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Genoa, October 2026

Press Release

ROOTS IN THE FUTURE

TO CELEBRATE EUROFLORA'S 60TH ANNIVERSARY
THE NURSERY AND FLOWER INDUSTRY LOOKS TO NEW TECHNOLOGIES
DEDICATED TO URBAN GREENERY FOR THE RESILIENT CITIES OF TOMORROW

The anniversary day celebrating Euroflora's sixtieth milestone, titled "Roots in the Future: 60 Years of Euroflora for a New Urban Vision," took place at the Porto Antico Congress Centre in Genoa last Monday. The event featured an engaging exhibition of memorabilia, photos, videos, and a selection—curated by the Il Secolo XIX Foundation—of the most significant front pages from the Genoese daily newspaper chronicling the exhibition's thirteen editions. For the occasion, institutions, leading international experts in the ornamental plant sector, agronomists, architects, and researchers gathered in Genoa to define the crucial role of greenery as a vital, technological infrastructure against climate change.

The morning sessions, moderated by Il Secolo XIX Director Andrea Castanini, were opened by Mauro Ferrando, President of Porto Antico di Genova S.p.A., who drew an ideal bridge between the founders Carlo Pastorino and Giuseppino Roberto—who drew inspiration from the Belgian Floralies in 1964—and today's challenges. Ferrando recalled the journey of thirteen editions and over 6 million visitors, highlighting the success of the 2025 edition, which generated an estimated economic impact of 36.9 million euros according to Deloitte (29 million in Liguria) with a record satisfaction rate close to 87%. The opening also featured remarks by City Council President Claudio Villa, Regional Council President Stefano Balleari, and Chamber of Commerce President Luigi Attanasio, who emphasized the event's identity value and its role as an incubator of ideas. In the afternoon, Deputy Mayor Alessandro Terrile addressed the audience.

The international dimension of the debate was enriched by speeches from Tim Briercliffe, Secretary General of AIPH, and Pieter Toebaert, General Director of the Ghent Floralies, who underscored how major floral and nursery events are evolving today into permanent ecosystems connecting citizens with nature. Space was also dedicated to applied innovation with the Regional Institute for Floriculture (IRF) and the Region of Liguria, represented by Fabrizio Acquarone, who presented—as part of the Interreg Marittimo Prismamed 2 project—the prototype of the green pergola, a lightweight, sustainable structure featuring very low water-

demand species for port and waterfront areas. The morning also featured scientific and urban planning contributions from Laura Gatti, Alessio Montanari (RPBW), Nicola Canessa (Genova Smart City), Francesca Salvarani (Order of Architects of Genoa), Sabrina Diamanti (Order of Agronomists of Liguria), as well as Francesca Coppola (City Councilor for Urban Planning and Public Greenery for the Municipality of Genoa) and Giuseppe Sorrentino (officer of the Municipality of Rome and former Director of Environmental Protection), focusing on urban regeneration, Green Plans, and the Nature Restoration Law. The first part of the day concluded with a lunch curated by Genova Gourmet and the cutting of the birthday cake.

The afternoon session, coordinated by Edoardo Sciutti (Technical Director of ANVE), explored future priorities for urban greenery under the banner of science and sustainability. Federica Larcher (University of Turin) illustrated nature-based solutions as climate refuges, Giulio Senes (UNIMI) addressed the concept of the "Sponge City" to counter heat islands, while the Floriculture District of Liguria (with Alessandro Lanteri, Giovanni Minuto, Andrea Volante, and Marcello Militello) provided an update on Floriculture 4.0, alongside Sergio Saporetti (MASE) on the Minimum Environmental Criteria (CAM).

The core moment of the afternoon was the institutional debate on the Floriculture Bill (DDL Florovivaismo), featuring Undersecretary of MASAF Patrizio Giacomo La Pietra, Luca Brondelli di Brondello (Confagricoltura), Stefano Roggerone (CIA-Agricoltori Italiani), and Gianluca Boeri (Coldiretti Liguria), aimed at granting recognition and protections to a strategic sector of agriculture. Following the supply chain analysis by Eleonora Bonifazio (ANVE Liguria), the day concluded with the official launch by President Mauro Ferrando of the design competition to select the new Artistic Director for Euroflora 2028. A visionary figure called upon to interpret the most advanced contemporary challenges—from climate resilience to experiential architecture—leveraging the exceptional stage of the new Waterfront di Levante designed by Renzo Piano.

60 Years of Excellence: Awards for Historical Protagonists

A tribute was paid to the great figures who have made Euroflora an irreplaceable heritage for Genoa and the country. Key figures in floriculture, botanical culture, landscape design, and institutions were awarded special recognition:

- Luciano Ardizzoia (for Piedmont's flower growers): awarded for his role as an exhibitor, master agronomist, teacher, and pioneer in irrigation and landscape.

- Silvio Castagno: master nurseryman, agronomist, and historical presence, awarded for his extraordinary production quality, unparalleled aesthetic arrangements, and for having collected the highest number of awards as a single exhibitor across thirteen editions, including 4 Grand Prizes of Honor.

- Arturo Croci: intellectual and historical pillar of international floriculture, former jury president, awarded as the custodian of the scientific and aesthetic value of the exhibition.

- Vincenzo Enrico: pioneer in orchid cultivation and a symbol of Ligurian botanical excellence worldwide.

- Moritz Mantero: founder and President of Orticolario, awarded for precious strategic dialogue and the shared mission of promoting green culture.

- Emanuela Tenti: creative mind and authorial signature who, in 1966, created Euroflora's historic and irreplaceable logo.

- Paolo Zacchera: prominent representative of floriculture and custodian of Lake Maggiore's great botanical tradition.

Special recognitions were also awarded to major institutions and historical partners: Floraliën Gent (pioneer and godmother of major European botanical exhibitions), the Region of Campania, the Region of Liguria, and the Municipality of Genoa, pillars and custodians of sixty years of green beauty and tradition.

The complete press kit and photos can be downloaded at the following link: https://drive.google.com/drive/folders/1M6eKpyCxHTHpFT9zYAj14tdRK6nMUcsH?usp=sharing

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