

# FLORMART 2023

## THE GREEN ITALY

### SEPTEMBER 20-22 SETTEMBRE

SALONE INTERNAZIONALE FLOROVIVAISMO, VERDE E PAESAGGIO  
INTERNATIONAL EXHIBITION OF HORTICULTURE, GREEN AND LANDSCAPE

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**Padua, 20-22 September 2023. Flormart - The Green Italy launches the contest on green cities.**

#### **THE AGORÀ DEI GIARDINI IS BORN**

**Filling Italy with greenery: focus on landscape design.**

The **new "Agorà dei Giardini" contest is born**, organized by Fiere di Parma for **Flormart - The Green Italy**, the international reference point for greenery, nursery gardening, landscape architecture, which will take place in **Padua Fair from 20 to 22 September 2023**. Inspired by the 5 elements, the participants will compete to **create their own ideal green city of the future** and thus give life to the Agora of Flormart – The Green Italy.

#### **The "Agorà dei Giardini" contest is underway**

Flormart - The Green Italy launches the new contest "**Agorà dei Giardini**" to dream of the **green cities of the future**, cities with a **sustainable soul** with innovative gardens and spaces, sensitive to the issue of climate change, biodiversity protection and development.

The **innovative cities of the future** dreamed of by the designers, selected by a technical jury, will give life to the **Agorà**, the space that will welcome visitors at the entrance, a **real square to cross, live, explore, smell, feel**.

**All companies exhibiting at Flormart - The Green Italy** can participate in the contest, with a project curated by an architect or landscape architect. **Earth, air, water, fire and the fifth element** will be the inspiring principles of the contest. The technical jury, made up of Fiere di Parma representatives, professional associations, trade associations and the specialized press, will select the **most original ideas and the overall winner**, who will participate free of charge at Flormart - The Green Italy 2024.

#### **Filling with green the Italy of the future**

**From the concreteness of the elements, up to the soul.** It is also the story of Flormart - The Green Italy. Firmly anchored to the roots of the earth, to nursery gardening, agriculture and plants, today it **embraces the whole green world down to its deepest essence**. And it also does so through events such as the "**Agorà dei Giardini**" contest. A way to enhance innovative ideas, to start rethinking cities as we dream of them, to fill the Italy of the future with greenery.

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This is why Flormart - The Green Italy is also and above **all landscape design, green architecture, planning and innovation**. All at the service of the companies in the supply chain, of the end users, but also of the **municipal administrations** engaged in the creation of more livable and sustainable cities, with green spaces that serve as **fundamental places of aggregation and meeting**. Projects that require **careful planning**, which also takes into account the times of nature which does not coincide with the production rhythms, and of **specific professional figures**, such as that of the landscape architect, for example.

#### The five elements in the urban landscape

According to Aristotle, **they make up the natural substance of everything** and, thanks to their combination, are the basis of life. **We are talking about earth, air, water, fire and the fifth element**.

It will be precisely the 5 elements that will represent for Flormart - The Green Italy visitors a sort of **ideal compass for traversing and discovering the various product sectors and activities** present at the Padua Fair from 20 to 22 September 2023.

The **EARTH, cradle of roots**, will host the area dedicated to nursery gardening, the creation and care of green. **AIR, current that pushes the future**, will indicate green design and innovation. **WATER, the source of life**, takes us back to the world of technologies, equipment and means of production. **FIRE, the energy that moves the sector**, represents the area of research, management and cultivation care. Finally, the **FIFTH ELEMENT** is the **cultural soul** with start-ups, media, services and training.

#### Flormart - The Green Italy, international showcase of nursery gardening since 1971

In Padua from 20 to 22 September 2023, Flormart - The Green Italy is the historic professional event dedicated to **nursery gardening and landscape design: since 1971 a unique brand and tradition in Italy and Europe**. An **international showcase**, a highly specialized professional event dedicated to the entire green supply chain. From the horticultural sector, over the years, Flormart - The Green Italy has grown by incorporating the green sector in the broadest sense of the term. From **landscape architecture** to environmental engineering, from **green cities** to urban furniture, from **new green professions** to digitalisation.

**There are several product sectors present:** creation and maintenance of green areas; design and innovation; technologies, equipment and means of production; research, management and cultivation care; start-ups, media, services and training.

**For 72 editions**, Flormart - The Green Italy has been **the platform for sharing knowledge between operators in the sector and a meeting point for the various players in the supply chain**. Among these:



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nurserymen, growers, designers, green areas construction and maintenance companies, plant and flower traders, end users, public bodies.

**Flormart - The Green Italy is organized by the Fiere di Parma group**, which since the last edition has already accepted the challenge to open up to new sectors, such as that of nursery gardening. **Fiere di Parma**, organizer of successful international events, boasts **80 years of trade fair experience**, with always technologically advanced solutions that combine **tradition, innovation and sustainability**. Its mission: **to promote the excellence of Made in Italy in the world**.

Info: Flormart - The Green Italy takes place in the Padua Fair from 20 to 22 September 2023 from 9 to 18 and is aimed at professional operators only, <https://flormart.it/>

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