

EUROFLORA 2021

A WORLD
OF RARE BEAUTY

24 April – 09 May
Parchi di Nervi, Genoa

**WE ARE PLEASED
TO INVITE YOU
TO PARTICIPATE
IN EUROFLORA**

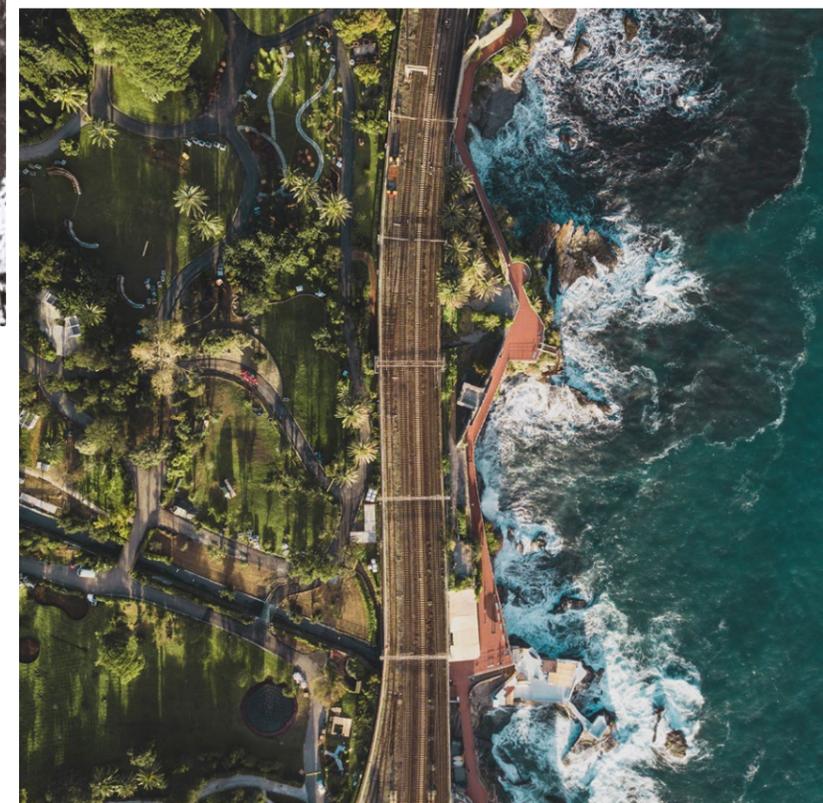
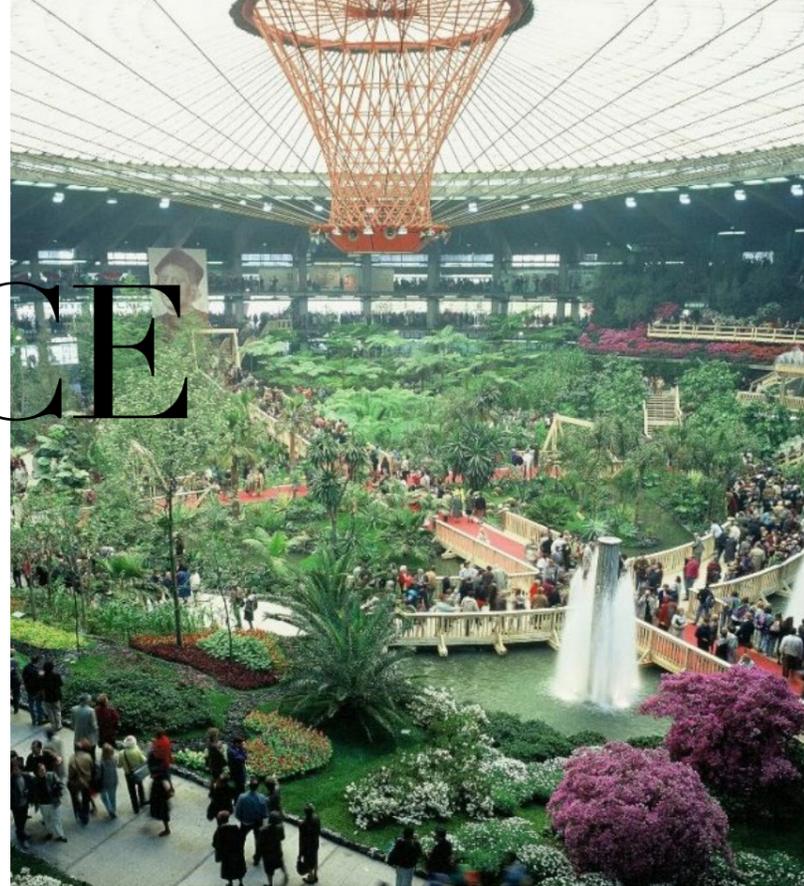
The most spectacular
flower show in Europe,
in Genoa from
24 April to 9 May 2021



