



EUROFLORA'S CREAM OF THE CROP

What's New, Rare and Curious

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GROUP DISPLAYS

LIGURIA: NATURE ON THE SEA

The Liguria region will welcome Euroflora 2011's visitors with a succession of terraces gently sloping towards the sea: a display – based on a design developed by the Landscape Architecture Department of the School of Architecture of the University of Genoa - seeking to reproduce the region's historical and environmental journey from the second half of the 19th century to date with a wide-spectrum overview that will bring together Liguria's varied production and geographical areas. Visitors will be able to admire Liguria's biodiversity and wide range of floricultural products in a series of theme gardens devoted to agriculture, acclimation, and the Mediterranean environment, over a total of 2,000 m² in Pavilion B plus another 500 m² outdoors. The real 'stars' in Liguria's pavilion will be cut flowers (with a colourful explosion of - among others - **buttercups, anemones, roses, carnations, birds of paradise**), the **ornamental ferns and grasses** and **succulent plants** from the *Riviera dei Fiori* (the section of the Liguria coast nearest to France), the **aromatic plants** and **herbs, daisies** and other **pot plants** from Albenga and the province of Savona, the **fruit trees** and historical **orchids** from the provinces of Genoa and La Spezia. Some 150 producers (half from the *Riviera dei Fiori* and the other half, in equal portions, from the Savona/Albenga and the Genoa/La Spezia areas) will be representing the approximately 8,000 flower and plant growers of Liguria (employing some 20,000 people and producing some 350 million euro worth of gross sellable output). Liguria's Pavilion at Euroflora 2011 will be curated by Unioncamere (the Chambers of Commerce Association) for and on behalf of the Liguria Region Council. (pav. B – BS16/BS25; Outdoor areas – Ae16/18).

GENOA PROVINCE: THE QUEST FOR FLAVOUR

The Genoa Province Council will present ***Alla Ricerca del Gusto*** (The Quest for Flavour), an initiative promoted by the Department for Agriculture and dedicated to the rediscovery of the local territory and traditional cultivars and the creation of ornamental kitchen gardens in schools. The latter project, in particular, involved over 3,000 children and youngsters from the Genoese schools, who will be taking to Euroflora the kites they painted with colours made from plant and vegetable extracts. ***Alla Ricerca del Gusto*** will present two displays, situated in the Palasport Pavilion's lower ring. The first one - covering some 300 m² – will be dedicated to the new exhibition ***Libero Giardino*** (Free Garden), devoted to Libereso Guglielmi (Italo Calvino's famous gardener) and his watercolours. The second one – covering 200 m² and created with the cooperation of Genoa's agricultural school Istituto Marsano – will be dedicated to the ornamental kitchen garden exhibition and will present the various themes explored with the initiative and a range of projects developed in the nursery, primary and middle schools of the Genoa Province Network of Kitchen Gardens in Schools.

The Teatro del Fiore (Flower Theatre), in Pavilion C, will offer a number of **workshops**, in which visitors will be able to try their hand at some of the activities of ***Alla Ricerca del Gusto***: on April 21 and 23 "***Giardinaggio in Terrazzo***" (Gardening on the Balcony), in cooperation with the Leroy Merlin DIY chain; on April 22, Cea Valli Genovesi will present "***Acquarelli e tinture***" (Watercolours





and Dyes); on April 28, Labter Tigullio will host the two children's workshops "*Semi e Semini in viaggio*" (Seeds and Pips on Tour) and "*Costruzione aquiloni*" (Making Kites), with the cooperation of the Free Vola association; last, Labter Tigullio will entertain our little ones with "*Il Gioco degli odori... Usa il naso al Buio*" (The Game of Smells... Use your Nose in the Dark). (pav. S – ST35/ST36)

LOMBARDY – LOMBARDY ASSOCIATION OF FLOWER AND PLANT GROWERS: GARDENS FOR THE THIRD MILLENNIUM

Covering some 1,500 m², Assofloro Lombardia's (Lombardy Association of Flower and Plant Growers) group display aims to offer a landscape-focused interpretation of Milan EXPO 2015's suggested theme: ***Beauty and Quality in the Territory to Feed and Energise Life***. The project has been designed - from both a landscape and a cultural perspective - to highlight the local flower and plant production. It seeks to epitomise Euroflora's character as a "Gardening and Landscape" exhibition, in which gardening is regarded as the art of designing and creating small or large green areas using high-skilled specialist work to tame flowers' and plants' unique features, such as blossom, shape, volume, design and natural beauty. The display uses water and plants as the leitmotif unifying **three types of gardens and landscapes**: the **contemporary** garden, streamlined, elegant and at times minimal; the classic **ornamental kitchen garden**, with vegetables and fruit trees growing in formally-designed and neatly-shaped beds as in the historic Italian gardens, thought to host both the city's representatives and its citizens; last, the typical Lombard landscape known as the "**fontanile**", with its native aquatic and phyto-purification plants. Native plants and water then as a means for the regeneration of landscapes, urban green areas and gardens. The contemporary garden will be rather innovative, with shades of green and low flowering plants alternating with bulbous plants and aquatic flowers.

A separate section will be dedicated to **indoors plants – tropical and rainforest** – which are grown by Lombard producers in large numbers to decorate private and public indoor spaces. The display will include six vertical plant walls joined together with botanic-themed giant posters by Bergamo-born painter Margherita Leoni (now based in Brazil).

Plants are the real stars of this project, in which gardening, as the art of creating with plants and flowers, is regarded as a valuable means to physically and spiritually feed the planet.(pav. B – BT1)

LOMBARDY – LOMBARD FLOWER AND PLANT GROWERS' CONSORTIUM: THE "SCRAP" GARDEN

At Euroflora, the Consorzio Florovivaisti Lombardi (Lombard Flower and Plant Growers' Consortium) will present "**Rottam Garden**" (Scrap Garden), a very personal interpretation under the banner of creativity and originality. As the name suggests, the display seeks to represent an imperfect notion of garden, which, as such, is closer to real life. Salvaged and vintage objects found on the consortium members' premises (including an original Woodstock-style caravan) will be the centrepieces around which the garden itself will be created, using both common plants with unusual shapes and rare plants, such as the ***Sophora aurea***, of which in Italy only a few specimens exist. With this original idea, Lombardy's northern provinces (Como, Lecco, Varese, Sondrio, Milan, Monza e Brianza) intend to promote a notion of the garden as an ordinary environment, a space equipped with everyday services and comforts. Furnishings have represented the project's key element. Making the Scrap Garden look natural, pursuing an idea of





"controlled disorder", has been the challenge which the landscapers have worked with, to create a garden which visitors would perceive as a real space in which specimens, including rare ones, would grow spontaneously. In the Scrap Garden, the notion of perfection is put aside, in favour of a basic and liveable environment which can be enjoyed by the whole family. For a garden must be designed with the idea of family picnic in mind. (pav. B – BT10)

LOMBARDY – ORTICOLARIO AND THE WISHING TREE

Orticolario will be present at Euroflora 2011 with a romantic "**wishing tree**", on which visitors will be able to hang fabric cards containing a thought, a phrase or a wish on the topic of plants and flowers. The tree will then be displayed at the Orticolario show, taking place at Villa Erba di Cernobbio (near Como) from September 30 to October 2, 2011.

