

NATURE AS A TOOL TO EXPRESS CREATIVITY AND GIVE WELLBEING.



In this interview **Giulio Arnoldi, AD at Hw Style**, describes the innovative solutions presented at **MyPlant** and tells his impressions on this fair dedicated to horticulture, landscape and garden.

The presence of Hw Style was certainly one of the main attractions of the exhibition. The aesthetics of the refined **plant paintings** and the huge **colorful double-sided vertical garden** measuring 6 meters by 3 meters high that dominated the stand literally fascinated visitors, giving that effect of **wellbeing that is a key element in Hw Style's mission**.

As Giulio Arnoldi explains in the video, the credit for this wonder certainly goes to the professionalism of the staff who studied the **plant abacus in detail, choosing over 600 plants of 20 different varieties**, shapes and colors so as to arouse a real wow-effect.

The most surprising aspect is that of having created **a vegetal surface full of color even without using flowers**. The chromatic richness is obtained exclusively from the different types of foliage precisely to convey the message that a green wall without flowers has a longer duration over time.



The new **Mobipanel system for creating green walls** is the innovative solution: smart, flexible and suitable for creating walls of any size.

To these performances it adds other qualities that make it unique: it is suitable **for indoors and outdoors**, it is **resistant to fire and UV rays** and is equipped with an **intelligent irrigation system** that allows water savings of 25% higher than other systems.



And the maintaining service for a vegetable wall equipped with automatic irrigation systems, needs **only 4/6 interventions per year** to keep it in perfect health and beauty, with all the **psychophysical benefits** of the alive green.

Arnoldi also expresses his impressions about the fair, appreciating the high number of visitors, even foreigners, confirming the growing **interest and sensitivity towards greenery**.

The exhibition, however, was aimed at “industry professionals” while there was a lack of architects, designers and operators in the Real Estate sector.

For future editions it would be useful to broaden the audience to talk about **biophilia** and deepen the theme of **plants as an element of design**.

