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Press Release 8

**More than 50 young designers compete for the best vegetable & ornamental garden
Original solutions to create beautiful, "pleasant" and...financially sustainable green areas**

**The *Torsanlonrenzo* international award for the first time at Euroflora:
landscape protection and environmentally aware design in the spotlight**

500 technical and aesthetic contests for exhibitors, 420 thousand Euros to be awarded

EurofloraGame, may the best virtual bouquet win

The **10th edition of Euroflora** – which will be held from **21 April to 1 May 2011** at Fiera di Genova – will be the stage for a very special **international contest**, entirely devoted to **vegetable and ornamental gardens**.

During the Show, the public will be able to admire **over 50 finalist projects**, which were selected last 15 February from amongst one hundred applicants and will be set up in the wide alley connecting the new Blue pavilion and pavilion C.

The projects selected stand out for their **creativity** and propose **innovative solutions** that will undoubtedly impress and be an inspiration for all visitors. All the projects' concept and implementation have in common a **special focus on cost reduction** – a significant feature suggesting that anyone can create their own small vegetable garden at home in a very easy way and with a very limited investment.

The concept of DIY **vegetable gardens** having also an ornamental function is now extremely widespread and has recently become a virtuous "fashion" boasting some illustrious supporters, but its origins go far back in time: suffice it to think of Château Villandry, the latest of the Loire Valley castles to be built (1536), which features one of the first ornamental vegetable gardens in history. The true **innovation** – and the very heart of the competition – at Euroflora will be the challenge to **create a small garden using vegetables and beauty plants having both an ornamental and functional value**. In this respect, the exhibition layout adopted aims to prevent a clear-cut separation between "pure" vegetable gardens and ornamental gardens; rather, the goal will be to combine these two categories together in order to show that even vegetable gardens can be extremely beautiful and highly decorative.

After a careful evaluation, the winners will be selected by **two separate juries of experts** – one for ornamental gardens and one for vegetable gardens. This is undisputedly an important contest (also in





terms of investments) for all participants, who – in accordance with the applicable regulations - will have to bear construction costs, although they will have the possibility to involve some sponsors. Fiera di Genova will make available a dedicated allotment and will provide basic materials like earth and sand, as well as 30% of the grass surface, the final objective being to further encourage all participants to create a top-quality final product.

Euroflora will be a fantastic showcase for all participating designers, who will have the unique opportunity to exhibit their creations in front of a huge number of visitors and to take advantage of the extensive coverage guaranteed by the leading Italian and international trade press: a really unmissable chance, especially considering that all participants are **young and very young designers**. The contestants will be divided into several macro groups depending on their specialisation (architects, engineers and agronomists, but also life-scientists, geologists and university students) and will represent **Italy, Spain, Germany, China, and Switzerland**.

The international award *Premio Internazionale Torsanlorenzo*, a melting pot of ideas

This year for the first time Euroflora will be hosting the jury of the renowned landscape design and protection international award "***Premio Internazionale Torsanlorenzo***". Conceived in 2003 and promoted by Mario Margheriti, this competition has gained momentum over the years also thanks to the excellence of its winners, who come from all over the world - from the USA to Australia, from Slovenia to Austria.

The Award aims to promote the culture of landscape, meant as a space to live in and which cities can develop around, or as a place capable, by itself, of breathing new life into an often degraded environment. This initiative is therefore a proactive response to the increasingly alarming data released at the **2010 Earth Day**, celebrated last year on 22 April: our planet is going through a very difficult time and the world population's consumption rate is expected to become twice the earth's production capacity by 2050. In terms of environmental protection, Italy is currently the worst-performing country in Europe, in spite of the Code for sustainable farming launched by the Italian farmers confederation.

The award consists of **three different sections: landscape design**, i.e. the transformation of landscape through the restoration, reclamation and regeneration of environmental resources; the **culture of urban greenery**, with a focus on high quality urban interventions: squares, community green spaces, urban parks, private parks; and a section devoted to urban and suburban **private gardens**. (www.premiotorsanlorenzo.it)

Competition blossoms thanks to technical and aesthetic contests & the "Euroflora Game"

Exhibitors will have more than **five hundred technical and aesthetic contests** to choose from. Every contest will have a dedicated jury consisting of internationally renowned experts. **Prizes will amount to four hundred and twenty thousand Euros overall**. Thanks to the precious contribution of prestigious and highly qualified experts, the various competitions have been selected





and updated taking into consideration the various sectors that make up the multifaceted universe of floriculture and nursery gardening. The main innovations will regard flower arrangements and urban green spaces - the latter playing a crucial role in terms of life quality in urban centres.

All "creative spirits" can also take part in **EurofloraGame**, a fantastic virtual flower arrangement game that started off last 8 February on the website www.euroflora2011.it. This original competition with prizes has been designed for Fiera di Genova by the Firma agency in cooperation with Almo Nature, a company producing all-natural, cruelty free dog and cat food. Thanks to a special software specifically developed by the web service provider Cap, the digital flowers can be copied, enlarged, moved and rotated to create colourful on-line flower arrangements that are certainly going to be every bit as good as the real ones. Users will be able to save their "design" as many times as they like, although one arrangement only may be submitted for the competition. Players will first have available twenty different types of petals and leaves - only a small part of the 140 icons that actually make up the game and that compose the image of Euroflora 2011. A "viral" mechanism will then allow to unlock the whole "library" of flowers in sequence: it will be enough to send some friends an invitation to play. For every friend that will accept the invitation and will subscribe to the EurofloraGame, 20 more icons will be unlocked and granted to the player, adding one point to their score and thus contributing to their final classification. The authors of the three best flower arrangements, assessed by a jury of experts from among the 500 selected works, pursuant to the applicable regulations, will win a one-night stay for two people in a 5-star hotel in Genoa on the Show's opening night, an invitation to the gala dinner, and a supply of Almo Nature dog/cat food - for one year in the case of the winner, six months for the second best creation, three months for the third.

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