FROM GRACE KELLY TO TODAY

50 years of extraordinary beauty, edition after edition. A poetic voyage which began in 1966. Euroflora first started in the 1960s in a moment of inspiration. Carlo Pastorino, the then president of Fiera di Genova, imagined an extraordinary event dedicated to flowers and plants.

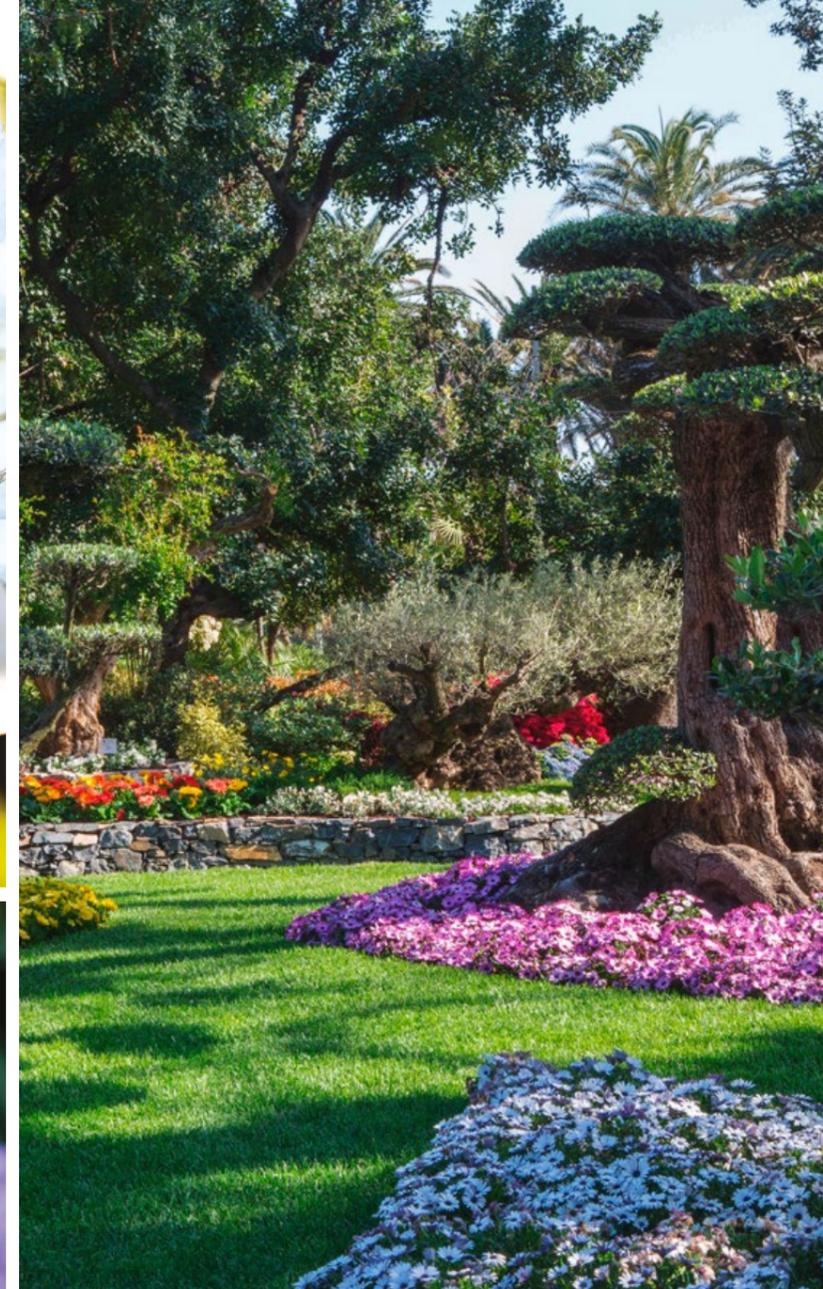
An event equal to the most famous floralies in the world like Gand, Nantes and Budapest. The project was entrusted to Giuseppino Roberto, who, thanks to the efforts of the Genoese and Ligurian flower growers, developed upon the president's idea and gave life to the first edition of Euroflora: an authentic spectacle of nature.



