplant & Garden); Gianpietro D’Adda (Consorzio Myplant & Garden); Anna Zottola e Gianfranco D’Angelo (Fondazione Minoprio); Maria Serena Porcari (CEO di Fondazione Dynamo); Momcilo Jankovic (Fondazione MBBM, Dynamo); Francesca Simonetti (Ordine degli Architetti di Milano); Flora Vallone (President of AIAPP Lombardia); Francesca Neonato (AIAPP).

Organized by AIAPP, Italian association of landscape architects, Myplant & Garden, Fondazione Minoprio.

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 10.00 am - 12.30 pm

PHYTOSANITARY PRODUCTS FOR HOBBYISTS: WHAT ARE THE RULES FOR THE ITALIAN RETAILERS?

The lack of laws is revolutionizing phytosanitary products market for non-professional use. Rights, duties and perspectives of a lively market with great potential, and the role of specialized retailers. Organized by Paolo Milani, with the participation of Kollant, Agrofarma, Ikosagro, Info-Value, Compag- National Federation of Retailers of Agricultural Products, AICG, Italian Association of Garden Centres.

__ SALA CONVEGNI / HALL 20 / aisle M _ h: 10.00 am - 01.00 pm

GDS Break: meeting with Massimo Polato, Purchasing Manager Garden Department at **Leroy Merlin Italia**. GDS Break is the collage of customized daily moments for the suppliers and customers of the green sector. It is a chance to meet the protagonists of some of the most important DIY stores and e-commerce sites in Italy, whose departments and areas dedicated to horticulture have been showing positive trends for years.

Organized by DIYandGARDEN

__ MARKET AREA / HALL 20 / aisle E _ h: 10.30 am - 11.30 am

THE GARDENING MARKET IN EUROPE: Introduction to the global market sector, analysis of plants, flowers, pots and equipment, distribution channels, case study: Sweden.

Organized by Sara Rovai, EUROMONITOR International –introduction by DIYandGARDEN

__ MARKET AREA / HALL 20 / aisle E _ h: 11.30 am - 01.00 pm

HISTORIC GARDENS AND MUSEUM PARKS: conference about Nature, Culture and Architecture.

The public and private interest towards the natural heritage of museum parks and historic conference. It will be about the benefits, opportunities and advantages of careful and proactive management, that ranges from the care for green areas and architectural heritage to the organization of cultural events. Landscape architects, architects, horticulturalists, agronomists, renovators and maintenance workers may benefit from it, with positive effects on the surrounding territory and the collateral activities connected.

Participants by: Maurizio Varratta, architect, Vittorio Peretto, garden designer Hortensia, Stefano Rosset, A2A Illuminazione Pubblica.

Moderator: architect Margherita Suss, President of AIDI. Organized by EN Space network

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 02.00 pm - 03.30 pm

GDS Break: meeting with Luca Fanucchi, Area Manager Garden **OBI Italia**.

GDS Break is the collage of customized daily moments for the suppliers and customers of the green sector. It is a chance to meet the protagonists of some of the most important DIY stores and e-commerce sites in Italy, whose departments and areas dedicated to horticulture have been showing positive trends for years. Organized by DIYandGARDEN

__ MARKET AREA / HALL 20 / aisle E _ h: 02.30 pm - 03.30 pm

HORTICULTURE, ORNAMENTAL PLANTS AND INVASIVE EXOTIC SPECIES: rules of behaviour.

The uncontrolled diffusion of species beyond their natural limits (exotic species) operated by men needs cross-border contrasting actions. Discussions about guidelines, rules of behaviour, monitoring system, norms and ruling instruments. Sponsored by the Federazione Regionale Ordini Dottori Agronomi Dottori Forestali della Lombardia, the Order of the Architects of the province of Milan, with the participation of AIAPP (Italian Association of Landscape Architects).

Organized by Linea Verde – EPE srl.

__ SALA CONVEGNI / HALL 20 / aisle M _ h: 02.30 pm - 03.30 pm

LET'S MAKE SOME LIGHT: Photo-synthesis of a relationship.

Conference about the relationship between artificial lights and green areas (public, private, outdoor and indoor, with dedicated case-studies): from landscape to greenhouses, to interior landscaping.

