

MyPlant & Garden 2018

A window of values



MILAN, Italy: The fourth edition of Myplant & Garden – the most important international b2b trade fair for horticulture, landscape and garden in Italy – will take place in Fiera Milano Rho-Pero from 21 to 23 February 2018. Three halls, 650 exhibitors and brands, 70 meetings and events, Décor District, live demonstration areas and a significant panorama of innovations, business opportunities and contacts for professionals in the green industry.

The fourth edition of Myplant & Garden will be a true gem in the world of plants, flowers and landscape. From 21 to 23 February the halls of Fiera Milano will transform into a huge 45,000-sqm greenhouse – the size of 6,5 soccer fields, or 170 tennis courts. This extraordinary event has already been able to change the Italian trade fair universe in a few years only, also by giving it a strong international resonance.

Incubator, stage, agora and springboard for new products, processes, projects, relations and markets, Myplant & Garden acts as the branches of a monumental tree that expand in each region of Italy. The world of horticulture is complex and varied, and it gets its sap from the typical, unique Italian climate that gives life to a variety of plants that is recognized on a global level.

The Italian climate is a gift in itself, the characteristics of the landscape and of the soil are a precious resource, the professionals in the industry are a great wealth and the Italian product is an irresistible excellence that needed and always will need a central and significant event to the great European commercial and logistic routes. An event that is also international, that has a true economic value, a meaningful content and that is able to propose and impose innovations and new trends.

Myplant & Garden is the most visible synthesis of a movement nurtured by companies, operators and analysts. It is the driving force for the industry: plants are once again protagonists of the market and they have prompted the sectors of garden care, landscape gardening and architecture, pots and professional containers, machinery, services, decoration and cut flowers. The driving force has been enlivened also by the presence of and support given to local initiatives, by the impulses sent to politics, by the media campaigns, the research of territorial agreements, cooperation proposals and the dedication to find ever newer solutions.

“The International Green Expo is not only a moment of business. It is the climax of a movement that asks for advice, that gives advice, that follows and drives on. It is a window of values.

In February we will keep working following our line: we will make known the innovations in the industry, we will promote products and innovative services, we will favor the most useful contacts, we will incentive the possibilities of economic development, we will give value to the excellence in production, we will stimulate the comparison between made in Italy and the rest of the world, and we will offer the occasion to get updates on a technical, technological, cultural and professional level. The air at Myplant will be very positive, sparkling. At Myplant one buys, sells, finds and develops new trends and interacts with the professional and social culture of the green industry.”
Vegetation is synonymous with health, energy and care, but also economy, work, quality of life, research and sustainability. Vegetation needs cares, attention and professional proficiency, but it also needs to be loved. All this will be discussed during the fair.

Tradition, research and innovation find in Myplant & Garden the most complete, deep and significant synthesis both through a calendar of meetings, talks, seminars and workshops of extraordinary significance and through the abundance in initiatives and events, and through the management of a new exhibiting format that has expanded on a third hall, number 12, that adds 15,000 sqm to the surface of the exhibition.

Hall 12 will be provided with its own direct entrance and it will welcome visitors side by side to the “historic” entrances between halls 16 and 20. The grand installation curated by Tearose at the entrance of Hall 12 will direct visitors towards the lively Décor District – home of contests, international schools and collectives from Europe, USA and Italy – towards floristry labs (l’Ecole des Fleurs), photo-shooting sets (green&glam) and signature runways (Tolentino, IFDA...) through music and indoor&outdoor collections. There will also be a central lounge curated by Marie Claire Maison around which the visitors will find Italian, international and new exhibitors dealing with vegetation, outdoor products, barbecues and products for garden care. Hall 12 is where the

Garden Center New Trend event will have its headquarters and the GAME area will host meetings in a unique format in Italy for Gds.

The new pavilion will be connected to hall 16 through a sensory tunnel next to which the live demonstrations of machinery and barbecue companies will take place. Hall 16 will host horticulture, services for markets and companies, pots and professional containers, and garden care companies. Garden care will be well represented also in hall 20, next to the rich presence of machinery and horticulture companies. The area dedicated to green building and outdoor has expanded as well, and it will culminate in the Landscape Area, that will offer seminars on landscape architecture and design, side by side to the Green Factory Project, where international design studios will present their projects.

The seminar room and the companies adhering to the Urban Green Management will complete the offer of hall 20.

Myplant & Garden – *International Green Expo* is the most important international, b2b trade fair for horticulture, landscape and garden in Italy.

The trade fair – that was born out of the cooperation of an independent organization office, the Consorzio Myplant & Garden, the biggest European trade fair centre and the companies of the green industry – has quickly changed the Italian panorama of trade fairs in the sector by becoming its utmost protagonist.