PRESENTING EUROFLORA 2021

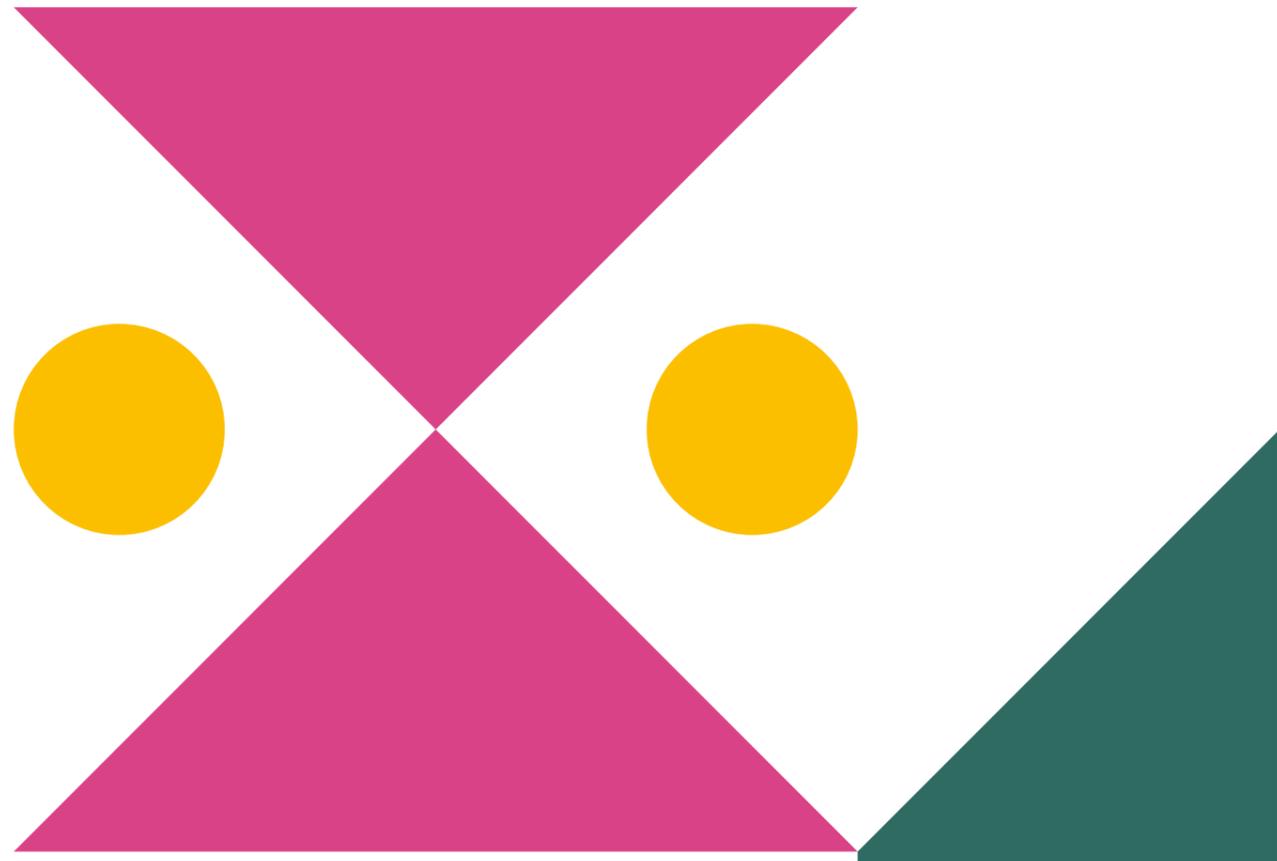
Elegance, poetry and international prestige.
These are the style notes that have told the
story of Euroflora for 50 years.

The most spectacular flower show in Europe
returns to the Parchi and Musei di Nervi
in Genoa. Promoting the Italian flower industry
in the world through the excellent products
of the most qualified companies in the industry.
This is Euroflora's intent as, edition after edition,
it cements itself as an extraordinary showcase.



An eminent appointment with elegance and beauty in its most authentic acceptance. A voyage amongst flowers and plants coming from all corners of the Earth in the discovery of nature's marvels.

Exhibitors from around the world, as well as thousands of journalists, industry workers and salespeople, institutes, as well as show, cultural, political and sports celebrities enhancing the value of an event which is unique in its genre.