PIEDMONT, A HUMAN LANDSCAPE

For the first time, Piedmont's participation to Euroflora will see the contribution of all of its provinces: Asti, Alessandria, Biella, Cuneo, Novara, Verbania, Vercelli and Turin. Globalisation, biodiversity, environment, climate change: these are some of the most crucial issues facing today's civilisation. Based on such considerations, the Piedmont Region Council's display will rely on straight lines, sequences of mineral surfaces and changes of colour to create, in the geometrically-rigid exhibit area, a **human landscape** that focuses on perpendicular design and does not give in to more 'flowery' excesses. The plant and flower specimens – whose high quality makes their growers famous worldwide – are set off by the rigid planting layout and organised set design. After all, the landscape of the Piedmontese lakes – favoured home of **acid-loving plants, rhododendrons** and **azaleas** – has always seen a significant human intervention - an intervention, though, which has also shown a remarkable sensitivity towards the local environment, thanks to which many species brought from distant countries have been able to effectively acclimatize in a similar environment to their own native one. Sensitivity, research, adaptation, respect. Art and nature interacting with each other. In the external areas, between the S Pavilion and the D Pavilion, there will also be three flower beds: two presented by the Biella province and one presented by the Cuneo province (with the flora found throughout the province's territory, from the canals to the mountains). For the first time ever, Piedmont will also present an extraordinary collection of carnivorous plants: **Dionea**, seven varieties of **Sarracenia**, **Drosera** and **Nepenthes**, as part of a humid areas featuring a small lake (Blue pav., ground floor, BT 3, BT 6, Outdoor areas AE 19- 20 – 21 – 33).

SARDINIA – SARDINIA GROUP DISPLAY: IT'S SLOW GARDENING TIME

This year, the beauty and variety of the Sardinian flora will be showcased in two important group displays. The group display of Sardinian plant growers and landscapers - organised by M.o.c. Arasolé, O.P. Piantas, the Sassari Chamber of Commerce, the Olbia Province Council and the Coldiretti Farmers' Association - will contribute to recreating the Mediterranean scrub inside the Palasport Pavilion. A part of the display area will host the **Giardino del Tempo** (Time Garden), an accurate reconstruction of a Gallura landscape. A fairytale setting, in which the relentless force of nature has been able to create over the millennia an enchanted, borderless place, to be enjoyed and admired. The granite carved by the hydrolysis process has taken on the most unusual shapes, but what most amazes the observer is the perfect marriage of rock and plant. **Oleasters, holm oaks, strawberry trees, cork oaks, green olive trees** and beautiful **junipers** literally grow





'inside' the granite and slowly open it. In an endless pleasure of discovery, the eye takes in the scene. From the small **downy-oak** wood to the large **cork oaks** and **strawberry trees**, from the **myrtle**, **mastic**, **germander**, **dwarf juniper** and **ciste** bushes to the carpets of **Sedum**, to the **lichens** ('primum movens' in the slow evolution of this extremely old environment, the oldest in the Mediterranean). Then the spectacular blossom of **asphodels**, **wild orchids**, **brooms**, aromatic and officinal plants (**rosemary**, **curry plant**, **lavender**, **cotton lavender**, **sage**, **mint**, **thyme**) and the yellow blossom of **Euphorbia dendroides**. A true timeless 'enclave'. Last, water, sacred and precious, with two spectacular waterfalls and their rumble of life. The display will also include **wild figs** and beautiful **specimens salvaged** from the deforestation carried out to build the Alghero coastal road. The key notion which this group exhibit seeks to deliver is that of "**slow gardening**", a sort of short supply chain of the "green" world, expressing a need to turn gardening into a new and harmonious alliance between man and nature, in which the local flora takes centre stage also in home gardens. Next to the Time Garden, will be the **Casa Sardegna**, an architectonic installation (Oristano province) which will be hosting a series of events, as well as presentations of local Sardinian products, in the framework of the "Prodotto Sardegna" (Sardinia Product) initiative, promoted by the Coldiretti farmers' association.

Visitors will also be able to experience the magical atmosphere created by the **sound-making stones** sculpted by master **Pinuccio Sciola**: for millions of years they have been holding the ancestral melodies of the Earth, which are now ready to be released at the touch of the hand. (pav. S – ST23/ST24)

SARDINIA: REBIRTH AFTER FIRE

Wood fires are a real scourge for Sardinia. The project developed for the region's display by the **Chamber of Commerce and the Industrialists Confederation of Northern Sardinia** for Euroflora 2011 aims to represent the ability of the Mediterranean Maquis and the Sardinian flora to regenerate after being destroyed by devastating fires. The Sardinia Region's exhibition area will display the herbaceous and tree species capable of surviving fire and regenerate. The **cork oak**, for instance, is highly resistant thanks to its thickened and suberized bark, while the liquorice-smelling **Helichrysum** is a colonising genus that rapidly covers the bare areas whose vegetation was eaten up by fire. Among the numerous plants on display, a special mention goes to **Salvia Desoleana**, an endemic species that can only be found in Sardinia: it rarely grows spontaneously and has only been identified in four specific locations in the province of Sassari and in the province of Nuoro. This plant is particularly appreciated for its precious essential oil that can potentially be used in the chemical-pharmaceutical industry and in the perfumery sector and which contains the following active ingredients: linalool, linalyl ethanoate, and traces of sclareol. The studies performed on the essential oil extracted from *Salvia Desoleana* and mentioned in the literature mainly regard their composition and distribution in the plant, their possible use in medications for dental care (probably in anti-inflammatory drugs and as a mild antiseptic), and their potential application in the organic battle against *Varroa Destructor*. Besides being used as an aromatic and officinal plant, *Salvia Desoleana* is also recognised as an ornamental plant because of its beautiful flowers and magnificent foliage. **Euphorbia Dendroides**, in turn, is very common in Sardinia and is the plant that mainly characterises the Sardinian landscape, not only because of its extraordinary abundance on the island, but also thanks to the wide range of colours that the plant takes on throughout the year, changing the landscape season after season. **Asphodelus** is another typical Sardinian plant. Its tubercles are edible and are believed to have been an





important food source in Prehistoric times and, more recently, during famines. Asphodelus is widely used in Sardinia for the production of a delicate tasting honey, which should be enjoyed alone in order to fully appreciate its unique taste and aroma. In some locations in Sardinia the stem of Asphodelus is used to plait wonderful baskets which have long been used for bread-making. The project ***La Rinascita dopo il Fuoco (Rebirth after Fire)*** has also benefited from the important contribution of the **Service Centre of the Chamber of Commerce of Cagliari**, which will take part in the Show through the floriculturists Association "**Fenicia**". The latter will also be present at the Green Market for the first time ever and will offer the public a wide variety of Sardinia most typical floriculture products. Some of the most interesting species will include the following: ***Armeria pungens, Otanthus maritimus, Pancratium maritimum*** (also called Sea Daffodil), ***Santolina Insularis, Salvia desoleana***, as well as a large selection of typical plants from the Sardinian maquis like ***Mirtus communis, Elicrisum italicum, Olea europaea, Asphodelus fistulosus, Pistacia lentiscus, Lavandulas stoechas, Cistus, Arbutus unedo*** (strawberry tree) and many more. Specific varieties of ***Hibiscus Rosa-Sinensis*** and ***Cycas revoluta*** will also be on sale.

