

Theme for the 8th edition of Garden Center New Trend 2025 revealed

The eighth edition of the event for Italian and international trade and gardeners is approaching. The theme for this year's event is Happy Wellness.

At Myplant & Garden, Garden Center New Trend 2025 seeks to anticipate the evolution of garden centers. With a focus on innovation, sustainability, and wellness, the event will be organized 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), offer a "relaxing and welcoming area" designed for people, families, and pets. A "must-see" is the food court, which is designed to offer an alternative for outlets that, for bureaucratic or space reasons, cannot have a proper bar or restaurant.



Nature reimagined

The "Nature Reimagined" area seeks to represent 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."

This thematic area focuses on regenerating and improving the environment in which we live through an integrated approach that combines food, urban agriculture, and 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."

Green gamification

In this area there are playful activities to raise awareness of sustainable gardening. "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 incentivize the purchase of specific products."



Circular economy: Reduce and reuse

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 aiming to encourage reuse rather than the purchase of new products. Creative and sustainable solutions will be presented with the goal of giving new life to objects, promoting a circular economy that reduces environmental impact and enhances the value of existing resources.



Nature's wellness

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.

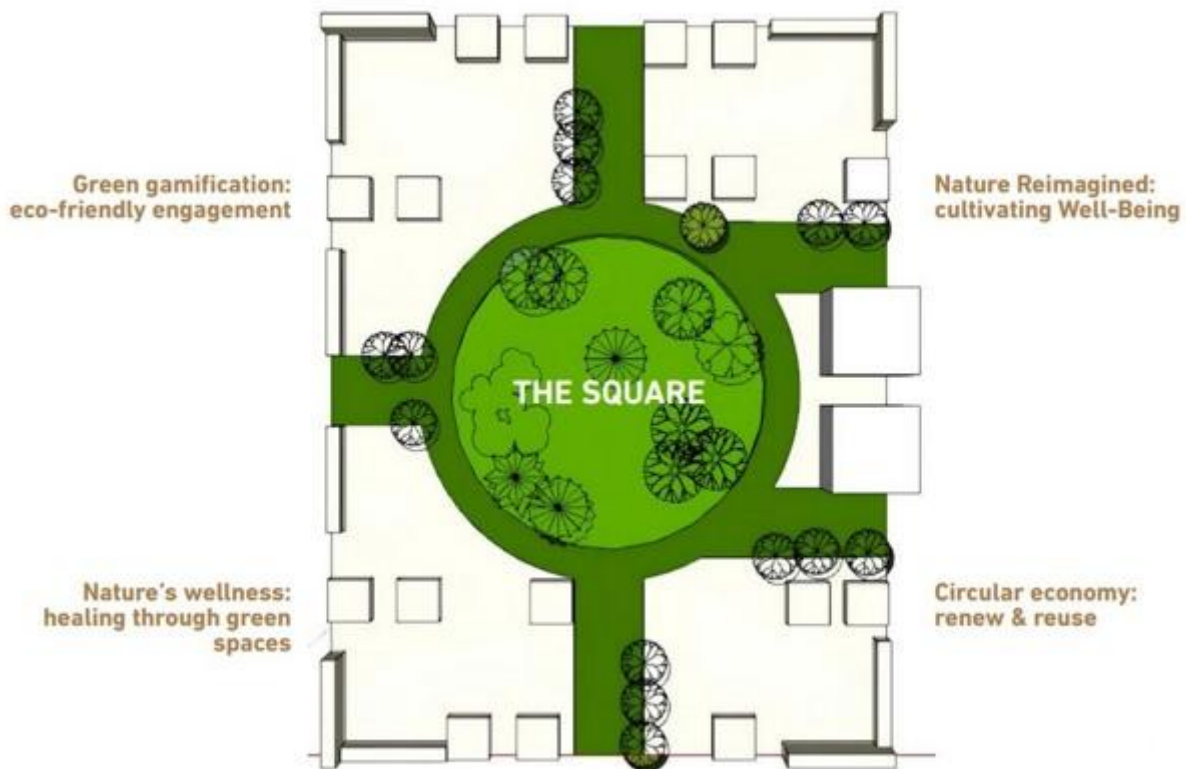


GARDEN CENTER
NEW TREND



The Square

"La Piazza [The Square] will be the pulsating center of GCNT 2025, an exclusive setting and a captivating context for meeting and exchanging 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."



Guided tours

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

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

If you wish to learn more, you can do so by clicking [here](#).



For more information: