



Genoa, 28 April 2011

Press Release 26

### **33 CHILDREN CREATED MUS-E'S MANDALA TODAY AT EUROFLORA 2011**

### **11 AMBASSADORS AND 29 CONSULS WILL VISIT THE SHOW TONIGHT**

### **"Urban greenery: quality of life, environmental sustainability and safety" Italian agronomists will hold their conference tomorrow**

Thirty-three children took part in a unique performance this morning at Euroflora, the international plant and flower show held at Fiera di Genova until Sunday 1 May: they created a colourful mandala using fresh leaves and flowers and drawing inspiration from a concept by Filippo Garrone, an artist from Mus-e Genova. Mus-e is a **European multicultural project targeted at children** which aims to combat social malaise and marginalisation in public preschools and primary schools through Art. The children – pupils from the 2<sup>nd</sup> and 3<sup>rd</sup> grade of a local primary school – staged ad-hoc performances involving Euroflora's visitors under the guidance of the artist Antonella Chiesa and accompanied by the music of flautist Guadalupe Gilardon and guitarist Adriano Fontana. The project entitled ***A mus-e mandala at Euroflora*** was introduced by Paolo Corradi (Mus-e Italia's General Secretary), Remo Pertica (Mus-e Genova Onlus's President), Anna Maria Guglielmino (Mus-e Italia's national Coordinator) and Sandro Cepollina (Mus-e Imperia Onlus's President). The project has been curated by Mus-e Genova Onlus's local coordinator, Maria Teresa Costagliola, and by Mus-e Genova Onlus's Artistic Coordinator, Rossana Antiga.

The **Pon Pon® ranunculus** - the new flower crossbred by **Biancheri Creations** dedicated to the children of Genoa children's hospital **Giannina Gaslini** – was presented this morning at the Press Centre. The event was attended by the General Director of Gaslini Hospital, Paolo Petralia, by Alberto Biancheri, and by Fiera di Genova SpA's Chairman, Paolo Lombardi. In the audience were the journalists from **Hortimedia**, the co-operative of European publishers of leading media for professional growers in the horticultural industry, who will hold their assembly at Euroflora tomorrow. The Pon pon® ranunculus is a new line of ranunculi characterised by a "pompom-like" rounded shape, early flowering (it can be harvested already in early October), a robust stem and a vase life up to three weeks. During the first three years pompom ranunculus will only be produced by floriculturists from Western Liguria and the Cote d'Azur, who will contribute to perfection the flower's quality while benefiting from being the only ones selling it on the market. Biancheri Creations will donate 5% of the proceeds of the sale of the pompom ranunculus bulbs to the Gaslini Hospital.

The representatives of the five pilot regions (Liguria, Lombardy, Piedmont, Emilia Romagna and Calabria) that will work to set up the **women's section** of **Confagricoltura** (one of Italy's leading **farmers associations**) made their debut at Euroflora today.





The Show was also visited by **Franco Cereda, President of the Italian association of the wholesalers** of flowers, plants and related products. After being welcomed by Fiera di Genova's Chairman – Paolo Lombardi – and Managing Director – Roberto Urbani -, Mr Cereda was shown around by Arturo Croci, member of Euroflora 2011's Organising Committee. "I fully support the decision to hold next edition of Euroflora in 2015, one year earlier than originally scheduled, and I am ready to actively cooperate with this project" said Mr Cereda, emphasizing how the presence of a large number of leading companies this year at the show is already extremely significant.

Another very important guest today was **Flavio Costantini**, the author - together with Emanuele Luzzati - of the wonderful settings of the **Flower Theatre**, the area devoted to flower arrangements inside Pavilion C. Accompanied by the Director of Museo Luzzati, Sergio Noberini, Mr Costantini said he was really impressed by the Theatre's magnificent settings: "I am so excited to see my works in such a large format - he said -. I did not expect such a magnificent impact".

The Chairman of the Italian Senate's Commission for Public Works and Communications, **Luigi Grillo**, and the Italian MP **Roberta Pinotti**, visited Euroflora in the afternoon, while in the evening **an unprecedented event marked the history of the Show**: the visit of 11 ambassadors (Azerbaijan, Belgium, China, Estonia, Gabon, Luxembourg, Malta, Norway, Panama, Thailand and Uruguay) and 29 consuls, organised by the Genoese consular corps.

**"50 e più"** - the association for over 50s which is a member of Confcommercio (the Italian confederation for trade, tourism and services) – took part in the presentation of a new cooperation programme with UNICEF and the Italian Multiple Sclerosis Association, held today in the outdoor exhibition areas.

At lunchtime at the Press Centre the association **"Women and Rice"** offered some tasty pies made with **rice from Baraggia**, the area in the Piedmont region extending north-westwards and south-eastwards from the Prealps, between the provinces of Biella and Vercelli. This association consists of approximately one hundred members, women-entrepreneurs that promote the knowledge and culture of rice as well as the traditions of the paddy fields in the Vercelli area by taking part in leading events and exhibitions.