The fertility of the soil, the regeneration and the triumph of nature will also be symbolically represented by the "**silver donkey**" by artist **Giuseppe Carta**, which brays happily as it admires the rebirth of nature. The braying donkey is a strongly erotic symbol evoking primordial instincts, procreation and, consequently, the wish to perpetuate animal life on earth even after the destruction of vital elements. Besides the donkey, the exhibition will also include fruits having highly evocative and symbolic shapes, to represent the power of life and its constant renovation. (pav. B- BS28/BS34)

SICILY: THE ANCIENT PANTELLERIA GARDEN

The generous Mediterranean climate has enabled Sicily, over the centuries, to offer a home to species from a variety of countries, creating a luscious and varied vegetation, which has been the inspiration behind many architectural and design projects, as well as many human activities pursued in harmony with the local environment. Citrus trees, palm trees, bougainvilleas, jasmines, succulent and rockery plants, plants with unusual shapes: these are some examples of Sicily's unique and elegant flower and plant production. At Euroflora, the ***Sicilian Garden*** is brought to life in a reproduction of an ancient Pantelleria garden. An emblematic and archetypal representation of the relationship between Man (the wall) and Nature (the lemon tree) and peak expression of the Sicilian garden, the ancient Pantelleria garden embodies the philosophical and formal calling of a "garden". A spiral shaped path, flanked by a row of ***Olea europaea*** trees, will lead visitors towards the precious fruit tree hidden and protected in a hemicycle of high stone walls. The fragrant blossom explosion of the ***Sthefanotis floribunda*** will inebriate visitors and accompany their senses during the walk. The large clearing before the wall - bordered with ***Myrtus communis*** and ***Chamelaucium*** - will host a collection of pot olive trees, ***Mandevilla*** and ***Hibiscus***. Inside the actual ancient Pantelleria garden, it will be possible to admire a variety of citrus trees, with their many shapes and sizes, for a unique sensory experience in a unique spatial dimension. From the outside, along the main visiting route, three openings along the garden's wall will offer a glimpse of what's inside, enticing visitors to come in and explore. An environment which requires little water and focuses on the summer season, embellished with a colourful ***Bougainvillea*** and a fragrant ***Jasminum grandiflorum***. The formal layout of the whole project revolves around the hemicycle of the ancient Pantelleria garden, located at one end





of the stand on a small plateau. Gentle escarpments will lead from the plateau to the section of the display level with the main visiting route, hosting the most popular and typical plants of Mediterranean gardens: **palm trees, succulent plants, rock species** and **exotic species**, such as ***Aloe bainesii***, ***Dracaena draco*** and ***Metrosideros***. (pav. B – BT14)

TUSCANY – PESCIA DISTRICT

The Flower and Plant Growers' Association of the Pescia District (Associazione Florovivaisti del Comprensorio di Pescia) - comprising the Pescia Town Council and producers Luca Cinelli, Ammazini Gianluca & Massimo, Giampiero Del Ministro, Vivaio Olivi Giusti Nicola, Nannini Vasco e F.lli, Rosellini Pietro, Rosellini Riccardo, Jurivivai and agronomist Emanuele Orsi – will take to Euroflora a large selection of typical Tuscan plants. **Olive** and **citrus trees** will be mixed and matched with **cupressaceae** (*Cupressocyparis leylandii*, *Cupressus sempervirens*), **roses** (shrub, climbing and scented) and numerous **shrubs** and **climbers**, including ***Pittosporum tenuifolium variegatum***, ***Elaeagnus ebbingei "Gilt Edge"***, ***Nandina nana***, ***Bambusa***, ***Arbutus unedo*** and ***Abelia rupestris***. (pav. S – ST30)

TUSCANY – PISTOIA ORNAMENTAL FLORICULTURE DISTRICT: THE ART OF GREENERY

The Province of Pistoia will be represented at Euroflora 2011 by the prestigious Pistoia Ornamental Floriculture District. The District's participation in the Show has been organised and supported by Pistoia Province Council's Department for Land Planning, Local Information, Culture, Tourism & Commerce, and the Promotion of Local Resources, with the financial support and the cooperation of Pistoia Chamber of Commerce. The Floriculture District has provided the numerous species used for this project free of charge, while the Association of Pistoia Floriculturists has contributed to the construction and setup of the whole exhibition area. Several professional associations, Pistoia-based floriculturists, and the landscape designer Renato Defant also gave their important contribution to this prestigious display. **Two theme areas** will be set up using trees and plants from the province of Pistoia: an indoor, 900 square-metre one in the new Blue Pavilion, and an outdoor one, extending over a surface of 715 sq m. The indoor area is entitled "***Paesaggi da Pistoia, emozioni dall'Arte del Verde, la forza della qualità, della tradizione e della ricerca***" (***Pistoia landscapes, emotions stirred by Art and Greenery, the strength of quality, tradition and research***), while the outdoor one – "***Vestire il Paesaggio***" (***Dressing the landscape***) - will be devoted to the international meeting on the cooperation between the manufacturing sector and landscape design held every three years and organised by Pistoia Province Council and the foundation Fondazione Cassa Risparmio Pistoia e Pescia. The incredible variety and quality of the specimens on display in both areas – which bear witness to the excellence of products from the entire province – aim to represent Pistoia at its best. The indoor area, which is meant to be a large "green lounge" and was set up thanks to the cooperation of Pistoia's Confederation for the Craft Sector and the support of the owners of the company Formitalia from Quarrata, will feature art objects from the "***I Mirabili, l'arte d'abitare***" (***I Mirabili - the art of living***) collection, known all over the world. Various works of art from the collection will be on display, perfectly harmonised with Pistoia's greenery, and will also include a brand new piece of garden furniture, presented in an unprecedented and unique setting specifically for this Show: a couch halfway between natural art and design, which will undoubtedly be very much talked about in the next few years in the garden furniture and furnishings sector. The Pistoia area will also be identified by a specially-framed hand-painted majolica panel that will





be placed on an easel against the background of the crest of the Province of Pistoia, which will also include a green area with the words *Piante di Pistoia* (plants of Pistoia). The outdoor area devoted to *Vestire il Paesaggio* will propose the new the logo of this event, a three-metre statue of Pinocchio (the famous wooden puppet) which was exhibited in the Italian pavilion at the 2010 Shanghai Expo and, in the green section, another outstanding creation by Pescia-based Flora Toscana, including exotic specimens from Australia and South Africa.

