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Press Release

ARS URBANA PROJECTS SELECTED FOR EUROFLORA 2025 ***A new approach to urban landscapes to address climate challenges***

Following intensive evaluation, the projects selected to participate in Ars Urbana, the Euroflora 2025 competition, have been announced. Scheduled to take place in Genoa from April 24 to May 4, the floral exhibition will unfold in the Levante Waterfront, starting from the new park in Piazzale Kennedy, traversing the Palasport arena, and continuing along the seafront towards the Jean Nouvel pavilion. The competition aims to foster creativity and innovation in landscape design.

Fourteen projects have been chosen by a panel of experts, including architect Matteo Frascini of the URGES Valagussa Group, the designer of Euroflora 2025.

The panel, chaired by president of the Ligurian section of AIAPP - Italian Association of Landscape Architecture, architect Sessarego, expressed satisfaction with the high quality of the submissions received by the September 30 deadline. Twenty projects were selected from approximately sixty applications. The designers responded to the competition's theme of "Nature Makes Space" with innovative proposals that explore the relationship between art and landscape while adhering to principles of environmental sustainability, water and energy conservation, and climate change mitigation.

"The proposed concepts are interesting and innovative, with varying depths of content," explained Sessarego. "They interpret art as human intervention in shaping nature for aesthetic purposes within an urban context. The theme of the relationship between humans and nature takes into account climate change, which has shifted our paradigm: nature is no longer dominated by humans but instead becomes the protagonist, forcing us to adapt our actions to the laws of nature to ensure the survival of the ecosystem and landscape of which we are a part."

In summary, **the selected projects present a new vision of urban landscapes, where nature is no longer merely a decorative element but instead becomes a central focus, emerging in space and time and contributing to the regeneration of resilient cities capable of addressing contemporary climate challenges.** It is now the turn of the authors of the selected projects to confirm their participation in Euroflora 2025.

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The selection process was rigorous and analytical. The panel first reviewed all submissions, followed by individual evaluations by each member. The panel then convened to discuss and finalize the selections based on criteria such as innovation, creativity, clarity, coherence with the Euroflora theme, landscape and aesthetic quality, technical feasibility, ease of maintenance, and cost-effectiveness. Other factors considered included the dissemination of cultural messages and the accessibility of the concepts to visitors of various ages and backgrounds.

The selected projects will be showcased in spaces of approximately 50 square meters located in the first area of Euroflora, the park in Piazzale Kennedy. A second panel will evaluate the realized projects on April 23, the day before the opening, as part of the traditional jury sessions for all Euroflora competitions.

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