

# Landscape

MIDDLE EAST FEBRUARY 2015

## News & Events

In its pavilions Myplant & Garden will offer meetings, discussions and professional training initiatives, theme exhibitions, installations dedicated to green living and special theme areas, whereas outside the trade fair, in some strategic places around the city, there will be emotionally attractive scenic designs in partnership with AIAPP (Association of Italian landscape architects).

A big area at FieraMilan will be dedicated to masters from the main Italian flower art schools, who will share their ideas on classic and new trends in flower decoration.

Outside the pavilions, in the city, restaurants will make commercial agreements –offering special prices and ad hoc dishes for customers showing Myplant & Garden entrance tickets –and the same will do some selected flower and plant retailers, offering special discounts during the period of the most important green expo in Italy.

### EVENTS

*February, 25*

**PHYTODEPURATION.** Phytodepuration to protect the environment, prevent overflows and landslides, re-qualify and reclaim lands: the conference shows the state of the art of researches in Italy and significant case histories, with the participation of CNR, Enea, Milan Politecnico, PPAA. Organized by GreenPlanner and W-Io



*February, 25*

**Landscape RE-QUALIFICATION** and light infrastructures: VENTO project and other cycle paths. Convention dedicated to the big cycle paths in Italy and abroad, already built or in progress. Ideal moment of dialogue among public administrators, technicians, engineers and companies to cooperate creating new opportunities of landscape, touristic and economic development. Organized by EN SPACE.

*February, 25*

**ELCA - European Landscape Contractors Association - PRESS CONFERENCE.** Presentation of Green Infrastructures, international project to re-qualify great urban/metropolitan areas, in partnership with Green City Italia and the international network of European Green Cities. Chairman: Andreas Kipar.

*February, 26*

**QUALIVIVA:** AIAPP (Italian Landscapers

Association) convention on detecting quality in Italy's flower and plant sector through suitable tools and on the new technical documents for green works. The meeting aims at promoting the creation of quality green areas through tools conceived to support private and public companies.

*February, 26*

APGI-Italy's Parks and Garden association- conference. Conference on investments on re- developed parks and big gardens in Italy with focus on the green tourism phenomenon, interested in this type of cultural offer in Italy and reference point for Italy's beauty.

*February, 27*

Sustainable flower and plant companies. Workshop on new opportunities of resource optimization, sustainability, saving for flower and plant companies: biomasses, photovoltaic systems, sustainable mobility, certifications, financial support... A conference to provide companies with more information and concrete ideas to apply. With GSE, Enea, Cloros. Organized by GreenPlanner and W-Io.

#### **EXHIBITIONS**

**AMORI BOTANICI (BOTANICAL LOVES)** Exhibition created for Progetto Florintesa by ENEA, Forum Plinianum and Società Botanica Italiana, sponsored by

MIUR. The exhibition, through videos and panels, introduces the public to the green world with special focus on the fantastic Italian flower heritage. Many themes are introduced: introduction to plant life, Italy's flowers, ecosystem's functions and services, landscape, botanical gardens, professions.

#### **7CEREALI (7CEREALS)**

Project dedicated to a selection of professionals working in the building, architecture and garden design sectors. It

offers solutions (tangible or to be made) to build cycle paths, light infrastructures and paths surrounded by nature. To support green and sustainable tourism, landscape development and biodiversities. Organized by EN SPACE.

#### **OUTDOOR SLEEPING**

It will exhibit innovative solutions to sleep outdoors. A growing touristic trend for touristic hotels surrounded by nature, an innovative accommodation solution, a new experience to be in contact with, to give value and to invest on green spaces. Organized by EN SPACE.

#### **FLOWER TRENDS & DECO**

A special area dedicated to classic and new trends on flower decoration in Italy. A succession of exhibition areas and shows, emotional installations and dialogue among producers, retailers, opinion leaders and masters of the main schools of flower decoration in Italy. With the participation of Associazione Nazionale Piante e Fiori d'Italia, Scuola Pianeta Fiore, Associazione Federfiori, Scuola Laboratorio Idee, Assofioristi, I Fioristi Italiani, École des Fleurs.

#### **VASO (VASE)**

A design installation dedicated to an object which is the protagonist of furniture styles, environments and atmospheres. Organized by BSCAPE, landscape architecture.

#### **LABORATORIO VERDE (GREEN LAB)**

Historic-photo-iconographic exhibition on the development of Italy's garden centres on a special anniversary for the historic magazine Green Up. Organized by Laboratorio Verde.

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*Myplant & Garden – International Green Expo*

*Fiera Milano – Rho Pero*

*1 February, 25th-27th 2015 | 9am -6.30pm*

*| annual | professional visitors*

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