Located in a different area of the fairground, "***La storia del Vivaismo per posta***" (**The history of floriculture by mail**) is an exhibition curated by the province of Pistoia consisting of various panels in Italian and English. Pistoia Province Council has coordinated Pistoia's participation in the Show in its entirety (press conferences, dedicated meetings, exhibitions, etc) and has also issued a special publication on the District that will be advertised and distributed during Euroflora (Outdoor Areas - Ae12).

AOSTA VALLEY: A HIGH ALTITUDE BOTANIC GARDEN

The participation of the Aosta Valley is devoted to natural biodiversity. Some typical Alpine habitats will be presented as an example of the rich and varied natural heritage of the region. **Forests, wetlands** and a **high-altitude botanic garden** will give visitors the opportunity to discover the Aosta Valley and its rich Alpine flora. (pav. S – ST20)





INDIVIDUAL DISPLAYS

ANTOLOGIA: VERTICAL GREENERY

Antologia, a company based in Lombardy, has been committed to the spread of a new culture of urban greenery in Italy for over thirty years. This year at Euroflora Antologia will introduce the “**vegetable walls**”, obtained applying an innovative technology specifically developed by the Company. The vegetable walls – which originally spread in France – are entirely built by Antologia applying special materials supplied by leading companies in Lombardy and imported from Latin America. Moreover, an effective fertilisation system has been developed and several suitable species have been selected and grown in the 40-hectare nursery in Burago Molgora. Vegetable walls can be vertical, hanging, inclined, horizontal or “sculpted” and are ideal for environmental, architectural and artistic solutions that can radically change the space around us, ensuring excellent results while requiring very limited maintenance. Part of the “secret” of a vertical wall lies in the use of **peatmoss**, a stringy moss whose outermost layer consists of high-absorption dead cells, whose structure grants the plants a considerable oxygen supply while limiting the need for frequent watering. Thanks to its great pliability and versatility, peatmoss can be used in many different ways. The special technology applied by Antologia to build both indoor and outdoor green walls results in a well balanced microclimate and in outstanding aesthetic features. Moreover, through the photosynthesis and the related CO₂ absorption, these walls contribute to the reduction of fine dusts. Vegetable walls also ensure excellent insulation and reduce solar radiation during the summer.

During Euroflora Antologia will launch a far-reaching awareness raising campaign on reforestation, as part of the International Year of Forests, 2011: at the Green Market plants will be on sale at discounted prices (pav. S ground floor – ST50).

ASSOVERDE, “GREEN” ENERGY AND URBAN GREENERY

Assoverde takes part in Euroflora with the goal of spreading a new conception of urban greenery, with a special focus on technological innovation, clean energy sources and energy saving. **Roof gardens, green walls and examples of urban greenery** will be on display, while a special area will be devoted to greenery in historical palaces and residences, with examples of **monumental greenery** (e.g. Italian gardens), lawns and flowering bushes.

Assoverde’s stand will also feature Beghelli’s **Albero d’Oro (Golden Tree)**, an absolute premiere: Albero d’Oro is a high optical concentration photovoltaic system which, also thanks to highly efficient multi-junction cells, ensures an energy conversion efficiency above 23%. This systems is also fitted with a two-axis sun-tracking device which allows the panels to rotate following the path of the sun. (Outdoor areas - Ae8)

AZIENDA AGRICOLA MARZUOLI AND THE WHITE MYOSOTIS

The Marzuoli farm, a family-run business, has produced a wide assortment of plants for three generations, including *Myosotis*, common daisies, cranesbills and potted violas. A special selection is being carried out in particular on **white Myosotis** (in the cut flower category): this is a long-stem pure white flower that grows in even groups. It has been selected over time so as to obtain a





long stem, ideal to use this variety as cut flowers. At the moment this flower has a pure white shade and the length of the stem is perfect to obtain wonderful "wild flower" arrangements in combination with buttercups. While the light blue variety was already extremely interesting, the white one elegantly matches with red. The flower groups are much more orderly compared to those found in other white flowers used for decorations and bunches, thus allowing for easier management.

BIANCHERI CREATIONS PRESENTS the POMPON-BUTTERCUPS

The "Pon Pon®" variety that will be presented at Euroflora 2011 is the "feather in the cap" of the research and accurate genetic selection that Banchieri Creations, a company based in Camporosso (Imperia), has been carrying out since 1981. This variety joins the over 100 sorts of buttercups listed in the Company's catalogue and is a present from the floriculturists of the Ligurian Riviera to all buttercup lovers. The new Pon Pon® line is characterised by a robust stem and large flowers that remind of wool pompons. Pot-planted flowers have an extraordinarily long life and can last up to three weeks. Consumers will find this new variety on the market in small quantities starting in November 2011 and in larger quantities starting in November 2012. (pav. B – Liguria group display)

CACTUS MANIA: A TRIBUTE TO NIKI DE SAINT PHALLE

Cactusmania's stand at Euroflora 2011 will draw inspiration from the life and works of the French-American pop painter **Niki de Saint Phalle**, who rose to fame in the 1960s with her colourful polyester female figures and her famous "Nanas". The display will be a tribute to colours, energy and life, with three sculptures that perfectly fit in the **world of succulent plants and cacti**. Rare, magnificent specimens of various species will "blend" with the sculptures to form a harmonious ensemble and welcome the visitors into a colourful, poetic world made up of powerful works of art constantly interacting with the surrounding nature. At the same time, this is also a quiet place inspiring silence, meditation, creativity and a dreamlike dimension. The entire exhibition area will take inspiration from Saint Phalle's "Garden of Tarots" (in turn an evolution of Gaudi's Parc Guell), representing the spectacular relationship between sculpture and the environment, symbolism and nature, the innermost spirituality of human beings and the most material aspects of life. A place where the "*joie de vivre*" reconciles flora, fauna, and urbanised areas. (pav. S – ST27)

DE LUCA FARMS

De Luca Farms will present two unique specimens: a **cocoa plant** with fruits and a so-far-nameless new variety of **Dypsis**, a crossbred between ***Dypsis leptocheilos*** and ***Decharyi***. Moreover, the public will be able to admire some large specimens of ***Phoenix reclinata***, ***Livistona rotundifolia***, ***chinensis*** and ***saribus*** (approximately 10 metres in height). (pav. B – BS11/15)

FLORICOLTURA EDELWEISS DI PIUMATTO LIVIO

A mission for nature, to save the flora typical of Italian mountains by cultivating plants and trees that are currently endangered in their natural state. The company Edelweiss, which takes part in the Show as part of the Piedmont region's display, will exhibit Edelweiss, mountain Sempervivum





(perennial plants), *Lewisia Cotyledon*, gentianella, and other rare mountain plants in the garden of the Province of Cuneo (Outdoor Areas 19-21-21).