Prestige Elegance

Respect for nature and the environment, the promotion of biodiversity, the protection of the landscape and sustainability are the essential values which are advocated by Euroflora.

In the magnificent context of the Parchi di Nervi the relationship between humans and nature becomes a responsibility that needs to be cultivated and honed edition after edition, animated by the desire to be in perfect synergy with our most precious heritage: our Planet.



Sustainability

5 GOOD REASONS TO EXHIBIT AT EUROFLORA

1

International Showcase

Euroflora is one of the biggest international events promoting around the world the excellence of floriculture in all countries, through the exhibition of the best plants and rare specimens



2

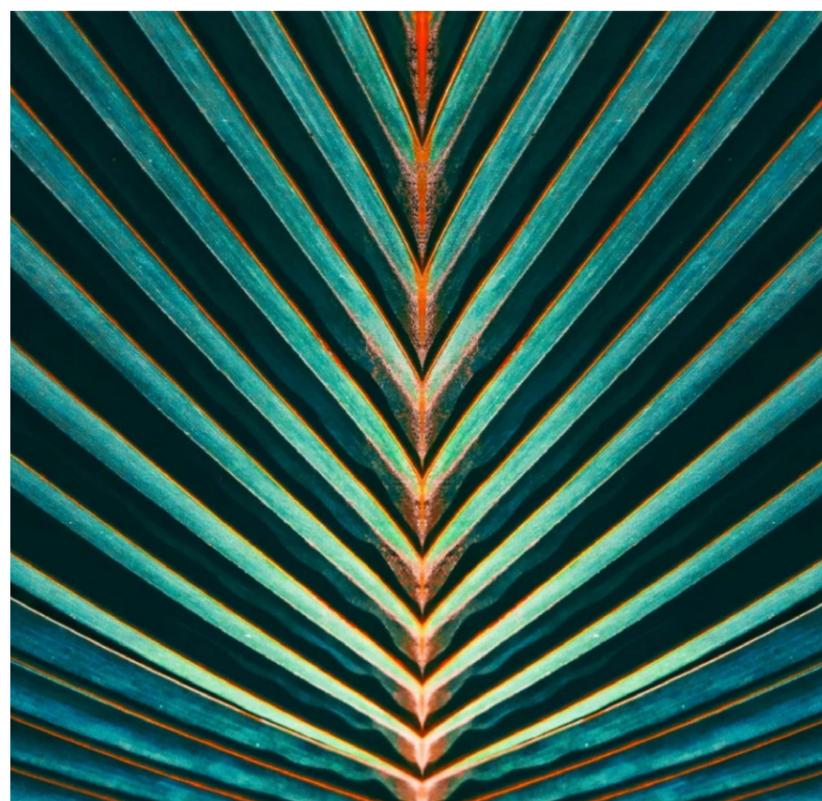
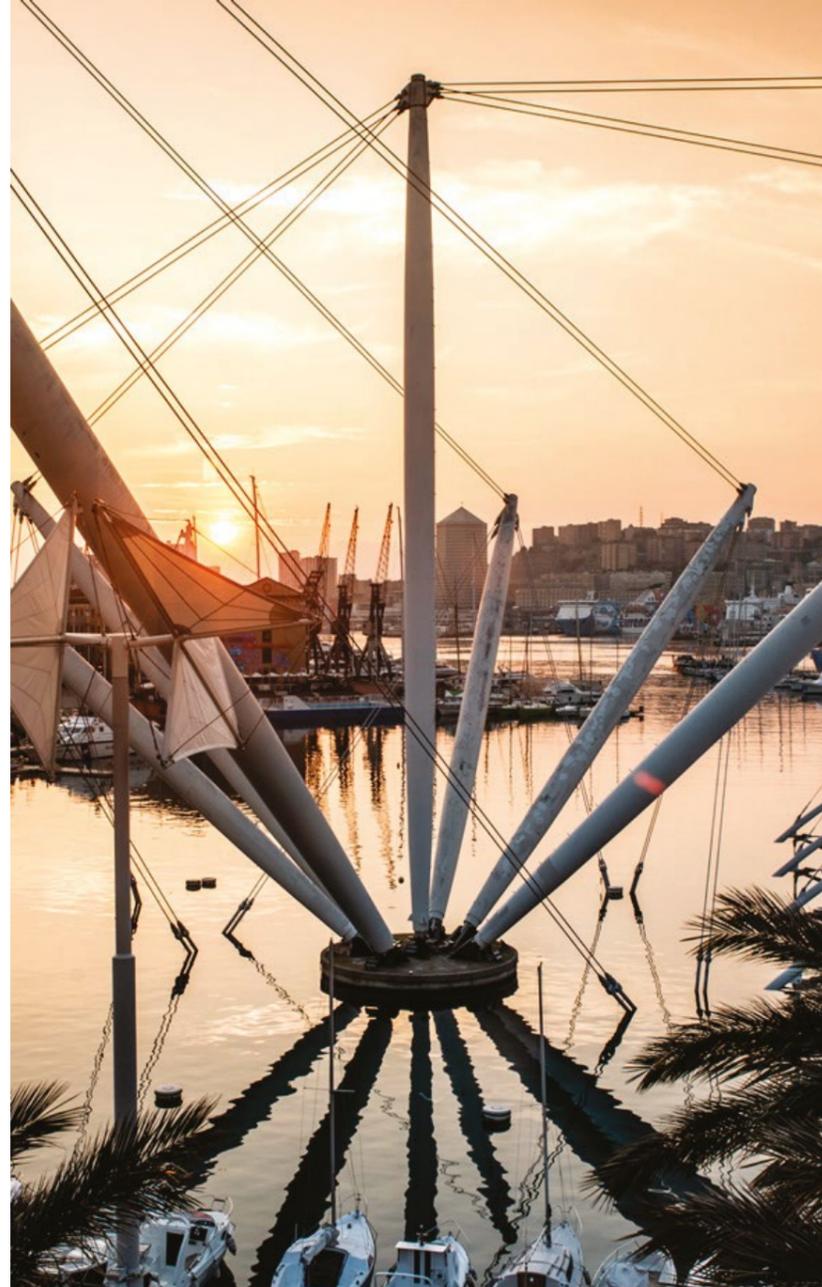
Exceptional Visibility

