

Décor District at Myplant & Garden

Six thousand square meters of floristry

Six thousand square meters dedicated to the beauty, creativity and charm of flower decoration. A window in which masters, artists, designers, trendsetters and creative ateliers will meet and challenge one another with their technique, ingenuity and imagination. They will give life to sceneries, runways, hairstyles, compositions, and fashion previews. This is what the Décor District at Myplant & Garden will have to offer.

An exceptional cast

Here are some florists, schools, and sector magazines that have already confirmed their presence: Per Benjamin, Vincenzo Antonuccio, Jurgen Herold, Patrizia di Braida, Olga Gaidukevich, Berit Berit Skjøttgaard Laursen, Rudy Casati, Marco Introini, Dmitry Turcan, Alba Franzoni, Giuseppe Picca, Annette Gottmann, Silvano Erba, Aya Violet con Flower Couture, Mauro Simone, White Sposa Magazine, Bloom's View, Gardenia ...



Rudy Casati



Per Benjamin



Vincenzo Antonuccio



Berit S. Laursen



Marco Introini



Annette Gottmann



Patrizia di Braida



Dmitry Turcan



Giuseppe Picca



Jurgen Herold



Alba Franzoni



Silvano Erba



Aya Violet



Olga Gaidukevich



Myplant fashion theater

A green runway where the combination of fashion, decoration and opera will give life to gorgeous fashion shows. Six elegant themes will be featured. Curated by Rudy Casati and Marco Introini from Flor.I.St., with the cooperation of IFDA and the direction of Mauro Simone.



Flower demonstrations

A never ending sequence of creativity in floristry, decoration and accessories. International masters, installations, performances and workshops.



Wedding area

Cult events on international flower decoration dedicated to spouses and weddings. An area where White Sposa and Dutch flowers represented by the Dutch Consulate will be protagonists. Flower designer Patrizia Di Braida will contribute with her artistry.



Flower Couture

Haute couture meets flower design in an exceptional flower-fashion lab led by Aya Vloet, Japanese flower designer based in San Francisco.



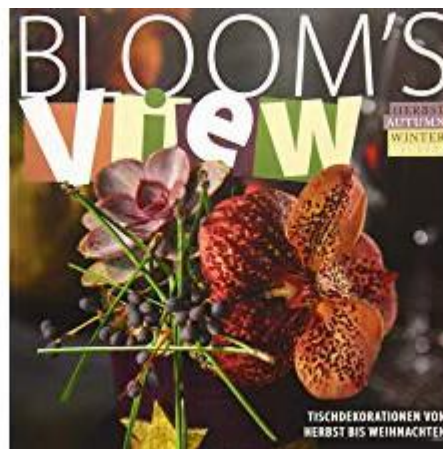
Decoration Gallery

A 100-m-long stage where the floral creations manufactured during the contests and labs promoted by schools and the international masters of floristry will be exhibited.



Bloom's Workshop

BLOOM's is back to present a preview of the upcoming decoration and floristry trends. Exceptional flowers and international creativity will create a blooming event. Curated by Officina Delle Piante.



Floral photobooth

A boutique of floral arrangements will be the ideal environment for visitors who are looking for exceptional photo shooting sets and signature installations. Featuring a #selfie area. Curated by L'Ecole Des Fleurs.