GIORGIO TESI VIVAI AND THE MAGIC OF TOPIARY ART

The Giorgio Tesi Group, an important company in the sector of ornamental floriculture, will welcome Euroflora visitors with a long alley of outdoor plants including **tree Bougainvilleas**, **topiary plants** and other outstanding specimens, which will unravel from the exit of Pavilion S up to the entrance of the Blue Pavilion, where greenery will almost touch the sea surface. This exhibitor will main focus on topiary art, a discipline that dates back to Ancient Rome and consists in pruning trees and shrubs so as to give them a unique appearance, for instance forming geometric shapes, but also dolphins or dragons from *Ligustrum jonandrum* (an evergreen species) and *Taxus baccata* (a conifer). Ornamental specimens will include *Prunus lusitanica* (also called Portugal Laurel), which develops like a rounded shrub, and a **century-old *Olea europaea* Bonsai**. The latter belongs to Oleaceae and is a typical Mediterranean tree that can survive hot climates, draught and winds; it is a normally long-lived plant characterised by a vigorous growth and capable of re-sprouting from the stump at any age. (pav. B – BT22)

ITALIAN BOTANICAL SOCIETY: A JOURNEY THROUGH BIODIVERSITY

The group display designed for Euroflora by the Working Group for Botanic and Historical Garden of the Italian Botanical Society aims to provide an overview of vegetal biology and the role played by botanic gardens through a display of plants and items that draw the public's attention to both general and specific themes. The display of the Italian Botanical Society involves 18 different institutions under the coordination of the University of Genoa's Botanic Garden.

The first theme is **the origin of plant diversity and the environmental function of plants** (*Origine della diversità vegetale e il ruolo ambientale delle piante*) and illustrates the most recent advancements regarding DNA, particularly the new DNA-bar coding technique which allows to highlight genetic differences within and among species and to identify plants and their by-products. This first part of the display is mainly targeted at schools and young people.

The second theme illustrates the historical origins of plants through the exhibition **Living Fossils** (*Fossili viventi* - fossils are the forefathers of today's plants), which reproduces a forest of the Tertiary Period with notable specimens of **Cycadeae** (*Dioon edule*, *Encephalartos* spp. *Macrozamia*, etc.), various species of **palm trees** (both living and petrified specimens), **tree ferns** (*Cibotium regale*, *Angiopteris evecta*), the **Australian native Wollemi pine** (*Wollemia Nobilis*), and the **whisk fern** (*Psilotum nudum*), one of the most ancient plants in the history of the vegetable kingdom.

Reproduction. Cloning or sex? (La riproduzione. Clone o sesso?) is the section devoted to the peculiarities of plant reproduction, with a special emphasis on pollen, seeds, and the differences between reproduction and propagation. Several enlarged models of flowers, pollen and seeds will be on display, some of which will have their corresponding plant on show next to them. This part of the exhibition is particularly significant to raise awareness on the need to preserve the variety of species and highlight the role played by the germplasm banks in botanic gardens all over the world, many of which belong to national (RIBES) and international networks (ESCONET).

Colour in Plants (Colore nelle piante) means to show colour diversity in leaves and the physical and chemical laws that lie behind this phenomenon. Among others, *Aechmea fasciata* 'Primiera', *Stromanthe sanguinea*, *Calathea crocata*, *Calathea roseopicta*, *Calathea*





makoyana, *Calathea ornata*, *Calathea zebrina*, *Calathea orbifolia*, *Vriesea splendens*, *Aphelandra squarrosa*, *Dieffembachia 'Camilla'*, *Nidularium sp.*, *Guzmania sp.*, *Neoregelia sp.*, *Cordyline sp.*, *Codiaeum variegatum*, *Exoecaria bicolor*, *Coleus blumei*, *Fucraea fetida 'variegata'*, *Phormium tenax*, *Hoffmannia refulgens*, *Pteris cretica 'variegata'*, *Tradescantia pallida 'Purple heart'*, *Kohleria bogotensis*, *Chlorophytum comosum*, and *Dracaena deremensis* will be on display in this section.

The section ***Let's save the Earth (Salviamo la Terra)*** aims to illustrate the commitment of the Botanic Gardens to the conservation of nature, particularly to the ex-situ conservation of rare, endemic and endangered species and to the production of the plants required for environmental reclamation.

Beyond gardens. Vegetable gardens for differently-equal people (Oltre il giardino. Gli orti per i diversamente uguali) explains how botanic gardens can be enjoyed by disabled and visually impaired people thanks to layouts and exhibition strategies implementing traditional and innovative communication techniques.

To conclude, ***Plants and Monuments (Piante e Monumenti)*** is aimed at highlighting the possibility of preserving and enhancing the combination of plants and valuable constructions such as castles and old walls, where greenery may be a problem, but also a very pleasant natural frame. (Pav. S – ST38/45)

ITALIAN BOTANICAL SOCIETY: THE CHARM OF CARNIVOROUS PLANTS

The Italian Botanical Society has devoted an area called ***Strategie carnivore (Carnivorous strategies)*** to the unique behaviour of "carnivorous" plants and their hunting strategies. Also thanks to the cooperation of AIPC (the Italian Association for Carnivorous Plants), some very peculiar plants will be displayed in terraria and tanks, for example ***Drosera rotundifolia***, which is also present in Liguria inside the Parks of Beigua and Aveto as well as other locations. This species owes its name to its round trap-leaves which, like all other sundews, are covered with tentacles tipped with a gland secreting a sticky fluid. Lured by the glistening glue droplets, insects alight on the leaves and get stuck. ***Dionaea muscipula***, or Venus flytrap, (also present in "monstrous" shapes, or genetically modified varieties) features a trap consisting of two dentate lobes which snap shut on the prey. Once inside this "mouth", the prey is no longer able to get out and is digested by the enzymes produced by the plant. ***Pinguicula vulgaris***, which is also present in Liguria, has sticky traps with short and sessile glands producing gluey substances to trap the insects. ***Nepenthes*** spp features pitchers above which is an operculum. Insects are attracted to the nectar secreted by the numerous glands under the operculum and on the rim of the trap, and slowly slip towards the inside, where they fall into the pitcher's digestive fluid. The traps of ***Urticularia*** spp are the most developed and fastest compared to those of other species (they act in about 15 thousandth of a second), but they are also the least noticeable, as they bear small vesicles, or utricles, of only a few millimetres in diameter. The traps use a suction mechanism to gobble up their preys, which are often small aquatic organisms. ***Sarracenia*** spp has tube-like pitchers with an operculum above them which does not move, prevents rainwater from entering the trap and lures the insects. Once inside the trap tube, the prey can only move towards the bottom as the pitcher's inside surface is covered with downward pointing hairs. The area between Oregon and California, instead, is home to ***Darlingtonia californica***: mostly growing along waterways, its pitcher has a shape reminding of a snake ready to strike. The trap has a prolongation in the form of a forked tongue covered with nectar to attract the insects. Finally, also





present at the show will be ***Aldrovanda vesiculosa*** – a species now extinct in the wild in Italy – and ***Cephalotus follicularis***. (Pav. S – ST38/45)

NINO SANREMO, ART CROSSBREEDS

The Imperia-based nursery will propose four new rose crossbreeds at Euroflora. **The rose "Prince Ranieri III"** (MARpil), conceived by the creator of *Rosa Mystica*, has large corollas whose bright orange colour gradually softens into sweet pastel shades. The plant is considerably vigorous, with robust stems and a thick, healthy, shiny foliage. It blooms from spring through the first frosts, which means that in mild climates like the one of the Ligurian Riviera, roses also bloom in winter.

