



Myplant & Garden: project, landscape and green building.



*In the international year of landscape (2016), **Myplant & Garden** provides the market with an exhibition and business event which directly combines the flower and plant sector with the one specialized in building and requalifying green areas.*

“Exhibition stalls are being booked, says the organization office, following a positive trend and our interest, focused on the flower and plant sector and gardening, is broader and broader, including **green building areas**”.

For the first time in Italy—which will be the capital of the landscape sector in **2016**, the **international year of landscape**- an exhibition will directly connect the protagonists of the architecture sector and of the building industry, flower and plant providers for projects and private and public, urban and extra-urban green areas.

Requalifying and making the territory natural, considering its green components, means offering new opportunities to develop the landscape. And all the connected social and economic satellite activities. The new green areas become places to stop, pass and rest, with annexed services, and they generate a multifaceted touristic development, therefore creating the conditions to make money.

The project themes, connected with landscape and green building, and the concepts of requalification and promotion, completely involve both the building industry and the flower and plant sector. For this reason, Myplant & Garden will host a knowledge sharing area which will give birth to new synergies creating business and jobs, on one side, and wellness, on the other side.

The central corridor leading visitors to the congress area will be transformed into a cycle path. Many topics about green building on small and big scale and light infrastructure will be discussed there. The protagonists (universities, project managers, planners, public administration...) of important green requalification projects will be invited to explain the benefits and the direct (project, works and maintenance) and indirect (tourism, accommodation facilities, systems and sub-systems) activities related to their projects.

The 2016 edition of the **international green fair** will become a real, direct and immediate opportunity for project managers, companies, public administrations and institutions to connect, discuss and make business.

Future green projects, exhibition stalls for companies, building materials, new technologies, urban requalification projects, big names in the landscape architecture sector, emerging project managers in the design and green architecture world, outdoor furniture are the tesserae of this **green building** mosaic.



Light mobility, therapeutic green, landscape requalification

Cycle paths will be discussed at Myplant & Garden with projects and business opportunities.

Each kilometre of a cycle path generates between 110,000 and 350,000 Euros a year: in this perspective, in the draft of the **Stability Law 2016**, the Italian government has decided to invest 33 million Euros in cycle paths, cycle stations and cycle path security in Italy. Important resources for a healthier and more sustainable future which consider **green projects, green building, flower and plant** providers to be the main players to create and develop **business** opportunities. In the good practices abroad this sector presents remarkable numbers: the income of German cycle paths is 4 billion Euros per year and cycle tourism generates more than 44 billion Euros per year in Europe.

The objective of the Italian government is to create an integrated cycle network in Italy over the years, combining cycle, foot and motorbike paths.



Also **healing gardens** will be introduced through many real experiences in the creation and use of therapeutic and educational gardens, green areas and spaces for private and public structures, from kindergartens to hospitals, from nursing homes to schools and museum-parks.

More installations are currently being studied dealing with outdoor wellness, mixing nature and wellness projects and will include the best projects for **spas** and **outdoor furniture**.

More generally speaking, in addition to the green building projects, the organization office is contacting also lava stone districts and quarries to create a useful and necessary connection among project makers, companies and raw material providers.

The creative contest (which involved 59 subscribers in its first edition!), created by **Myplant** with **Fondazione Minoprio**, in partnership with **AIAPP** (Italian Association of Landscape Architecture) and with the **Association of architects, landscape architects and curators of Milan**, with the participation of **Politecnico di Milano**, goes in the same direction: it aims at the diffusion and qualification of project makers and professionals working in the garden sector, landscape design and conservation.

Meetings and conferences will be organized by professionals committed to spread the culture of green projects and requalification and the activities promoted by AIAPP. In partnership with Myplant, AIAPP is furthermore promoting IFLA's (International Federation of Landscape Architects) world congress (April 22- 26 in Turin). The international flair of the fair in Milan will be underlined also by the presentation of Horticultural Expo Antalya 2016.

Professional associations (architects, planners, landscape architects and designers), international associations of landscape **contractors**, **delegations** of the world federation of green architecture and big names in the outdoor design sector will be invited and hosted.

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