

Myplant & Garden 2016: first initiatives & events in agenda.

***Myplant** is creating a schedule rich in professional and cultural **initiatives** and **events**, a marathon of numbers, contents and important **projects** aimed at promoting a culture of **biodiversity**, **sustainability**, vegetable and plant nursery **production**. Moreover, it is taking a look to the **market**, to the **habits** of millions of “Italian” green thumbs and to the supply and decoration **industries**.*



Here is a list of the first contents:

WATER AND CULTIVATIONS

Water grabbing, the optimization of water resources in cultivations. State of the art and development of irrigation and water-saving techniques in the experiences of research centres, universities and technicians;

ITALIANS AND THE GREEN PASSION

The vegetable garden experience: Eurisko-Gfk has completed a research on how Italians perceive green in general –from gardens to vases-, how it is taken care of and how much time is devoted to it. The themes are: new trends, economic needs, search for useful elements, choice of accessories and related products, perception of wellness, expense projections, information and purchase channels;

FEEDING ON LANDSCAPE

Feeding on landscape; in the international year of landscape, AIAPP guides the discovery of IFLA's first topics. The world congress of landscape architects is an international showcase for Italian professionals, companies and products to exhibit the importance of landscape projects and their cultural, aesthetical, economic and touristic influence in front of citizens and public and private buyers;

LANDSCAPE-TOURISM-GREEN ECONOMY-LIFE QUALITY

Light mobility and cycle paths (with the recent and positive elements included in the Stability Law approved at the end of 2015): huge economic revenues due to the cooperation among public administration, project managers, construction companies, suppliers and green maintenance professionals;

Museum-parks: one of the most famous museum-park in Italy and in the world will be presented as a successful example. It has created such a great economic value to become a case history;

Green and landscape requalification: reports of significant projects and productions with clear direct and indirect economic effects on green industry, tourism and life quality;

Therapeutic green: successful experiences of healing gardens in hospitals, social structures and schools to reach wellness, beauty and open participation;



FLOWER, PLANT AND CONSTRUCTION INDUSTRIES

Green interventions in Milan: conference with the protagonists of recent construction developments in Milan, who managed to mix green areas with buildings, modifying entire districts in the city;

CULTURE, PROJECT, URBAN LANDSCAPE

Agritecture & Landscape Exhibition: the great exhibition presents the winning projects mentioned and recommended by the international symposium Agritecture & Landscape. It is dedicated to the regeneration of urban landscapes including green elements to satisfy the real need for wellness and production;

Myplant & Garden's gardens: the 4 winning projects of the contest about green design –open to green designers (architects, agronomists, landscape architects, garden designers, flower and plant nurseries and artists) will be realized. The theme was “the patio garden”.

TOP FLOWER AND PLANT PRODUCTS EXHIBITED

Top product showcase: the most significant new entries in the industry will find a place in the special dedicated area and will be awarded exclusive plaques by an independent jury;

MARKET AND DISTRIBUTION

Garden Center New Trend: the event-space winking at the distribution sector offers ideas, emotions, inspirations to garden centres, shows the market trends helping to increase its attractiveness and sales. It respects traditions but is open to innovative assortments and layouts;

DECORATION AND FLOWERS

Flower Boutique: the exclusive space in which atmospheres and perfumes, colours and varieties will offer a path rich in attractions, gift ideas, visual merchandising solutions, accessories and products for small and big scale florists and gardens;



Décor and compositions: flower decoration masters in Italy will compete with international masters with shows, competitions and scenic theme designs.

The first partners of the above mentioned initiatives include AIAPP, Studio Land, Green City, En_Space, Paysage, Architettura del Paesaggio, Fondazione Minoprio, Ordine degli Architetti PPC della Provincia di Milano, Politecnico di Milano, Change Up, Promogiardinaggio.