The **"Red Flame®"** (Adabaring) rose is a wonderful climbing rose bush that blends together unique remontant features, a strong, fruity scent and a considerable resistance, as shown by an ever-shiny foliage, which has a plum-red shade in younger plants and is dark green in adult plants. The long, semi-rigid branches bear large, velvety cardinal red flowers that let out an intense, fruity scent characterised by classic rose, strawberry and must notes. Thanks to its exceptional resistance to diseases, its vigour and its rapid growth, this rose is the ideal solution to cover walls, pergolas and grids in a very short time.

"Peach Compact Meidiland®" (Meiggili) is a compact, rustic rose bush - a carpeting variety perfect for small hedges and flower beds. Its small rosette-shaped flowers of a bright apricot-peach are grouped in small bunches and bloom uninterruptedly from spring through winter. The bush has a very compact shape and does not exceed 40 cm in height. The foliage is thick and bright green, since the plant is essentially disease-free. This rose is a crossbred of landscape varieties and mini roses and has preserved the resistance and vigour of the former and the remontant and compact features of the latter; as a consequence, it can be comfortably planted in pots, including on terraces and balconies. At last, a truly carpeting rose!

Chinensis viridiflora (1856) is a mutation of Old Blush. It is undisputedly the most truly remontant rose, although its petals – as if in a trick of fate – are green with rusty red edges. Its double small flowers bloom from April through December. Incredibly resistant to all kinds of diseases, it is considerably compact and well-proportioned. All rose gardens, even extremely small ones, should include at least one specimen of this unusual "green rose".

Nino Sanremo will also propose **HomeoCult** - a homeopathic product that increases the vigour of plants while ensuring the utmost respect for soil quality and the environment. This product is obtained by the cascade dilution of a mother solution consisting of uronic acid, germanium, silicon, iron, oligoelements, and plant extracts. It should be administered every two weeks throughout the good season, between March and October, to increase the plant's vigour, enhance its growth, obtain a strong shiny foliage and protect the plant against diseases and parasites. The nursery will also propose cut English roses from David Austin's collection, which will be on display in the exhibition area devoted to Kabul's Garden of Peace and Hope and on sale in bouquets at the **Mercato Verde (Green Market)**. (pav. B – BT16)

NIRP INTERNATIONAL PRESENTS NIRPARFUM

The French company, one of the leading rose hybridisers in the world, will present its new range of **Nirparfum** garden rose bushes. Capable of producing large flowers, this variety is characterised by a strong scent with orange, lemon, strawberry, exotic fruit, vanilla, violet and anise notes. It comes in a wide variety of colour shades, from pastel colours to very bright ones,





from classical to "trendy" shades: pure colours (red, pink, white, yellow, orange), two-colour roses and variegated varieties. These rose bushes flower abundantly and repeatedly from spring through the first frosts; they can also boast an extraordinary resistance to diseases thanks to their strong, "polished", dark green foliage. Ideal for gardens as well as alone, in large and small borders alike, alternating with other plants. Nirparfum flowers can be cut and used to create sweetly-scented and long-lasting bouquets. The Nirparfum variety is the result of accurate research, crossbreeding and selection activities carried out by Nirp International: every crossbred undergoes aesthetic and agronomic tests for at least five years in different climate zones. (pav. S gallery – SG3)

OSCAR TINTORI, LIMES FROM ALL OVER THE WORLD

Oscar Tintori, a company producing ornamental citrus trees, will present at Euroflora a wide selection of peculiar limes, including a Mexican lime, a lime from Tahiti, the "Limoncella" (Sweet Lemon) and "Fortunello" limes.

Mexican lime (*Citrus auranticolia* "Messicana"): this lime, originating from east India, was probably introduced in Italy by the Arabians around the 12th century and is called "Mexican" because Mexico is the country where it is still most widely cultivated. It is a small plant with irregular thorny branches and small oval light green leaves. Its flowers are small and white. Its small oval fruits have a rind. Even the oldest branches blossom and bear fruit. In the tropical belt, where the plant is in constant vegetation, fruits are green even when they are ripe, while in Italy they turn yellow. The Mexican lime is the most appreciated all over the world for the preparation of cocktails.

Tahiti Lime (*Citrus latifolia* "Tahiti"): this lime was given its name in California, although it was imported from the island of Tahiti between 1850 and 1880. It is characterised by a medium height and an expansive crown with pendulous branches with very few thorns. Its leaves are vivid green, its sprouts and flowers take on a light purplish shade, while its fruits have a medium-to-small size and look like small, oval and obovate lemons. The rind is smooth and thin, the yellow-green pulp is very juicy and has a typical lime fragrance. This tree's fruits are commonly used for drinks and cocktails, but a large number of cooks have recently started to use their juice and rind to create original recipes.

The **Sweet Lemon (*Citrus limetta*)** is a variety of uncertain origin, which was however already found in the gardens of the Medici family in the 17th century. It is a moderately vigorous, rustic and highly productive plant, with white sweetly scented flowers that grow both individually and in small groups. It flowers abundantly and repeatedly from spring through autumn. Its fruits have a globular shape tapering at the ends and with an umbonate apex. The rind is quite thin, yellow, and rich in essential oils. The pulp is light green-yellowish and contains a very aromatic, sweet and only slightly acidic juice. This variety is very fascinating also for its ornamental value thanks to its frequent flowering and long-lasting presence of fruits on the tree. The fruit's rind, rich in aromatic essential oils, was allegedly used to make the famous liquor Limoncello, after which this tree is also named in Italian (Limoncella). In Italy there are no large cultivations, and only a few specimens can be found in botanic gardens and private collections.

The **Fortunello (*Citrus fortunello*)** is a remontant, highly productive plant, very interesting for its decorative value. It produces single white flowers with an expansive growth form. The leaves are bright green. The fruits are small and rounded, with a smooth orange rind and a fragrant pulp. Flowers and fruits at different stages of ripening can be found on the same plant. (pav. S – ST18)





ROSA NOVA PRESENTS "AMA", THE ROSE of the SAN PATRIGNANO COMMUNITY

Its name is **AMA**. It will be presented for the first time at Euroflora 2011. Its name is meant to be a delicate, affectionate dedication to Maria Antonietta, wife of the late founder of the San Patrignano drug rehabilitation community Vincenzo Muccioli. AMA is a new rose variety created by Rosen Tantau, the hybridizers of new varieties of roses cultivated both in the Company's nurseries and in their experimental fields. The Ligurian company **Rosa Nova** has decided to dedicate this new rose to the 1,500 patients of the San Patrignano community. Part of the proceeds of sale of AMA will be donated to the Community, which has always offered its services for free. **AMA's characteristics:** the "Aquarell®" variety (a synonym of the "San Patrignano AMA®") is a spontaneous mutation of Augusta Luise® and was discovered in May 2001. Selections of this variety - which at the time was still identified as No. RT03997 - were performed in 2003, 2004 and 2005/2006. Selections are carried out over a period of 5/8 years to ensure that the new variety is fit for sale. To this purpose, the robustness and health of the plant is assessed, as well as its vegetation and flowering period. These tests are carried out in the different European climate conditions: not only in Uetersen-Hamburg (where Rosen Tantau is based), but also in cooperation with Dutch, French, Italian and Spanish partners. The main variety name, TangstedV, has been protected with the European Plant Breeders' Right No. Tangust EU7917; this variety is classified as a Thea hybrid with a pleasant fruity fragrance. The San Patrignano AMA® variety is mainly suitable for pot cultivation. (Outdoor areas – Ae22/25)

ROSE BARNI, A COLOURFUL EXPLOSION

The Barni nursery is proposing five new rose varieties.