With Andrea Cassone, Giordana Arcesilai, Simona Ventura, Alvaro Andorlini.

Credits for architects requested.

Organized by AIDI (Italian Light Association), EN Space network

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 03.30 pm - 05.30 pm

FEBRUARY 24th

GREEN ROOFS FOR RESILIENT CITIES - ROOF Matters –Harpo spa

Organized by Green City Italia

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 10.00 am - 11.00 am

URBAN GREEN MANAGEMENT - INNOVATIONS FOR THE URBAN GREEN MANAGEMENT

From GIS to bio-control techniques to reduce the risks of trees falling, from the consolidation of monumental trees and roots to the current green list of the molecules that can be used in urban centres, to the use of carbon footprints and the estimate of the CO2 quantity in the urban green management.

With the participation of ODAF Milan, PoliMi, Fodaf Lombardia, Università di Milano Bicocca, AMIA Verona, Carbonsink, AIGP. Moderator Gianni Azzali.

Organized by AgroService and Myplant&Garden. In collaboration with Davide Canepa.

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 10.00 am - 12.30 pm

MEDITERRANEAN GARDEN AND BEYOND. Valerio Cozzi, architect, AIAPP member – seminar

Organized by AIAPP (Italian Association of Landscape Architects)

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 11.00 am - 12.00 pm

A PROJECT TO “FEED THE PLANET” Arup –SKYFARM

Organized by Green City Italia

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 12.00 pm - 01.00 pm

THE LAWN FROM PRESENT TO FUTURE: three protagonists.

The role of lawns in green infrastructures, the most suitable technical choices to obtain quality lawns in compliance with the new maintenance, economic and climatic needs. A discussion about the contribution of lawns to the re-launch of the professional green sector in Italy and the new ideas to exempt the green works from taxation, in compliance with the recently approved Italian finance bill. What are the possible actions for 2017?

Credits for members of the Order of Agronomists and Forest Guards (0.31), credits for agricultural engineers and graduated agricultural engineers (2.5).

Organized by Il Verde Editoriale ACER

__ SALA CONVEGNI / PAD.20 / aisle M _ h: 02.00 pm - 04.00 pm

GREEN INFRASTRUCTURES FOR MORE LIVEABLE CITIES – Croci, IEFÉ Bocconi –Zelari, Euroambiente

Organized by Green City Italia

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 03.00 pm - 03.45 pm

THE FIRST NETWORK OF HORTICULTURE COMPANIES – Green Italia Network

Organized by Green City Italia

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 03.45 pm - 04.30 pm

MYPLANT & GARDEN: Special Events

From TV castings to the exhibition of the projects in the creative contest “Dynamic Gardens” to the “Piazza della Decorazione” – the flower ring where the Italian and international masters challenge and face each other, and the stage for many flower fashion shows . From the Garden Center New Trend - 600 sqm of indoor and outdoor settings that show the future of the gardening world - to the Brand&Landscape Exhibition, which includes all the projects submitted to the international symposium “Brand&Landscape”.

From the meetings promoted by 8 well known international design studios to the exhibition about the management of historic gardens. From the conferences with the protagonists of the new distribution channels (GDS Break) to the collage of market analyses, to the Top Products Showcase. Myplant & Garden, in partnership with top level companies, is the great centre of the green culture in Italy.

DYNAMIC GARDENS

Gardens of Myplant, 2nd edition.

Myplant & Garden, in partnership with **Fondazione Minoprio** and with the cooperation of **AIAPP**, has announced a creative contest. The winning project, selected among 72 by a board composed by the representatives of the **Order of the Architects of the Province of Milan, Politecnico di Milano, AIAPP** (the Italian Association of Landscape Architecture) and **Myplant & Garden** - will be built in the headquarters of the **Dynamo Camp Association**.

The Dynamo Camp Onlus Association organizes Recreational Therapy programs for children and teenagers (from 6 to 17) who are being cured or are in the post-hospitalisation period, and are affected by diabetes or chronic pathologies, mainly hematologic, oncologic or neurologic.

The exhibition will present all the submitted projects.

The **awards ceremony**, in which the first four will be awarded a plaque, will take place on Thursday, **February 23rd**, in the morning.

