



GARDEN
CENTER
NEW
TREND

Stay Outdoor!

ED. 2020

26 - 27 - 28 FEBRUARY 2020

@ Myplant & Garden - Fiera Milano - ITALY



A new concept, a new goal and a big area of scenic instalments for the 5th edition of GARDEN CENTER NEW TREND, the **exclusive event dedicated to retail and garden centres** developed by Myplant & Garden.

Every year GCNT **explores the exhibiting and organisational possibilities** of a garden centre from a specific point of view by offering inspiration, creative impulses and suggestions on the innovations of the market.

The keywords of the 5th edition echo some of the most popular trends of the moment: outdoor, sustainability, gardening. The focus moves to the outdoor section of the garden center. From this perspective, the new **concept for 2020** reflects the experience mania and offers it in an outdoor version:

Stay Outdoor!

ED. 2020

This year the emphasis will be put on an essential but often overlooked part of the garden centre: **the nursery**. Within the event, one will be able to see how the nursery can be organised in a modern, functional and highly communicative way, **on a human scale and ideal for shopping**.





The event **#GCNT** will extend on a surface of approximately 600 sqm at the entrance of Hall 12 of Myplant & Garden.

The 2020 concept **STAY OUTDOOR!** refers both to the object of intervention offered to garden centre managers – the nursery – and to the point of view from which one could **revisit the presentation of nursery items.**

The aim is to bring outside of the garden centre building the idea of garden as an extension of the warm and convivial dimensions of life, through the presentation of products divided according to thematic locations.

For this reason, within the event **various suggestions to arrange the outdoor area** of a garden centre will be created.

A long table will connect the locations and will also function as a window to present products.

A green-themed snack bar will complete the event.

FROM THE 4TH EDITION of MYPLANT 2019...

Last year the focus was on the target consumer, on the **consumer profile**. With this in mind, six rooms had been presented with different products and exhibiting suggestions so that they could communicate directly with the chosen target. The concept was **THE IDENTITY OF BUSINESS**.



VIDEO

click on the image
to watch the video

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26 - 27 - 28 february 2020
during Myplant & Garden
at Fiera Milano - Rho, Italy

project curated by



GreenUp

with the cooperation of



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