



Genoa, December 2010

Press release

**The Flower that unites: in Genoa, from 21 April to 1 May, Euroflora 2011
500 presentation and technical achievement competitions,
plus the special "Gardens and Vegetable Gardens" international competition**

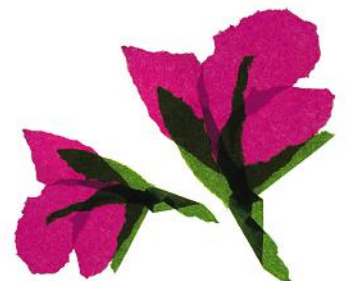
Plants and flowers from all over the world: after five years, Euroflora - the most popular flower show among enthusiasts - is back on stage at Fiera di Genova. The tenth edition of the event – which is to take place at Fiera di Genova from 21 April to 1 May 2011 – promises to deliver a spectacle of world-class uniqueness, capable, through its beauty, of drawing attention to some of the most pressing issues of our time: the protection of biodiversity, the ability of man to take care of the environment and the importance of preserving a relationship with nature in day to day life. This year's claim - "The flower that unites" – fully captures the sense of unity, friendship and respect for the planet and the diversity of people which Euroflora wishes to convey through the universal language of flowers.

Euroflora is the most attractive of the five-yearly international "floralies" in the Mediterranean, accredited with AIPH – Association Internationale des Producteurs Horticoles and member of AIF - Association of International Floralies.

On the occasion of Euroflora, the fairground will be transformed – through long and complex building work – into a huge garden, in which the colours and scents of the best productions of both Italian and foreign plant and flower growers will be combined with spectacular displays to capture the senses of visitors. The 2011 show will be able to rely on the exceptional theatrical atmosphere offered by the **Palasport** - the large round-shaped hall which has always been the heart of the event – as well as on an important novelty: the spectacular architectural framework of **the brand-new Blue hall, designed by Jean Nouvel**, comprising twenty-thousand square metres of space overlooking the sea. The foyer of hall C will house the **Teatro del fiore** (Flower Theatre), with flower displays set on a Risorgimento-inspired stage, to celebrate the 150th anniversary of the unification of Italy, while on the upper floors, the exhibition will continue with equipment and products for professional and amateur plant and flower growers, garden furnishings and ornaments (**FlortecFlorcasa**), the **Mercato Verde** (Green Market), where it is possible to buy directly from producers, and a shopping area.

While the details of Italian and foreign participation are currently being discussed, it is already official that the **Ghent Royal Agricultural and Horticultural Society** will be Euroflora 2011's **Special Guest**, as part of the important cooperation agreement signed last April between the two organisations. Indeed, the excellence in Belgian flower and plant production will be on show on a 1500 m² area on the Palasport ground floor, while a special edition of Euroflora will exceptionally take

Euroflora
Fiera di Genova
21 aprile » 1 maggio 2011





place in 2015, one year ahead of its five-year schedule, in a bid to provide a continuation to the Ghent floralies and a prelude to Milan's Universal Exposition, of which Euroflora and Genoa will represent the flower-decorated gateway onto the Mediterranean.

The Genoa City Council's contribution to the 2011 show will be inspired by the major regeneration project for the city's historical parks, in which the Council is investing sixteen million euros. A project which will translate into a fully-fledged green revolution, seeking to rehabilitate a part of the Ligurian capital's heritage that has a unique botanical, cultural and landscape value. Thanks to precise scheduling of plant arrivals by the Council, Euroflora visitors will be the first to admire some among the hundreds of plants which will take root in the six stately homes involved in the regeneration project.

Among events of similar type, Euroflora is the most visited in Europe (with over four and a half million visitors in nine shows) and largely owes its success to the extraordinary effort put in by its exhibitors, who take part in over **five hundred presentation and technical achievement competitions**, judged by experts from all over the world. Relying on the expert contribution of qualified specialists, the competitions – whose **total prize money amounts to four hundred and twenty thousand euros** – have been chosen and updated in consideration of the various components that make up the universe of flower and plant productions, from the most traditional to the most innovative and trendy. The traditional set-up having been mostly maintained, the main novelties will regard flower exhibits and public green spaces, the latter playing a particularly important role in terms of urban life quality. On the theme of **gardens and vegetable gardens** (the latter's fans ranging from the White House to the Vatican), a **special international competition** has been launched, involving designers, schools and garden clubs. In addition, for the first time, the next Euroflora will also host the selection stages of the prestigious "Premio Internazionale Torsanlorenzo - Progetto e Tutela del Paesaggio" (International Torsanlorenzo Award - Landscape Design and Protection), promoted by Mario Margheriti, chairman of flower and plant growers group "Torsanlorenzo Gruppo Florovivaistico".

It will up to the public - enthusiasts, green space lovers and trade operators – to take in the improvements and continuous evolution that have characterised this sector in recent years and dictate the success of the various productions through their consumer choices.

Adding to Euroflora's importance for the professional trade, a mission of operators from Argentina, Brazil, Canada, France, Germany, Japan, the United States and a number of emerging countries, including China and Korea, will be organised in cooperation with the Italian Institute for Foreign Trade (**ICE**).

Last, for the first time at Euroflora, a partnership initiative among Italian flower and plant growers and a number of foreign countries has been launched, with the cooperation of Liguria International, seeking to increase and facilitate business contacts in the sector.

Opening Hours: every day from 8.00am to 10.00pm, halls close at 11pm





Admission Rates: € 20, € 16 after 6.00pm. Children under 6 free, from 6 to 14 € 10. Discounted entry for groups of at least 30 people and school groups of at least 25 primary school or middle school pupils.

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