__ LANDSCAPE AREA / HALL 20 / aisle F

TV CASTING: from Myplant to LA5!

The casting for the new edition of the Italian **TV programme Guerrilla Gardeners** will take place exclusively at Myplant and will be broadcast in Spring on **LA5**.

We are looking for couples (spouses, fiancées, families, friends, colleagues etc...), aged 25-55, who are friendly, passionate about the green world and willing to test their green fingers and take a challenge.

__ PIAZZA DELLA DECORAZIONE / HALL 20 / Booth C29

GARDEN CENTER NEW TREND

Garden Center New Trend is the event dedicated to the innovation of garden centres and to the changes in the market. It is created and carried out by the designers of **MYPLANT&GARDEN**, in partnership with the magazine **GreenUp** and **Green House Italia**, and organized by the visual designer **Erica Cherubini**.

A selection of brands and products in the hands of a professional team will be the protagonist of the second, awaited edition within the exhibition.

The limited participation will help the visitors interpret the new exhibition and sale trends, and also to emerge in a market that is full of products, and that is in constant search for **newer and smarter formats**, ideas and solutions.

Thematic areas, **4-season windows**, setups and an exclusive **indoor and outdoor space** will keep pace with the colourful and sensory itineraries, that will be full of ideas, emotion and inspiration in order to enhance the identity of a store, its exhibition potential and the quality of the new collections shown.

__ HALL 20 / aisle B

GDS Break

GDS Break is the collage of daily moments customized for both suppliers and customers of the green sector. It will be a chance to meet the protagonists of some of the most important DIY stores and e-commerce sites in Italy, whose areas dedicated to horticulture have been showing positive trends for years. Meetings with: Paolo **Valassi**, Business Development Manager **eBay Inc**, Massimo **Polato** - Purchasing Manager Garden Department at **Leroy Merlin Italia**, Luca **Fanucchi** - Area Manager Garden **OBI Italia**, Paolo **Micolucci** - Senior Buyer at **Brico Io**. Organized by DIYandGARDEN.

___ MARKET AREA / HALL 20 / aisle E

THE GARDENING MARKET IN EUROPE

Introduction to the specific global market sector, analysis of plants, flowers, pots and equipment, distribution channels; case study: Sweden.

Organized by **EUROMONITOR International** – introduction by DIYandGARDEN.

Euromonitor International is a worldwide company of market analysis. The “Passport Home and Garden” department gathers and analyses the data of the green market in 54 countries.

Euromonitor helps its partner companies make strategic decisions on how, when and where to invest.

___ MARKET AREA / HALL 20 / corsia E

LE VIE D’ACQUA

A picturesque, 90-meter-long boulevard made of resin. IPM Italia’s Urban Design Line, together with a water flow made with mixed technologies accompanies the visitor along the building, planning and design section, thus uniting the world of plants and that of architecture.

___ HALL 20 / aisle F

Award ceremony

Top Products Showcase Myplant & Garden 2017

The Excellence Plaques Myplant & Garden 2017 will be awarded to **the most innovative** products selected by an independent board.

The competing categories are: new varieties of ornamental plants, new varieties of cut flowers, new assortments and commercial preparations of ornamental plants and cut flowers with a special eco-friendly, environmental-friendly and/or fairtrade meaning, means of production (eco-friendly fertilizers, anti-parasite products etc.), machinery, equipment and manufacturing systems, construction materials and furniture for gardens and landscape.

___ SALA CONVEGNI / HALL 20 / aisle M

GREEN FACTORY PROJECT

The Green factory project Area, organized by the architect Sabina Antonini-**EN Space network**, includes **8 internationally known design studios**, that have decided to become the first designers exhibiting at Myplant&Garden. During the 3 fair they will share their work-in-progress “green” projects, they will show innovative solutions, partnerships, contacts and they will meet exhibitors and. We span from Italy to Romania and up to Colombia to follow these names: Studio **Cardenas**, **Cortesi-Guazzoni** Architects, Valentin-Sebastian **Dan**, **Esprit** Architettura, **PIUARCH** with Cornelius Gavril, Vittorio **Peretto**, **PN Studio**, Maurizio **Varratta**.

