



Call for expressions of interest for the design of Euroflora 2022

Preamble

Euroflora, the International Flower and Ornamental Plant Show, has been the leading European flower show for over half a century. It is an unparalleled event in terms of beauty and grandeur, aimed at promoting Italian and foreign plants and flowers of the highest quality. The show was first held in Genoa in 1966 and then every five years until 2011. Starting in 2018, following a seven-year hiatus, Porto Antico di Genova, the organizer of the event and the owner of the brand, decided to hold the show on a three-year basis and move its venue to the Parks of Genova Nervi, where it has now been organized twice, in 2018 and in 2022. The 2021 edition was indeed postponed by one year due to the Covid-19 pandemic. A new phase is now being devised for the show, planning to hold it in the new location of Genoa Eastern Waterfront (Waterfront di Levante), an area that is currently undergoing an extensive urban regeneration project. Euroflora, one of the floralies recognised by Aiph (International Association of Horticultural Producers) is characterised by specially-designed spectacular settings that, as part of an all-encompassing project, need, on the one hand, to ensure a beautiful setup and magnificent landscapes and, on the other, to meet the needs of participating exhibitors, who consider Euroflora as the perfect promotion tool to showcase the typical products of their geographic area - be they trees, shrubs, flowering plants or cut flowers. Exhibitors, who may be individual floriculture and nursery gardening businesses, collectives under the aegis of regions, municipalities, foreign countries, associations, universities, and other institutions, can take part in the show for free, while committing themselves to designing, setting up and maintaining their respective exhibition areas.

The latest edition of Euroflora was held from 23 April to 8 May 2022 in Nervi, inside the Parks and the Museums. It extended over approximately 9 hectares and involved around 300 exhibitors representing France, the Principality of Monaco, Spain, the Netherlands, China, and the United States. The exhibition goes hand in hand with a series of competitions judged by international juries of experts, aiming at highlighting the value of individual specimens and group arrangements. Over the last few years, there has been an increasing focus on Landscape Architecture, including a dedicated competition that awarded the projects of landscape designers and architects under and over 30 years of age.

Porto Antico di Genova S.p.A. will organize the next edition of Euroflora in the spring of 2025 and intends to select its project in two stages: first, the designers that will respond to the Expression of Interest will undergo a preliminary selection; then, the ones selected as potentially fit will be invited to submit a project proposal. All the information required to draw up the preliminary project will be provided during a dedicated briefing. The preliminary project will then have to be submitted to Porto Antico di Genova SpA in accordance with the conditions and timeframe that will be indicated in due course.

Subject of the Call

This call is addressed to professional design firms, individual entities associated formally or in informal groups, interested in submitting their Expressions of Interest (Phase 1) in order to be included in a list of designers who, at the sole discretion of Porto Antico di Genova S.p.A., will be admitted to Phase 2 of the selection procedure, i.e. invited to submit their project concept for Euroflora 2025. Throughout its phases, the procedure is to be understood as being of a private nature, since Porto Antico di Genova S.p.A. is not bound to comply with Italian Legislative Decree No. 50/2016, as amended and supplemented, "Codice dei contratti pubblici" (Public Procurement Code).

Porto Antico, at its sole discretion, reserves the right to suspend or cancel this procedure and/or not to proceed with the above-mentioned Phase 2.

The same procedure shall not be binding for Porto Antico di Genova S.p.A.

Requirements

1. Non-applicability of the conditions for exclusion set out in Article 80 of Italian Legislative Decree No. 50/2016;
2. registration with the Chamber of Commerce, Industry, Handicraft and Agriculture - where provided for by the legal nature of the applicant - of the Province in which the applying entity has its registered office - Cooperatives and Consortia of Cooperatives must be registered in the National Register of Cooperative Entities pursuant to Italian Legislative Decree No. 220/2002 and of the Decree of the Italian Ministry for Productive Activities of 23 June 2004, respectively;
3. possession of the professional qualifications, as set out by the applicable law, required to perform the tasks involved;
4. registration with the relevant professional register of at least one applicant representative;
5. non-applicability of the condition for disqualification referred to under Article 53, Paragraph 16 ter of Italian Legislative Decree No. 165/2001 (pantouflage), meaning that the applicant must not have entered into any employment or freelance contract(s) with or hired in any manner any former employee(s) of Porto Antico di Genova S.p.A. whose employment relationship with the latter ended less than three years ago and who, over the last three years of employment, were vested with executive authority or the power to negotiate contracts with said applicant for and on behalf of Porto Antico di Genova S.p.A.;
6. absence of any family relationship, up to the fourth degree, or of any other relationship, including of an employment or a professional nature, be they ongoing or pertaining to the

previous two years, with the Company's directors and managers in charge of this procedure by reason of their office;

7. proven experience, evidenced by appropriate documentation, in the design of green areas and gardens, parks and/or landscapes, also of a temporary nature, as well as in the design of shows/events open to the general public, similar to Euroflora with regard to their theme or setting (e.g. Floralties Nantes, International Gardens Festival of Chaumont-sur-Loire, Chelsea Flower Show, Orticolario, etc.);
8. ability to produce plans, partial executive projects, graphic artworks, renderings, etc. within a very limited timeframe, as well as aptitude and experience in the proactive management of relations with exhibitors on multiple levels (flower growers, authorities, ministries, regions, institutions, collectives, etc.).

Moreover, the presence, in the competing firm/group, of professionals holding the following qualifications will be appreciated:

1. Master's Degree in Landscape Architecture;
2. Master's Degree in Architecture;
3. Master's Degree in Agriculture.

The above requirements/qualifications must be met/held as of the date of the application deadline.

How to apply

Applications shall be sent by certified e-mail to Porto Antico di Genova S.p.A. **portoantico@pec.it** under the subject of

"MANIFESTAZIONE DI INTERESSE PER LA PROGETTAZIONE GENERALE DELL'EDIZIONE 2025 DI EUROFLORA"
(EXPRESSION OF INTEREST FOR THE GENERAL DESIGN OF THE 2025 EDITION OF EUROFLORA)

Applicants shall also mandatorily send to the certified e-mail address specified above:

- Curriculum Vitae (in PDF format and digitally signed) of the design/architectural firm or of the individual designers/architects participating as a group;
- a brief, digitally signed reference list of previous projects and work experience in PDF format, having a maximum size of 80 MB and including relevant photographic documentation.

Application deadline

Applications may be submitted starting on the date of publication of this Expression of Interest and until 00.00 hours on **04 November 2022**.

