

Myplant & Garden 2016 will be fun and filled with inspiration



MILAN, Italy: The second edition of Myplant&Garden (February 24-26, 2016) is expected to feature 350 exhibitors, showing off their latest products and services on a 14,000m² exhibit space. Visitors to the 3-day event will experience a much expanded exhibition, conference and workshop programme, very closely focused on the key issue affecting the ornamental horticulture and gardening industry.

With only a few weeks away, the 2016 edition of Myplant&Garden already promises to be packed with new ideas, novelty plants and information with a strong focus on biodiversity, sustainability and the commercial production of ornamental plants.

Eurisko-Gfk a trusted source of relevant market and consumer information that enables its clients to make smarter decisions, will present the findings from the recent industry survey, It explores green spending behavior in Italy, how green the Italian fingers really are, while proving a comprehensive overview of the floristry supply and home decor industry.

One of the central themes will be water with the latest developments in the treatment, use and reuse of water for greenhouse operations being under the spotlight.

The Italian Association for Landscape Architecture (AIAPP) will host its world congress for landscape architects, an international showcase for Italian professionals, companies and products to exhibit the importance of landscape projects and their cultural, aesthetical, economic and touristic influence in front of citizens and public and private buyers;

The show's Agritecture & Landscape area will present the winning projects mentioned and recommended by the international symposium Agritecture & Landscape. It is dedicated to the regeneration of urban landscapes. This area will also host a series of 'patio-themed' model gardens of every type that will display 'surprising plant combinations' and provide inspiration, information and enjoyment for the expected 9000 visitors.

The show's novelty showcase is a dedicated area to novelty flowers and plants and is closely linked to the Myplant & Garden Awards. New this year is a pavilion that will cater for companies selling and servicing the garden retail industry.

In turn, the Flower Boutique is set to provide inspiration for retail florists. Its exclusive pavilion will be a blaze of colours. On display will be new merchandising solutions, accessories and products for small and medium sized florists

The show's new pavilions and feature areas are sponsored by: AIAPP, Studio Land, Green City, En_Space, Paysage, Architettura del Paesaggio, Fondazione Minoprio, Ordine degli Architetti PPC della Provincia di Milano, Politecnico di Milano, Change Up, Promogiardinaggio.