Euroflora sees the presence of the entire information sector, from industry to general press, illustrated magazines and media specialised in the topics of plants and flowers and environmental sustainability. In addition, there are professional photographers, bloggers, and television crews from around the world filming direct and recorded news stories.

3

Glamour

Euroflora is trendy, thanks to the presence of well-known celebrities known not only to hobbyist gardeners, but also tied to television, design, culture and sports.



4

Competitions

Through the traditional formula of competitions, with their international judges, Euroflora represents a tangible recognition of the level of excellence reached by floriculture, as well as a point of pride for participating businesses.

5

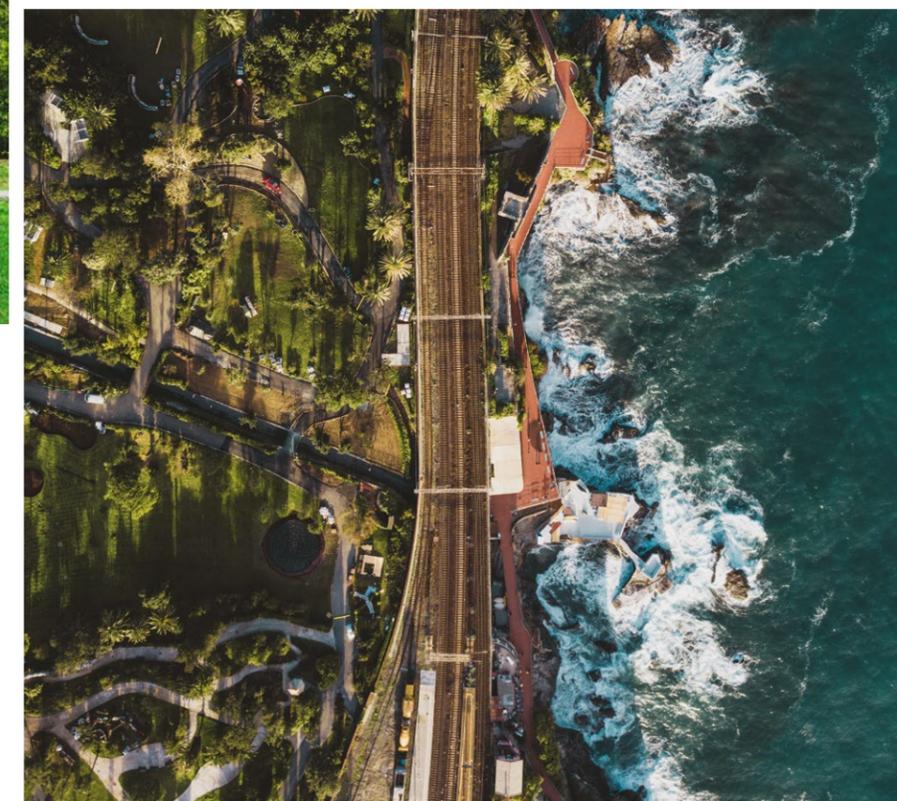
Business

In the 2021 edition, Euroflora will dedicate the day before the official opening to the public to the visit of professionals and buyers, with special targeted initiatives organised in partnership with important businesses in the floriculture industry.



Landscape Architecture

IN GENOA IN THE POETRY OF THE PARCCHI DI NERVI



After the success of the 2018 edition - which brought Euroflora out in the open for the first time, in the enchanting nineteenth century setting of the Parchi di Nervi in Genoa - with a new three year frequency, the 2021 edition returns to the sea to provide exhibitors and visitors with a unique and evocative environment made even more unique by the three internationally famous museums. Wolfsoniana, GAM (Galleria d'Arte Moderna) and Frugone Collection which, for the occasion, will be transformed into exhibition areas dedicated to flowers and ornamental plants in a magnificent union of art, history and nature.

WATER PLAY AND FOUNTAINS

The great sequences of streams and fountains and the wide oval spaces designed by the project are combined with the evocative views of the Parchi to offer visitors exciting perspectives. The project and the Parchi will become the stage upon which will appear the marvels of Euroflora 2021; rare essences, unique specimens, extraordinary collections and installation made by internationally famous landscape artists.



EUROFLORA
2021



Strong points

THE FAMOUS EUROFLORA LOGO

The lettering and logo that have always identified Euroflora were designed in the initial phase, by the creative artist Emanuela Tenti. Two abstract corollas opposites and imperfect, anti-conventional and purposefully imperfect characters were extremely successful, winning international competitions, and were used by engravers and State Stationary institutes in the creation of medals and postage stamps.



RECOGNITION

Euroflora is recognised by the Association Internationale des Producteurs Horticoles and by the Association of International Floraries, and is the main industry event in Europe.

In this edition, we will have an important partnership with Grandi Giardini Italiani.

