



19 - 20 - 21 FEBRUARY 2025
@ Myplant & Garden
Fiera Milano - Rho (Italy)

Happy Wellness!



Concept

At Myplant & Garden, Garden Center New Trend 2025 is the event that anticipates the **evolution of garden centres**.

With a focus on innovation, sustainability and wellness, the event will be organised into **four thematic areas**, each featuring specific plant families combined and presented in effective and appealing display solutions.

In the centre of the area **La Piazza [The Square]** envisioned as a picturesque park, will offer a relaxing and welcoming area designed for people, families and pets.

A must-see is the **food court** designed to offer an appealing alternative for outlets that, for bureaucratic or space reasons, cannot have a proper bar or restaurant.

Nature Reimagined:

cultivating Well-Being

Thematic Areas

This thematic area focuses on regenerating and improving the environment in which we live through an integrated approach that combines **quality food, urban agriculture, and resilient landscaping**. It will present innovative products and display solutions that suggest the Garden Center to be increasingly in a place of inspiration, guiding its customers towards a harmonious and wellness-oriented relationship with plants and animals.

- **Animal food:**
dedicated area for display of organic and nutritious pet foods.
- **Edible gardens and urban regeneration:**
transformation of small and unused spaces into sources of fresh and regenerative food, fostering a direct relationship between people and food production.
- **Resilient landscapes:**
presentation of xeriscaping techniques, rain gardens and rainwater harvesting systems to promote natural regeneration of green spaces, improving biodiversity and the quality of the environment in which we live.

The “Nature Reimagined” area represents the future of the Garden Center where the traditional division of products into separate departments gives way to a new concept of a holistic department.

Here, products and services are integrated into a single shopping experience, offering visitors a complete and interconnected view of the gardening world.

Plants, accessories, foods, and solutions for the well-being of people and animals combine in a unique journey that inspires a harmonious and sustainable relationship with nature.



Green gamification: eco-friendly engagement

Thematic Areas



GARDEN
CENTER
NEW
TREND



Playful activities to raise awareness of **sustainable gardening**.

Features: this area will be dedicated to **interactive paths** and **eco-friendly challenges** that engage visitors in a fun and educational way, enhancing the concept of play to increase in-store retention, interest youngsters in environmental issues and promote and incentivise the purchase of specific products.

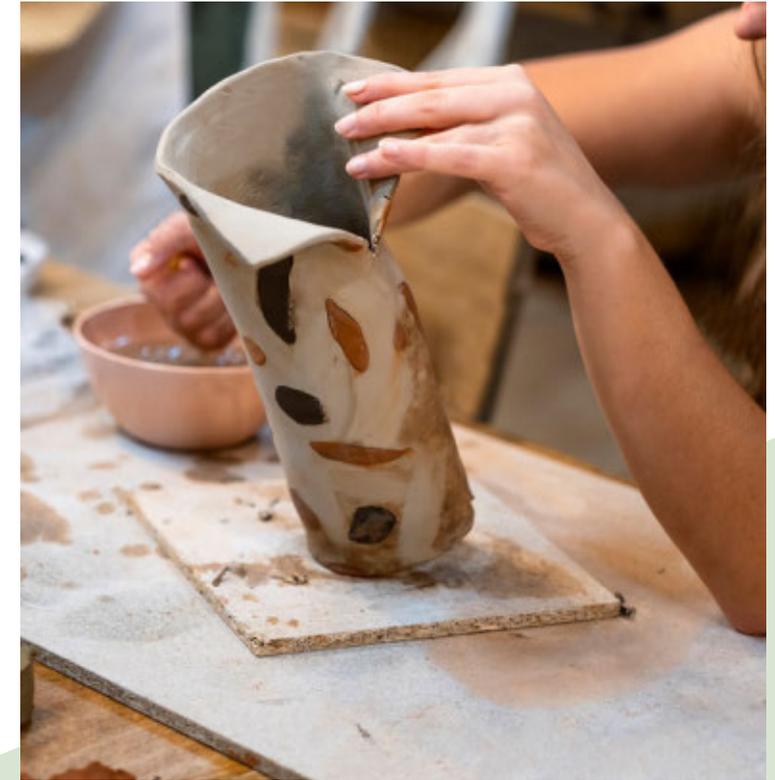
Circular economy:

renew & reuse

Thematic Areas



GARDEN
CENTER
NEW
TREND



Promotes sustainability through **creative reuse**.

Features: this area will focus on reselling **restored plants and tools**, while also offering workshops on **waste reduction** and material reuse. **Tool repair and pot restyling** services will be available to encourage reuse rather than purchase of new products.

Creative and sustainable solutions will be presented to give new life to objects, promoting a circular economy that reduces environmental impact and enhances the value of existing resources. Ideal area to promote products that already from their inception embrace the concept of **circularity** in the production process.

Nature's wellness:

healing through green spaces

Thematic Areas



Psychophysical well-being through **contact with nature**.

Features: this area will offer display solutions and selected products that promote **personal well-being** with the discovery of areas dedicated to **relaxation activities**. Exhibits, product selection and small emotional displays will promote contact with nature as a tool for healing and overall well-being.

The Square

The Green Heart of the Garden Center New Trend 2025

La Piazza [The Square] will be the pulsating **centre** of GCNT 2025, an exclusive setting and a captivating context for meeting and exchange with an international scope in which modernity and nature blend harmoniously.

Designed as a meeting and exchange area, La Piazza will provide an **exclusive setting** for companies interested in **promoting their products in an attractive setting**.

