

16 January 2019



MYPLANT, A FANTASTIC DISPLAY OF BEAUTY, CREATIVITY AND GENIUS





An infinite show of creative and commercial ideas for the worlds of floristry, decoration and accessories with a spectacular arena for wedding trends. The Décor District is an exceptional meeting place for florists and wedding planners with flower fashion shows, cut flowers from Italy and the world, contests, workshops and international floristry masters.

Special partners of the event will be The Real Wedding - White Sposa and BLOOM'S.

PREVIEW of TRENDS and WORKSHOPS by Bloom's

For the first time in Italy the magazine BLOOM's will present a world preview of floristry trends for next year! The gurus of Bloom's, admired on a global level as the champions of trends in decoration, will present a sparkling setting by uniting Italian flowers and international creativity. They will set the base for the next seasons and offer ideas, inspiration and solutions to the flower designers who will come to the fair





Wedding Show

3 couples, 3 atmospheres, 3 floristry masters, 1 minister. On Wednesday 20 February, **3 public ceremonies** will consecrate love among signature flower arrangements, exceptional installations and a banquet Press



Wedding Defilé

The beloved **wedding fashion runways** curated by White Sposa will be back with bouquets, hairstyles and flower accessories created ad hoc by floristry masters

Wedding Convention

The **seminar** 'flower designer and wedding planner: comparison of two professions' will be a moment of gathering where projects, arrangements, decoration items and flower decorations for every occasion will be presented – from the bouquet to the flower setting.

INTERNATIONAL DECO CONTEST



Meeting point, place of business and of the encounter of experts, trend-setters, flower markets, and **great masters of international floristry schools**. This dynamic window will give rhythm, scent, colour and energy to the 3 days of exhibition with runways, deco performances, signature installations and breath-taking sceneries.

The big names of international flower decoration, coordinated by the masters of **Fondazione Minoprio**, will work together to create an unforgettable atmosphere and ambiance by interpreting the **leitmotif of the 2019** edition dedicated to **a thousand colourful notes**. Italian, Danish, Norwegian, Belarussian, French and Japanese floristry masters will celebrate a hymn to beauty by taking inspiration from music scores. The creations of the flower designers of **Federfiori** will complete the frame.

This and much more will enliven the **Decor District at Myplant**: a huge, precious and scented **trend-book** on 5.000sqm of enchantment, art and fashion in the **floristry world**.

Pics selection 2018 ed. are here Myplant & Garden – International Green Expo Fiera Milano – Rho Pero | 20-22 February 2019 | opening: 20-21.02: h. 9-6pm / 22.02: h. 9-5pm | cadence: annual | visitors: trade operators | operative office: VG Crea, Milano, Tel. (+39) 02.6889080, info@myplantgarden.com | www.myplantgarden.com