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Press Release 27

Urban Greenery: Not Just “Beautiful”, But Also An Improvement In The Quality of Life
The Mayor of Hebron visits Euroflora
The ancestral kauri wood conquers Genoa City Council
The millenary olive tree on tour like a real star
“Fiore Giusto” has arrived - for responsible consumption

«The economic value of landscape in Italy is fundamental, not just in specific tourist settings. It is, therefore, necessary to move from urban planning to landscape planning, so as to ensure that the territorial structure benefits local communities in terms of services and quality of life» stated **Andrea Sisti, President of Conaf** (Council of the National association of agronomy and forestry graduates), at the end of the National conference titled “Vegetazione urbana: qualità della vita, sostenibilità ambientale e sicurezza” (Urban vegetation: quality of life, environmental sustainability and safety), which was held today in Genoa within **Euroflora, the international plant and flower show that will be on at Fiera di Genova until 1 May.**

«We need to go beyond the commonly understood meaning of urban greenery – a very hot topic at the moment in all of Liguria's municipalities which have adopted the “Urban greenery” regulations with the exception of Imperia – and move away from a merely aesthetic concept – reminded **Sabrina Diamanti, President of Liguria's Confederation of agronomy and forestry graduates** -. It would be quite a narrow concept which does not look into the benefits that proper planning and the knowledge of vegetational dynamics provide to the quality of life, creating a balance between biotic and abiotic factors. Therefore, we play a fundamental role - added President Diamanti – in preventing the occurrence of planning or management mistakes that may be damaging for people or things. Underevaluating even apparently banal dangers, such as the use of species with toxic berries in a playground, may lead administrations to face unpleasant legal consequences, as was recently the case with some “tragic” episodes occurred in our region».

The Mayor of Hebron, **Khaled Osaily**, visited Euroflora today and gave a description of the waste disposal facility under construction in his city, featuring two composting stations which will allow for the creation of a fertilisation system for the greenhouses located in its vicinity. This is an example of virtuous cycle made possible thanks to funding of **25 million dollars** by the World Bank with the contribution of the European Union and the Italian cooperation. Hebron, which is linked to Genoa through a twinning agreement signed in 2009, has strong collaboration ties with our city. The water and energy utility company **IREN** is currently building an energy and water system in Hebron worth





approximately 3 million Euros. Moreover, the Giannina Gaslini children's hospital recently offered its clinical expertise and excellence for the treatment of four Palestinian children.

In the exhibition area of the Liguria Region, the **Councillor for the Environment Renata Briano was presented with the "Fiore Giusto"-certified flower bouquet by the Regional Councillor for Labour Policies Enrico Vesco.** "Fiore giusto" (fair flower) is the Italian brand adopting the FFP (Fair Flowers Fair Plants) standard. FFP is the international foundation ensuring the production of flowers and plants worldwide while respecting the environment as well as the workers. Those buying a flower bearing the "Fiore Giusto" label know that they are purchasing a beautiful, fair and responsible product, which is a positive and possible alternative guaranteeing sustainability in the worldwide production of flowers and plants. Some of the first Italian FFP companies, which are all based in Liguria and, specifically, in the province of Imperia, have successfully participated in Liguria's group display of Euroflora. "We are extremely pleased – said Cristiano Calvi, President of the 'Associazione Fiore Giusto' – with the signature of a protocol of understanding, here at Euroflora, with the florists of Genoa's Ascom (the local shop owners' association), who have agreed to reserving a small area in their shops dedicated to roses bearing the "fiore giusto" label and coming from Liguria and Africa, also providing information on the meaning of the brand".

Right from the outset, the **public** of Euroflora has expressed their **preference** for them through thousands of pictures shot nonstop: now the **table in Kauri wood from New Zealand** and the **millenary twin olive tree** have obtained some important official recognition.

The **table**, measuring over twelve metres, was made from a single trunk of **Kauri**, *Agatha australis*, which was buried underground in the forests of the region of Auckland for 38,000 years after been submerged during the last ice age. The logs have now re-emerged intact from the swamps as if they had just been freshly cut. This has led to the idea of a collection, "*Ground zero... ground heroes*", (whose proceeds have been donated to the Fire Department New York Columbia Association) entrusted to worldwide renowned design talents for charity purposes.

Genoa City Council and Genoa Councillorship for historical parks have recognised the **environmental, cultural, artistic and social value** of the extraordinary work of nature and history interpreted by Renzo and Matteo Piano and carried out by Riva 1920.

Euroflora's millenary olive tree will be **on tour** in the Republic of San Marino. After its extraordinary success in Genoa, the specimen of **twin olive tree**, which has been attributed the age of 2,400 years, will be hosted by the Titan's Republic, where it will be placed in a picturesque location in the old town centre. This exceptional plant, exhibited on the ground floor of Pavilion B by the farm **Pasqua Caramia di Martina Franca**, was awarded today the prize for best specimen of millenary olive tree by **Fondo Ambiente Sanmarinese** (San Marino environment fund). This will be a unique opportunity, after Euroflora, to admire this legendary tree, while enjoying at the same time the historical and landscape beauties of this ancient Republic, which has taken part in Genoa's flower





show for the first time ever. Two symbols of peace and democracy, the olive tree and the Republic of San Marino, thus meet under Euroflora 2011's slogan - "The flower of unity".

Not to be missed in San Marino next **21 and 22 May** is **Florea** – a colourful trade show of rare plants and other specimens now at its 8th edition, which will feature, together with the olive tree, the flowers from Leverano in Apulia and the master florists listed in the Guide to Italian Florists.

» Tomorrow's events



Morning

- 10.00 am – 1.00 pm Flower Theatre (Pav. C) – *The 7 flags of the Italian states before the unification of Italy* in the florists' interpretation
- 10.30 – 5.00 pm Gardenia Stand – Workshop "*Design your winter garden*" – Officina giardini
- 11.00 am – 4.00 pm Gardenia Stand - Course in botanical illustration, held by Marianne Scott

Afternoon

- 2.30 pm Press Centre (Pav. C) – Meeting "*City parks: picturesque and romantic landscapes from Nervi to Voltri*" A. Leonardi (Fondazione Franzoni), A.M. Airenti (ASTER) and F. Mazzino (University of Genoa) will take the floor
- 2.30 – 3.30 pm Sala Azzurra (Light Blue Room) Fieracongressi – Genoa City Council's Training Campaign "*Nature does not produce waste*"
- 3.00 – 6.00 pm Flower Theatre (Pav. C) - *Flower arrangements*, organised by Pianetafiore
- 6.00 – 7.00 pm Flower Theatre (Pav. C) – Presentation of the book "*Cooking with flowers*" by SAGEP
- 7.00 – 8.00 pm Flower Theatre (Pav. C) – Presentation of the book "*Psiche. Uomo e farfalla*" (*Psyche. Man and butterfly*) by Alberto Zilli, published by Fiorina Roberto Poggi, Director of Genoa Natural History Museum, will take the floor

Plus, like every day:

- 2.00 – 10.00 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.

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