A space to meet and connect:

La Piazza will be the focal point for visitors to GCNT, a central, lively and dynamic area but also equipped with reading and relaxation nooks and crannies, ideal for restful moments in a setting surrounded by greenery.

A **temporary shop** will find its place, perfect for companies wishing to present **new products** in a whole new way for the Garden Center world.

La Piazza will also host a carefully curated **food court** with a focus on food quality.

Participating with your own products within La Piazza means being part of a modern space that exalts innovation and well-being. Companies will have the opportunity to present their brands in an area where the visitor experience is central, being able to take advantage of a unique and stimulating environment designed to capture the attention of an international audience.

Exhibit in La Piazza and make your brand the protagonist of the Garden Center of the future!



Guided tours

Guided tours on industry trends:

The 2025 edition will offer visitors a chance to discover Garden Center New Trend 2025 innovations.

Each day, visitors will have the unique opportunity to participate in two guided tours to learn more about trends in the gardening industry. These tours will offer an immersive experience to get in direct contact with the solutions and products offered by the event and its partner companies.

What to expect from the Guided tours:

Insight into trends

Explore the latest trends in gardening, from sustainability to technology and find out how these innovations can **improve performance at the Garden Center.**

A valuable experience

Essential for a detailed overview of new products and innovations, the visits are an opportunity for industry professionals to contact and network, discover new ideas and inspirations to **improve their business.**



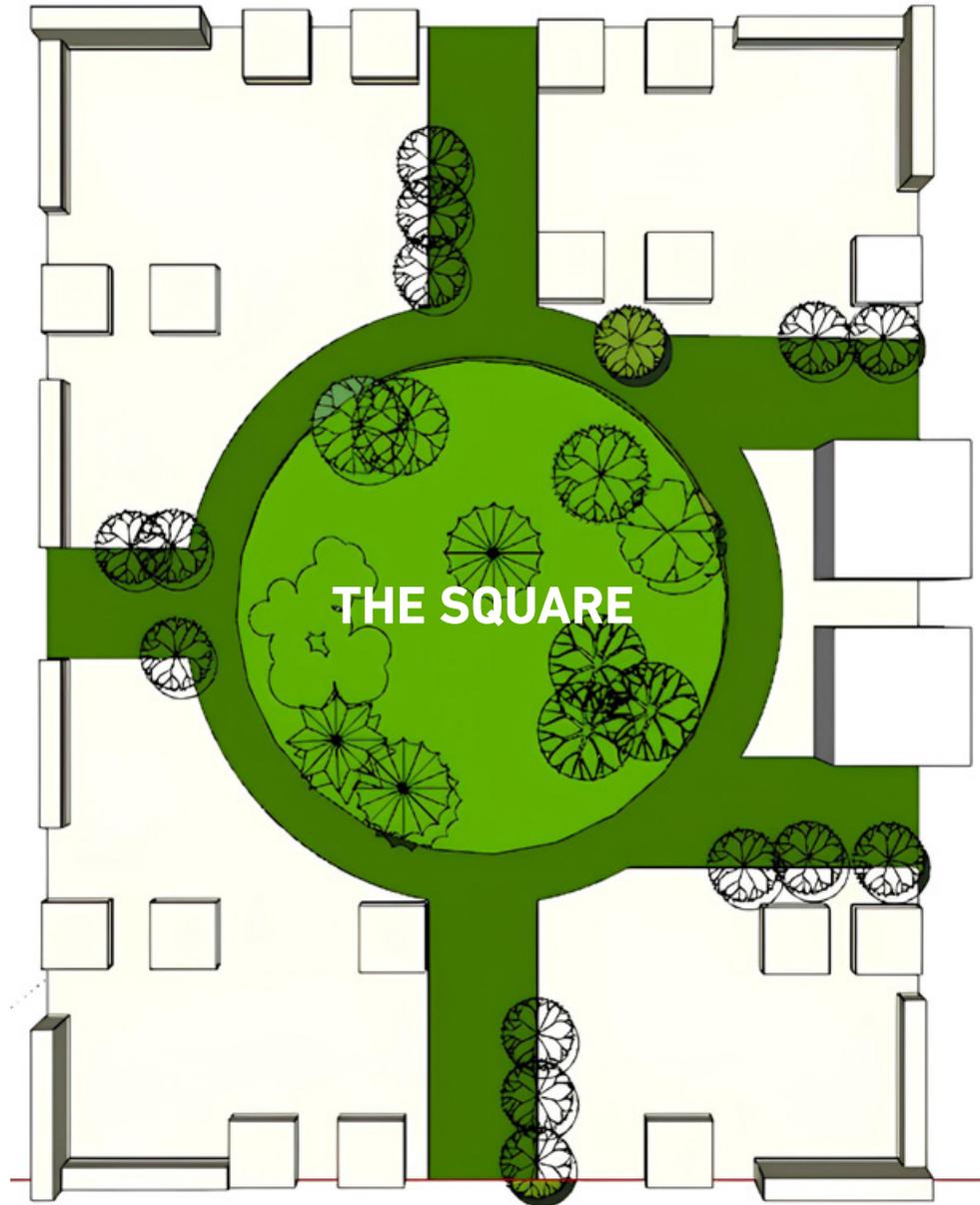
The Project

**Green gamification:
eco-friendly engagement**

**Nature Reimagined:
cultivating Well-Being**

**Nature's wellness:
healing through green
spaces**

**Circular economy:
renew & reuse**



Some companies that have participated in previous editions



Previous editions



Project by



With the patronage of



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