Organized by Sabina Antonini, EN Space network

___ HALL 20 / aisle F

BRAND&LANDSCAPE EXHIBITION

The Brand&Landscape Exhibition, organized by **Paysage**, presents all the projects submitted to the international symposium Brand&Landscape, organized by Paysage in partnership with **CNAPPC** – the National Council of Architects, Urban planners, Landscape Architects and Conservationists at **Triennale di Milano**.

The aim is to present projects that identify the right strategies to meet the ever growing needs of men: a compact, dense city that is also fertile, and whose vegetal components not only play an aesthetic, ornamental and design role, but also a functional one, so that the urban landscape may be able to face the concrete needs of wellbeing and production.

__ HALL 20 / aisle E

Award ceremony

BRAND&LANDSCAPE EXHIBITION

BRAND & LANDSCAPE: presentation of the exhibition and preview of the submitted, awarded and recommended projects.

Organized by **PAYSAGE** in partnership with the National Council of Architects, Urban Planners, Landscape Architects and Conservationists

__ LANDSCAPE AREA / HALL 20 / aisle F _ h: 05.00 pm/06.00 pm

PIAZZA DELLA DECORAZIONE

Creativity, innovation, imagination, professional skills and passion: the great international flower decoration masters will meet and share beauty, colours, perfumes and creativity in the Piazza della Decorazione.

Six spots chosen to interpret six themes, organized by the floral designer **Rudy Casati** and in partnership with **Fondazione Minoprio**: the hall of a luxury hotel, the SPA/wellness area, the Michelin-starred restaurant, the civil wedding, the fashion boutique, the flower boutique.

In a “flower ring”, the best masters of the most important Italian schools will challenge their international colleagues with their skills, abilities and dexterity, in order to offer an entertaining show and new ideas to the public and the students.

Among the other, will be on stage **Verdant International Floral Design School**, **GS School**, **European Athenaeum of Floral Art (EAFA)**, **Flor.I.St. - Associazione Floral Italian Style**, **Roza Azora School**, **Upcoming Florist**, **Fondazione Minoprio**.

Taste and new ideas will play an important role also in the seventh setting, dedicated to the best decorations for religious weddings, combining –thanks to the creativity of the artist **Silvano Erba** and the experience of **Federfiori** – a classic and innovative touch, between romanticism and creativity.

Once again the Piazza della Decorazione will amaze the public with its workshops and settings, contests, new collections, thus offering an important show of accessories, decorations, gift ideas and supplies for professionals, creative people, retailers, shop owners, hotels and events.

__ HALL 20 / aisle C-D-E

FIORI TOP

Promoted by **Chrysal International**, it's a long three days decoration, trend and meetings event.

With the participation of several main sponsors, and the presence of master flower **Lucas Jansen-FlowerAcademy**.

HISTORIC GARDENS AND MUSEUM PARKS

A show dedicated to the presentation of the aims and outcomes of the project on the management of historic gardens: **promoting the heritage of historic gardens in Lombardy...the management plan as an operational.**

Since the interest on the historic houses has remarkably grown, gardens have become a new attraction for an ever larger public. It is crucial to promote them, in order to give them new functions that will be not only integrated with the contemporary urban landscape, but also compatible with the historic and architectural setting. The project shown at Myplant has elaborated strategies to enjoy the gardens but also technical instruments such as the Programmed Management Plan, in order to promote public and compatible events, thus integrating the cultural offer the dynamics of tourism. This is how gardens become part of the local economical development. Promoted by **ReGiS**, Rete dei Giardini Storici, in partnership with **Fondazione Minoprio**, **Scuola Agraria del Parco di Monza**.

Sponsored by **Fondazione Cariplo**.

__ LANDSCAPE AREA / HALL 20 / aisle F

FLOWER BOUTIQUE

Demonstrations, fashion shows, decorations, hairstyles, flower dresses and a lot of creativity: these are the contents of the Flower Boutique by Alba Fransoni, **a workshop of ideas and complete solutions**, a true trend setter for every florist and decoration expert. Not only compositions, but also attractions, gift ideas, windows, accessories and products for florists and garden centers on small and large scale. Without forgetting the colourful world of flower fashion.

__ PIAZZA DELLA DECORAZIONE / HALL 20 / Booth C09