

Special Trade shows



February 21-23, Milan

Myplant & Garden: fourth edition in less than a week

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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. 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.



A new exhibiting format has resulted in 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.