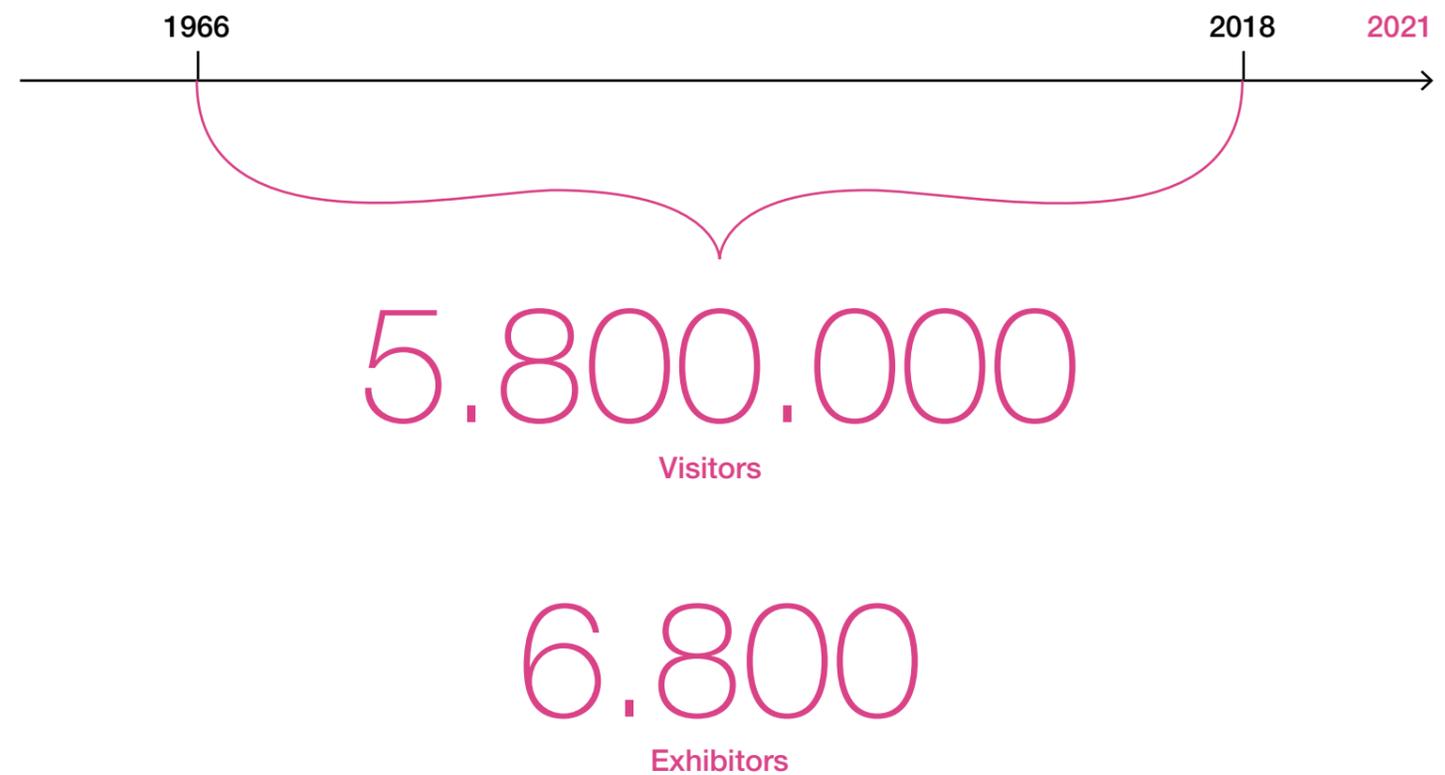


285.000

Visitors in 2018

EUROFLORA IN NUMBERS

Even the statistics prove the value and prestige that Euroflora has. Just to cite a few numbers, from 1966 to 2018 there were 5,800,000 visitors, 6,800 exhibitors from around the world in addition to the thousands of journalists, workers and salespeople, institutes, and television, cultural, political and sports celebrities.



NATIONAL AND INTERNATIONAL PRESS

The high profile of the Euroflora event has always raised interest in the national and international press, guaranteeing all participants important and international media exposure, also thanks to the presence of important foreign television networks.

The eleven editions of Euroflora have had a total of 7,700 press members, with an average per edition of 700 accredited journalists from Italy and abroad.

7.700

Accredited journalists
in 11 editions

240

Competitions in 2018

COMPETITIONS

There are three main competition categories: honour competitions, aesthetic competitions and technical competitions. The first, the most popular due to their national and international prestige, reward the overall presentation. The aesthetic competitions evaluate the beauty, originality and artistic presentation of the exhibited plants.

Technical competitions reward the high quality, robustness and novelty of flowers, shrubs and trees on display. A special award is reserved for the presentation that, throughout the entire event, lasts the best.



Honour
competitions



Aesthetic
competitions



Technical
competitions



Special
award

DIGITAL CAMPAIGN