### **The programme for tomorrow, Friday 29 April**

#### Morning

9.00 am Press Room (Pav. C) – Assembly organised by Hortimedia

9.00 am – 1 pm Sala Liguria (Liguria Hall, Fieracongressi) – Conference "*Vegetazione urbana: Qualità della vita, sostenibilità ambientale e sicurezza*" (Urban vegetation:





*quality of life, environmental sustainability and safety*) organised by the Italian Register of Agronomists

10.00 am Confagricoltura Stand – Debate on *Research and Development*, organised by the Italian Floriculturists and Hybridisers Association Federico Vecchioni – Chairman of Agriventure – Intesa San Paolo will take the floor.

10.00 am – 1.00 pm Flower theatre (Pav. C) – Meeting on *Colour*, organised by Pianetafiore

11.00 am – 4.00 pm Gardenia Stand - Course in botanical illustration, held by Marianne Scott

#### Afternoon

1.00 pm Confagricoltura Stand – Lunch/presentation for the Press and professional operators "*Roi: l'olio curioso*" (*Roi: the curious oil*) with Chef Davide Zunino.

1.00 – 3.00 pm Flower Theatre (Pav. C) – Workshop for children "*Il gioco degli odori... usa il naso al buio*" (*The guessing game of smells... use your nose in the dark*), organised by Genoa Province Council in cooperation with Labter Tigullio

2.30 pm Arrival at Euroflora 2011 of the Mayor of Hebron – Mr Khaled Osaily, accompanied by the consular representative of the Palestinian National Authority

2.30 pm Press Centre (Pav. C) - Meeting "*Giardini fortificati: il parco delle mura*" (*Fortified gardens: the park around the city walls*) organised by the foundation Franzoni Onlus and Genoa City Council A. Leonardi (Fondazione Franzoni), N. Cevasco and M. Grassi (Genoa City Council) and F. Balletti (University of Genoa) will take the floor.

2.30 – 3.30 pm Sala Azzurra (Light Blue Room), Fieracongressi – Genoa City Council's Training Campaign "*La natura non produce rifiuti*" (*Nature does not produce waste*)

3.30 – 6.00 pm Flower theatre (Pav. C) – Meeting on *Colour*, organised by Pianetafiore

4.00 pm Confagricoltura Stand – Meetings for buyers and professional operators, with SunenergySOL

6.00 – 7.00 pm Flower Theatre (Pav. C) - Presentation of the books "*Sotto il selciato c'è la spiaggia*" (*Under the pavement lies the beach*) and "*Dodekathlos. Foglie d'Ercole, apparizioni d'Angelo*" (*Dodekathlos. Hercules leaves, manifestations of angels*) by Angelo Pretolani, published by Fiorina





7.00 – 8.00 pm Flower Theatre (Pav. C) – Presentation of the book "*Un mare di giardini*" (*A sea of gardens*) organised by SAGEP

7.30 pm Confagricoltura Stand – Photography exhibition and toast "*Scatti di IMMAGInAZIONE (IMAGInA(c)TION)*", organised by Immaginazione Genova

Plus, like every day:

9.00 am – 1 pm Pavilion S, Gallery - Genoa Science Festival activities

Throughout the day Birdfeeding stand - Open workshop "*A bird as a friend and the garden of biodiversity*"

### **Flortec-Florcasa, the Green Market, and the shopping area**

**Flortec – Florcasa** is the area set up on the ground floor of Pavilion C and entirely devoted to amateur gardening equipment and technologies, indoor and outdoor furniture and furnishings, high-quality objects, products and services for life in the open air, and design solutions to enhance the beauty of plants and flowers at home, on terraces and in gardens. All those wishing to take home a "piece" of Euroflora will just have to go to the **Mercato Verde (Green Market)**, where they will be able to **purchase plants and flowers directly from the producers**. The market features an entirely new layout: a wonderful display of plants and flowers runs along the entire upper floor of pavilion C, reproducing the typical large European flower markets and offering a magnificent colourful view visible even from the upper gallery, The **Shopping** area (in the gallery of Pavilion C), in turn, offers handicrafts, typical regional specialities and wellness products.

### **Opening hours and prices**

Euroflora will be open to the public **until Sunday 1 May from 8.00 am to 11.00 pm**; ticket counters close at 10.00 pm.

**Admissions: € 20.00, after 6.00 pm: € 16.00. Free entrance for children up to the age of 5;** concessions (€ 10.00) for children aged between 6 and 14.

### **Information:**

Fiera di Genova S.p.A.

[www.euroflora2011.it](http://www.euroflora2011.it) - tel. + 39 010 53911

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**Euroflora**

**Fiera di Genova**

21 aprile » 1 maggio 2011





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**Fiera di Genova**  
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