"Broccato®" is a Barbroc (*Thea* hybrid) shrub rose bush with large flowers. Its pale yellow globular buds with a delicate hint of pink open into large double flowers of bright yellow with red edges. This uniflorous rose won't go unnoticed thanks to its explosion of cheerful, iridescent shades, its healthy, erect shape, and its recurrent flowering well into the autumn. Its flowers have a spicy scent with delicate citrus fruit notes. Erect, compact shape. Height: cm 80/100.

"Eyes for you®" is a Pejbigeye (*Floribunda*) cluster variety shrub rose. This extraordinary variety, created by cross-breeding with the rose Hultemia Persica, features peculiar flowers of a pale pink colour with a very distinctive mauve-purple blotch in the centre. It is a shrub plant resistant to diseases and flowers from May to late autumn.

The **"Home Run®"** Wekcisbako (*Floribunda*) shrub rose with clusters is an exceptional variety with a shrubby, compact shape and an extraordinary resistance to diseases. Its foliage stays dark green for a long time, ensuring a long-lasting ornamental effect almost throughout the year. Its five-petal flowers are of a velvety red that stands out against the golden yellow stamens in the centre. This plant repeatedly flowers from May through late autumn, ensuring magnificent colour effects in flower beds and pots alike. Height: cm 50/70.

"Purple Eden®" too is a Weksmopur (*Floribunda*) cluster variety shrub rose. The dark purple colour and fleshy velvety petals make it really unique, perfect to create stunning colour contrasts. Its flowers open into an old-fashioned bloom form, releasing a distinctive spicy scent. The foliage is dark green, the shrub is strong and compact. Height: cm 60/80.

"Ann Endt" (*Rosa rugosa* x *Rosa foliolosa*, or white prairie rose) is an extraordinary shrub characterised by little, abundant vegetation and pointed leaves. Its elegant, elongated buds open into bright purple flowers which stand out against a crown of golden stamens. Its fragrance has a





strong cinnamon note, inherited by *Rosa Foliolosa*. Ann Endt is a remontant species that produces abundant flowers as well as beautiful bright red berries during the autumn. (Outdoor areas – Ae5)

TORSANLORENZO GRUPPO VIVAISTICO: "NEL BLU DIPINTO DI BLU"

Nel blu dipinto di blu (the refrain of a famous old Italian song) is a project aiming to promote the idea of holidays, relaxation and the possibility to take a break from day-to-day life, which nowadays is characterised by a constant lack of time and generalised stress. In the year celebrating the 150th anniversary of the Unification of Italy and in the wonderful location of the Blue Pavilion, gardens can play the important role of evoking dreamlike and magic atmospheres, a true enchantment of the senses and a journey of memories by letting the visitors make a leap, by only taking a few steps, into timeless space. Gardens are here represented as a place combining the nostalgia for a time that gave birth to Italian pride and the will to take that period as a model and an inspiration, at a time when Italian pride seems to be hopelessly declining. In this respect, gardens are an ideological example of the ability to regain possession of our Time. The 1950s in Italy marked the recovery from economic crisis and from a long time of deprivation through optimism and irony. Recreating a familiar setting like the one of the average Italian family's sea holidays aims not only to evoke the memories of those years, but also to encourage a reaction to difficult times, an ability that made the Italian people famous all over the world. A garden by the sea is a place where no-one is afraid of acting like a child, maybe playing with a paper boat or making experiments on inclined surfaces by letting marbles roll down a sand slide; this is a place where everything seems so unimportant compared to the unexpected, marvellous lightness that pervades us as soon as we step into it. A garden by the sea opens us up to the senses, brings us back to life as we breathe in the gentle gusts of wind carrying the smell of resin from the **pine trees** and the precious fragrance of the **rosemary** that we brush as we walk along a wooden walkway; our senses are awakened by the dazzling yellow flashes of the **Helichrysum** that peeps out behind the dark green spots of the **mastic trees** and the cobalt blue of the **agaves** that blends into the ever-changing colours of the sea. This project is an invitation to take a journey without physically moving; it aims to give evidence of how a garden can be faithful to tradition but also extremely contemporary. The white and blue huts, the striped deckchairs, the sea – skilfully represented by various **Echeverias** and by "ferocious" **aloe** – and the freshly naive touch of the paper boat are not simply a tribute paid to the great past of Italy, but are also meant to show that our dreams about the do not need to resort to anything new in order to survive. Torsanlorenzo Gruppo Florovivaistico does not intend to propose a purely educational display; rather, it goes back to the origins and tries to reproduce the most difficult thing: a garden that can be an inspiration for anyone wishing to further enhance the beauty of their summer residence, aware that simplicity, lightness and irony often go hand in hand with easy maintenance and manageability. In a nutshell, the rational decision to use low environmental impact products does not mean renouncing beauty and magic: in contrast with a world in which many try to impress at all costs, simplicity is the true revolution. (pav. B – BT7/9)

VIVAI PORCELLATO

Specialising in the design and creation of gardens and green areas, Vivai Porcellato will take part in Euroflora with several displays. One of the most interesting ones is a lush oriental garden featuring rare specimens of ornamental plants and a collection of **olive trees** including a magnificent **13-**





metre-tall tree (Pav. S, ground floor –ST8/10; Blue Pavilion, ground floor –BT13; Outdoor areas – Ae10).

VIVAI ROMANELLI, OLIVE TREES AND STONES FROM APULIA

Vivai Romanelli will take part in the 10th Euroflora by displaying rare, precious plants and local handicrafts. Among other plants, the stand will feature a unique "**twin olive tree**", characterised by one single root growing into two separate trunks. This centuries-old plant (approximately 2400 years) was one of the first specimens introduced in the Apulia region by the ancient Greeks.

Moreover, in the Green Market area, Vivai Romanelli will propose garden furniture and furnishings, including **tables, benches and** various types of **pots and vases** entirely obtained from Apulia stone. An original **trullo-shaped vase** will also be on sale - a miniature of the famous trullo houses, typical of Apulia, which can hold a small plant. (pav. B – BT18)

VIVAI SALVATORE TRIO: SANGUINELLO BLOOD LEMON

This unusual "**Sanguinello**" (**Blood**), or "red" lemon, owes its name to its unusual colour. As stated even by its producer, Vivai Salvatore Trio, its origins are unknown. It is a common highly floriferous lemon plant with white blossoms which, following grafting, has started to produce fruits with a red-orange rind instead of the typical straw-yellow shade (Blue Pavilion, upper floor – BS16, BS23 and BS26).