Myplant & Garden is a unique hub for all the operators in the industry in Italy, but also abroad, and it attracts exhibitors, operators and buyers from all over the world.

During the three days of exhibition, the International Green Expo becomes the centre of international business of the industry, by showing in the 8 exhibiting sectors – nurseries, cut flowers, decoration, landscape architecture, machinery, services, garden care, pots – a wide and exclusive offer that is nowhere else to be found.

Thanks to the cooperation of strategic partners from Italy and abroad, Myplant & Garden is able to offer an extraordinary palimpsest of meetings and opportunities of networking.

Myplant & Garden 2018 (IV ed.)

More than 650 brands

Thousands of professional visitors from the whole world

100+ international buyer delegations from 50 countries (Algeria, Armenia, Azerbaijan, Belarus, Belgium, Bulgaria, China, Croatia, Czech Republic, Denmark, Estonia, Finland, Georgia, Greece, Hungary, Israel, Kazakhstan, Kuwait, Latvia, Lithuania, Macedonia, Montenegro, Morocco, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Serbia, Slovakia, Slovenia, Sweden, Switzerland, Tajikistan, Tunisia, Turkey, UAE, UK, Ukraine, USA, Uzbekistan, among others)

International Press delegation, in cooperation with *Linea Verde*, with journalists from Cyprus, Denmark, Finland, France, Germany, Greece, The Netherlands, Poland, Czech Republic, Russia, Switzerland, Ukraine. There are also tens of foreign journalists that have already confirmed their participation 50 meetings and seminars

20 special events

3 days of business, updates and networking in the biggest European trade fair centre

From prizes to the excellences of the year, from the projects for the Sport Therapy Garden to the Green Factory Project area, dedicated to materials, projects and landscape, up to the new outdoor demonstration area for machinery and bbq.

From TV castings to an emotional tunnel that connects halls 12 and 16, from the most complete and synergic possible offer for the Gds with meetings in the GAME area and the Garden Center New Trend dedicated to the garden center of the future, up to the Lounge, oasis of elegance and beauty signed by Marie Claire Maison.

The Décor District will be the biggest, more lively and complete in Italy, biased by fashion shows, experts, TV personalities, great flower designers, artists, masters of composition in Italy and the world. They will present and interpret the new 'must' in fashion, decoration and décor for the next seasons. Myplant & Garden, together with high-profile partners, confirms its status of agora of the green culture in Italy.

HALL 12

GROWING GREEN TEAROSE FACTORY

Tearose, Italian brand with an international influence, designs and creates the most exclusive settings for private and corporate events, for weddings and special occasions. With Tearose, the entrance in Hall 12 transforms into a unique installation, a wonderland with a unique and refined natural flavor, in a symphony of details and contests, fashion and decoration, rough materials and refined items, sparkling lights, mirrors and seducing shades.

THE PIAZZA AT MYPLANT – aisle D

A big area in the heart of Hall 12, designed by VG Crea in cooperation with Marie Claire Maison magazine, becomes an oasis of elegance, taste and style. The rhythm in the lounge will be given by signature outdoor furniture, a green coffee zone enriched by flowers and creativity. A privileged point of view on the lively Décor District.

GARDEN CENTER NEW TREND – stand A59 C40

The great Garden Center New Trend event dedicated to the future of garden centres. 6 areas will develop on 400 sqm for an event rich in innovations presented by the companies themselves. The theme is '*small concept, smart business*'. Event organized in cooperation with GreenUp magazine, Green House Italia and Erica Cherubini.

GAME – Gardening Meeting – aisle H

A big area dedicated to the protagonists of the Big Organised Distribution and to the gardening operators: a rich programme of meetings (4 seminars and 8 themed workshops) will linger on the most actual themes and will plan at best the future of the companies in the sector. Event organized in cooperation with GreenLine magazine.

TV CASTING – stand K32

Exclusively for the visitors of Myplant, the casting for the new edition of Guerrilla Gardeners will live its final phases at the fair. The programme will air on LA5 channel in Spring.

DÉCOR DISTRICT

Hall 12 hosts the biggest piazza for decoration ever seen in Italy. The new flower trends, in a delicate mix of nature, inspiration and fantasy, will find their dimension in a joyful exhibition of fashion shows, designer compositions, exclusive indoor&outdoor décor, music and charming atmosphere. An area in which the best Italian schools of floristry will face one another with French,

Belarusian and Danish schools, with Dutch collectives and American academies, in cooperation with renowned and emerging fashion designers.