Highly targeted national coverage, will directly involve the public interested in Euroflora. The digital communication strategy will focus on promoting the image of the event and the advance sale of tickets in order to ensure ample visibility and participation. Together with Euroflora 2021, the protagonists of online communication will be the topics and interests related to it: flowers and plants, gardening, botany, nature, sustainability.

On addition, in order to increase sales and reinforce the image of the XII international exhibition of flowers and ornamental plants, Euroflora 2021 will be presented as a tourist attraction through a series of related topics such as tourism, city breaks and experiences.



PRESS CAMPAIGN

National coverage for printed press will include the main Italian newspapers such as il Corriere della Sera and La Repubblica. This method will increase the range of action in Italian media reaching a transverse public.

Although the communication of Euroflora in the daily newspapers will leverage large numbers in a capillary manner, the industry press will consolidate the overall press campaign by dialoguing with a readership with close ties to the event.



POSTER CAMPAIGN

Posters will be part of a vertical communication strategy targeted at an interested public. There are two strategic areas identified: the Liguria region with a focus on Genoa, and the city of Milan.

The latter creates a direct axis with Genoa and Euroflora and, thanks to the large user basin in the Milan area, it allows to maximise visibility and engagement.



TV CHANNEL CAMPAIGN

A strongly transversal means of communication, characterised by a diverse public, television will promote the event by entering the homes of millions of Italians.

The Euroflora 2021 advert will be transmitted on theme and general channels in order to reach the most varied and ample user basin.



The exhibition areas



11
AREAS
OF RARE
BEAUTY

Area names.