INTERNATIONAL DISPLAYS

BELGIUM: THE GHENT FLORALIES

Flowers and plants symbolise joy, felicity, happiness and friendship. As a visitor to Euroflora you will walk through an ornamental garden that will tickle your imagination, and you will discover the universal language and emotions of flowers. The pleasant atmosphere and stunning smells, colours, creativity and contemporary floral art will bring you to the Central hall and the Belgian participation. Belgium will be represented by the Royal Society, organiser of the Ghent Floralties, a 200 year old organisation. The Ghent Floralties remain the favourite meeting place for all those who love Ghents horticulture. Moreover, they are still the outstanding symbol of the Flemish plant cultivation on the international forum. The Royal Society will bring a collection of *Rhododendron* in flower, ***Rhododendron mollis***, ***Rhododendron obtusum*** var. "Japonicum", ***Rhododendron simsii*** (the famous Ghent Azalea). Also a big collection of special older trees will be coming. Special plants will be the ***Microsorium steerei*** (Oil Fern) and the ***Rhododendron*** "AIKO®". "AIKO®" azaleas revolutionize the azalea assortment. Their striking and innovative beauty lies in the unique double flowers that, once fully opened, give another dimension to the azalea plant. Aiko refers to the name of the first child of Crown Prince Naruhito and Crown Princess Masako Owada of Japan. Aiko, the princess's nickname, is written with the kanji character for "love" and "child" and means "a person who loves others". "AIKO®" azaleas are the perfect gift for someone you love, for a special occasion, or just to pamper yourself. The blue-green leaves with their petroleum-like sheen gave the inspiration for naming this new *Microsorium steerei* Oil Fern. It is a modern indoor plant with elongated, jagged leaves which sometimes have a fin-like tip. The Oil Fern prefers a place in the shade or half-shade and requires regular watering. It is a slow grower that reaches up to 20cm high and 30-35cm wide. It is reproduced in vitro by Deroose Plants and then cultivated and marketed by Meuninck. In addition to the stand will be some **MosaiCultures** statues: the eagle 4000 plants, the owl 3500 plants, the lady 12000 plants, the 3 ducks by the lake 5000 plants and a total of plant substrate of over 12 m³. (pav. S – ST1/2)

ECUADOR: THE ANDEAN FLOWER FESTIVAL

Ecuador will attend Euroflora with the reproduction of an "Andean flower festival" featuring 70,000 cut flowers and moving images of Ecuadorian sceneries. In front of the Palasport and in the Flower Theatre in the hall of pavilion C, dance performances will be staged with typical national music. Inside the exhibition area (425 square metres) four skilful craftsmen will give a practical demonstration on how to process some raw materials such as cotton, one of many products grown in Ecuador. (pav. S – ST28)

INDIA: NATURE ACCORDING TO GANDHI

The participation of India in Euroflora 2011 has been officially approved by the Indian Minister of Agriculture, Shri Sharad Pawar. In the last decade, India has taken on an important role in the floriculture sector at international level, and has chosen Euroflora to let the public know of its excellent products as well as launch a global campaign in support of endangered species. Its presence is very important, with a wide variety of products expected to be on display in three





large areas. The first one, set up by "**The Mahatma Gandhi nature Cure Center of Urulikanchan**", will be devoted to the special relationship between Gandhi, nature and plants. This area will feature an island divided into ten segments with the image of Gandhi at the centre. Each segment will host a rice field with a health-related Rangoli pattern created by using seeds, petals and colourful powders. Moreover, the ten segments will symbolise the ten essential plants for a person's wellbeing, including aloe, cereals and avocado. The second area, titled "**Two different faces of Mahagrapes**", will host a unique exhibition of carnivorous plants. Lastly, the space organised and managed by the Government of Sikkim will have a **selection of orchids** on display, with picturesque images of the city of Sikkim as a background. (pav. S gallery – SG 44 and SG49)

NEW ZEALAND: THE BREATH OF TIME IN KAURI WOOD

Bushes and tree ferns native to the Land of Kiwis will act as a backdrop for a Kauri wood table designed by Renzo Piano for the collection "Ground zero...ground heroes", featuring five tables made by Riva – Industrie Mobili Spa di Davide e Maurizio Riva, and auctioned for charity by Christie's in 2002. The receipts from the auction were donated to the Fire Department New York Columbia Association in support of the orphan children of the Italian-American Firefighters and Police Officers who died at Ground Zero. Kauri, *Agatha australis*, is native to the Auckland region, where it first appeared 38,000 years ago and grew prolifically in dense forests, which were completely submerged during the last ice age. These destroyed forests have now re-emerged from the swamps, bringing the wood back to the surface as if it had just been cut, leading to the idea of a collection for charity entrusted to a world-renowned design talent. (pav. S gallery – SG10)

ROMANIA: THE DELICACY OF LEONTOPODIUM

Leontopodium alpinum (scientific name) – in Romanian called Floarea De Colt, and also known as Edelweiss– is a particularly beautiful perennial plant as well as the rarest that may be found in the mountains. In Romania, it grows on the remote rocks of the Carpathian Mountains, especially in limestone areas and nature reserves such as those of Piatra Craiului, Munti Bucegi and Ciucas. Declared a nature monument, it has been a flower protected by law since 1931. In the Romanian tradition its name has a very particular meaning. Legend has it that, in order to show their courage, young boys would search for these flowers in the mountains to give them to their girlfriends as proof of love. In the language of flowers, it is synonymous with purity, while in the popular one, it is also known as the Queen's flower (as it was particularly loved by the Romanian Royal House in the late 1800s), Lady's mantle and Snow flower.

Characteristics of *Leontopodium alpinum*: the plant has a straight stalk and can reach up to 20-30 cm in height. Its lower part is covered with soft leaves of various sizes which grow in a circular way around the stalk. The actual flower consists of numerous rounded flower heads, while what are normally believed to be petals are, in fact, snow-white leaves from its dense layer of tiny silvery hairs, which also cover the rest of the plant, protecting both leaves and flowers from the wind. This flower is in bloom in the wild in July and August. As this is a protected plant, it is forbidden to pick it; however, in Romania there are some enthusiasts who, just to be able to fully enjoy the purity of Floarea de Colt, have found the way to grow it in greenhouses with special climate conditions that are able to bring forward flowering to June. (pav. S gallery – SG2)





SPAIN – ELCHE LANDSCAPERS AND NURSERY GROWERS GROUP DISPLAY

Spain will attend Euroflora with a group display by two Iberian producers (Elche Ornamentales S.L. – Espacios Verdes and Verde Odisea S.L.) and an Italian one (Nishikigoi Farm Italia). The display will be dedicated to the Mediterranean vegetation, with quality ornamental plants such as topiarian ***Olea europea***, ***Citrus reticulata*** and **palm trees**, in addition to specimens of ***Phoenix dactylifera***. Also present at the show will be some elaborate wooden sculptures by Verde Odisea. Nishikigoi Farm will participate with **Japanese Koi carps** in various colours (according to the official International classification), which will swim in an ornamental lake. (pav. S – ST46)

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