FASHION FLOWER VOYAGE – aisle E

The best IFDA – Italian Fashion & Design Academy – students will side with the best international and Italian schools of floristry, coordinated by Rudy Casati and Marco Introini from Fondazione Minoprio and Federfiori, in order to create flower-fashion shows. The aim and fil rouge of the shows is an anticipation of the colour tendencies for 2019, by following a Botanical-Colour-Palette scheme.

FASHION SHOWS AREA – aisle H

A special area between nature, décor and elegance, dedicated to fashion shows. An innovative, suggestive and touching green runway that will show the sartorial creations born out of the cooperation between renowned and emerging designers and stylists and the masters of flower decoration in Italy and abroad.

GIANNI TOLENTINO FASHION SHOW – stand H09

An important name at Myplant: Gianni Tolentino, successful fashion designer in Milan, will present the exclusive collection created for the International Green Expo. Multifaceted talent, icon stylist of Made in Italy, designer, painter and costume designer does not produce clothes, but creates dresses that fuse with the personality of those who wear them. Shoes by Lori Blu.

WHITE SPOSA – stand H19 K22

The wedding world wears green for the first time and presents wedding-dress runways Fiò Couture and floral installments for the wedding by three flower designers: Il Giardino di Giava, Federica Ambrosini and Olmocolmo. Event organized in cooperation with White Sposa magazine.

FLOWER COUTURE – stand K03

A pool of great interpreters of flower decoration from the USA will test itself with demonstrations and labs through its ability, creativity and inventiveness. Beauty, taste and the positive contamination of vegetable elements and fashion will fuse into one.

OPERA – stand K06

Opera, by an idea of Ecole des Fleurs, is a fashion design atelier, creativity lab, decoration icon, hairstyle studio, runway platform. Everything is balanced according to the new aesthetic codes and presented in a unique flower setting. It is a must for all florists and professionals in decoration and event organization. This sensual atmosphere will be completed by the music of a piano. Event organized thanks to the participation of Interflora.

GREEN AND GLAM – stand K10

An area with a high communication impact presents the latest trends of natural living, by mixing decorative elements, lifestyles and health and by blinking an eye to the green sector. Green and Glam, that hosts well-known names of fashion and lifestyle, will give space to photo shootings and viral selfies: an opportunity to get into the magic world of VIPs.

OUTDOOR AREA BETWEEN HALLS 12 and 16

OUTDOOR DEMONSTRATIONS AREA

This year an outdoor area will make its debut between halls 12 and 16. It will be dedicated to the use of machinery, gardening tools, and maintenance.

GREEN TUNNEL

Sensory tunnel designed by VG Crea in cooperation with Ecole des Fleurs that will link halls 12 and 16. A kaleidoscope of nature, colours, inventions and sensory stimuli that will compose a mosaic for the 4 seasons. With elegance, style and grace.

HALL 16

EXCELLENCE SHOWCASE

Contest reserved to the exhibitors that present at the fair the latest and more relevant innovations in the sector. During the three days of exhibition, the participants admitted to the competition will show in their stand a sign hereby creating an 'itinerant showcase'. The products that make it to the final will be exhibited in Hall 16, aisle M.

Wednesday 21 February, 17:00 awarding of the Excellence Plaque Myplant & Garden 2018 by a jury of journalists in the Landscape Area.

HALL 20

SPORT THERAPY GARDEN

The Gardens of Myplant, III ed.

Creative design competition. The roof garden on top of the Centro Maria Letizia Verga per lo Studio e la Cura della Leucemia del Bambino in Monza will become an open-air gym that will expand the 'Sport Therapy' programmes.

Friday 23 February, 10:00 award ceremony and proclamation of the winner in the Landscape Area

GREEN FACTORY PROJECT – aisle E

An area dedicated to design, materials and in-depth studies on the themes of landscape and requalification. It is a space in which 7 international design studios will share their in-progress design projects. The protagonists for this year will be Animum Ludendo Coles with Paola Maestroni and Furio Ferri, Donato Cerone architects, cubenature with Sabina Antonini, Antonio Bontempi, Giovanni Scudeletti and Monica Tessarolo, garden designer Filippo Fessia, Lineeverdi with Stefania Naretto and Chiara Otella, Studio mauro olivieri design, Marco Pollice, light designer Pollice Illuminazione. Area coordinated by Sabina Antonini, EN Space network.

THE ROAD OF LANDSCAPE – aisle E

A scenic 90-metre-long road made of IPM Geo Drena system of IPM Italia, synthetic grass and lighting equipment will take visitors through the sector dedicated to design, materials, design and landscape. A suggestive trait d'union between the world of green and of landscape. The area is coordinated by Sabina Antonini, EN Space network.