ENTRANCE
AREA

PROMENADE

WATER
PLAY

GAM

BELVEDERE

FRUGONE

GREEN
MARKET

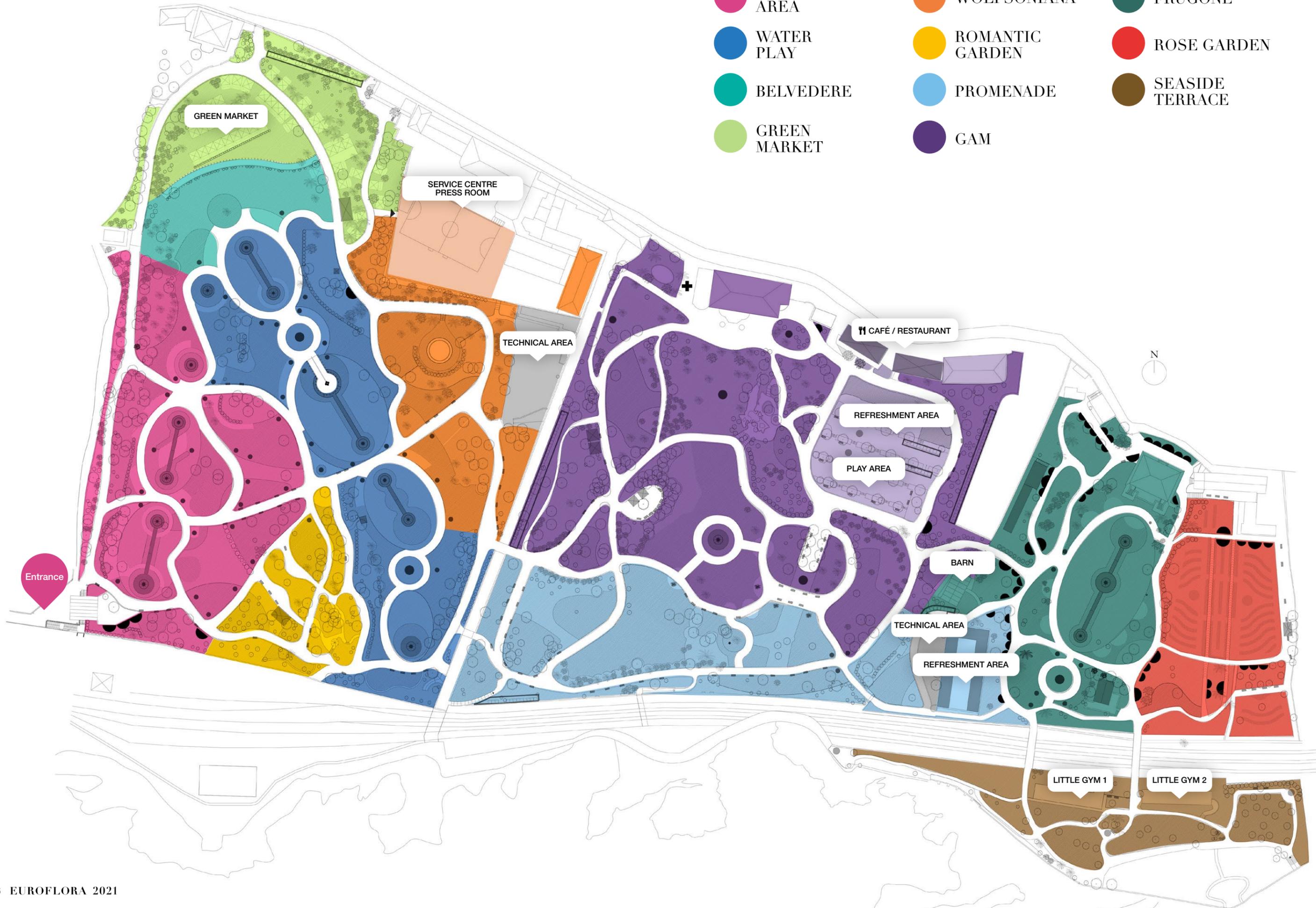
ROSE
GARDEN

WOLFSONIANA

SEASIDE
TERRACE

ROMANTIC
GARDEN

- ENTRANCE AREA
- WATER PLAY
- BELVEDERE
- GREEN MARKET
- WOLFSONIANA
- ROMANTIC GARDEN
- PROMENADE
- GAM
- FRUGONE
- ROSE GARDEN
- SEASIDE TERRACE





With the hope that the 2021
edition will see your participation

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