

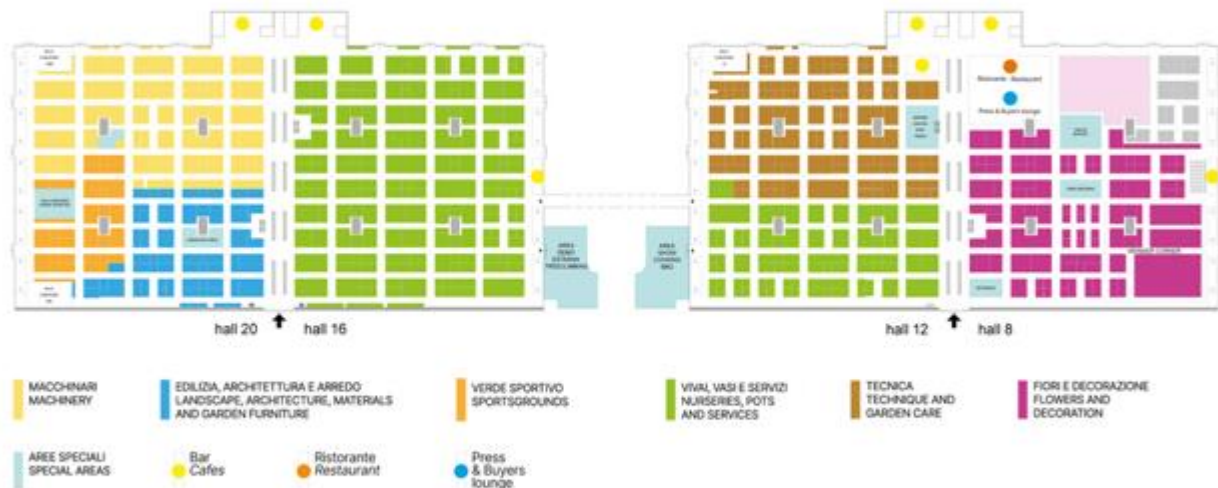
HortWeek

15 December 2024

Italy: Pavilion preview for Myplant & Garden 2025

The ninth edition of Italy's international event for green professionals will open its doors at Fiera Milano Rho from February 19 to 21, 2025. This gathering for companies, operators, and associations in landscaping, horticulture, gardening, and sports grounds offers a showcase of proposals, solutions, products, and services for the entire green industry."

Thanks to collaborations with associations, professional bodies, institutional organizations, and representatives of industry supply chains, Myplant also provides a calendar of opportunities for professional development, networking, and knowledge exchange." The show's growth includes a full opening of Pavilion 8, making it the fourth active hall. Previously (in February 2024) used for special functions and areas, Pavilion 8 will now house a significant portion of the fair's expanded offerings.



Pavilion preview

Pavilion 20 will be dedicated to sports, landscape, materials, and machinery. Lawns, grasses, and turf surfaces, equipment, machinery, landscape projects, product previews, innovations, garden furniture, material samples, elements for the

construction and maintenance of outdoor spaces are the main themes represented in the area dedicated to greenery, landscape, construction, and sports in all its forms: from sports facilities to territorial planning, from urban forestry to healing gardens, from outdoor building materials to outdoor lighting, from green recovery and revitalization projects to sports fields, as well as mechanics, robotics, and innovations in tools, accessories, and technologies for the care, management, and maintenance of green spaces.

There will also be opportunities to meet with industry leaders, architects, public administrations, and major Italian sports federations and associations for dialogue among clients, professionals, and business delegations seeking customers, suppliers, services, ideas, solutions, and regulatory updates.

Pavilion 16, the original core of the event, will showcase a selection of products and solutions for horticulture and floriculture at the international level. Bare root plants, potted plants, herbs, indoor plants, bonsais, cacti, from succulents to green coverings, fruit plants, garden fruits, fruit nurseries, ornamental trees, citrus fruits, hedges, decorative plants, both in pots and in the ground, shrubs and stems alongside perennial herbs, grasses, pre-vegetated carpets, offering endless possibilities for gardens, greenhouses, balconies, terraces, outdoor spaces, cities, infrastructures, and parks.

There will also be services for markets and businesses (logistics, software, graphics, printing, distribution), pots and containers (for nurseries, shops, home décor, outdoor, urban, and hospitality, in all shapes, sizes, and materials, "with a strong presence of recycled and recyclable materials"), solutions for energy and water savings, technologies for soil permeability and hydraulic performance, storage, shipping, management, production, and commercial programming.

Changes will take place in Pavilion 12: In February 2025, the pavilion will be reorganized into two areas: One dedicated to plants in pots and greenery, and the other to products and solutions for the care of green spaces and soil. The technical areas will be expanded, and there will be a broader focus on greenery, continuing from Pavilion 16. This section will be dedicated to a selection of horticultural, floral, and nursery proposals from Italy and around the world, with offerings spanning indoor and outdoor greenery, accessories, gardening tools, and pots.

Additionally, the exhibition will feature an expanding selection of products and solutions for the protection and productivity of crops, both for soil and plants—such as sustainable solutions for soil and plant nutrition, as well as protection from harmful insects and diseases. Industry companies will present new lines of substrates, seeds, and specific or universal potting soils. The sector for machinery for the care and maintenance of greenery will also be represented.



A new addition, Pavilion 8, will showcase the product and creative offerings for professionals in the floricultural market. Here, the Décor District will be the hub of floral and botanical creativity, hosting contests, photo shoots, fashion shows, workshops, debates, and collaborations with designers, floral design studios, international collectives, and trendsetters in the industry.

Under the name Weddingflowers — a collaboration among Myplant, White Sposa magazine, and Floweracademy.it, Dini Holtrop, MPS Group, and Chrysal International — the wedding theme will be celebrated through events, catwalks, and immersive settings. There will also be meetings with industry operators, from growers to distributors, wedding planners to venue managers, along with an international conference on the relationship between weddings and sustainability. Garden Center New Trend will have more space and ideas in the new pavilion. The international concept will focus on Happy Wellness, exploring the connection between well-being, health, and nature. The event will be organized into four thematic areas, each showcasing specific plant families in exhibition solutions." From sustainable gardening to creative reuse of objects and engagement with the natural world, Garden Center New Trend will explore the latest gardening trends, from sustainability to technology, to discover how these innovations can improve retail performance."

In the center, La Piazza (The Square) seeks to provide a relaxing and welcoming space designed for people, families, and pets. A catering area will offer an alternative for sales points that cannot accommodate a full bar or restaurant due to space or bureaucratic reasons.