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Press release

Euroflora, from 1966 to Today

The idea for Euroflora was born in the late 1960s in Genoa, a region that has shaped the history of Italian and European floriculture. The inspiration for the then International Fair Authority of Genoa, now integrated into Porto Antico di Genova Spa, came from the Floralties of Ghent, Europe's oldest and most renowned. Transforming this dream into reality were the Fair Authority's president at the time, **Carlo Pastorino**, and the young general secretary, **Giuseppino Roberto**.

On August 27, 1965, from Brussels, the president of A.I.P.H. (International Association of Horticultural Producers), **Emile Debroise**, granted authorization for the event. This was a significant milestone, as it legitimized Euroflora's prestige, creating a ripple effect among European countries with strong floricultural traditions, which decided to participate in the nascent Italian floralties. From then until 2011, Euroflora was held every five years; today, European schedules have changed significantly, and of the historic events, only Ghent, Nantes (now Floralties de France), and the Genoese event remain, the latter with a thoroughly revamped format. The international regulations provide free exhibition spaces for participants, who bear the responsibility of creating garden areas with rare specimens, collections, and outstanding productions, alongside a wide range of technical and aesthetic competitions that reward quality and harmony, ensuring a high-quality experience for visitors

The lettering and iconic logo that have always identified the event were created in its early days by **Emanuela Tenti**. Featuring two abstract, opposing corollas with unconventional, deliberately imperfect characters, the logo achieved great success, winning international competitions and being used by engravers and state mints for medals and stamps.

The first edition of Euroflora in 1966 was a triumph, attracting 250,000 visitors and hosting 263 exhibitors from 19 countries. **Across its twelve editions, nearly 7,000 exhibitors from around the world have participated, with approximately 6 million visitors.** Since 1966, over 6,500 technical and aesthetic competitions have been held, involving thousands of floriculturists and nursery growers, influencing new trends and consumption styles. Initially held every three years, Euroflora, after a seven-year hiatus (2011–2018), is now triennial and organized by **Porto Antico di Genova**, the company that has continued the activities of Fiera di Genova since 2019. The main operational partner of Euroflora has always been the **Municipality of Genoa**, initially through the Gardens and Forests Service and now through **Aster**, the municipality's in-house company that manages and maintains the city's green heritage.

Euroflora's exhibitors are primarily producers, floriculturists, and nursery growers participating individually or under the aegis of Regions, Chambers of Commerce, and trade associations, alongside municipalities and foreign countries—an intricate ensemble that highlights excellence and biodiversity. A special mention goes to the jurors, who have included the foremost figures in Italian and international floriculture, top landscape architects, distinguished university professors, and leading gardeners, floral decoration experts, and bonsai specialists.

Equally significant is the design of Euroflora. In this regard, the 2018 and 2022 editions were markedly different from previous ones, as they took place in Nervi, in the splendid seafront historic parks, with characteristics vastly different from the fairgrounds in terms of space, capacity, and logistics. In 2025, for its thirteenth edition, Euroflora returns to its roots in the former fairgrounds, now transformed into the "Levante Waterfront" thanks to a major urban redevelopment project designed by **Renzo Piano**. The



exhibition areas have tripled in size compared to the last two editions, and the extensive covered spaces allow for the display of all types of plants, highlighting cut flowers, floral arrangements, and bonsai.

Today, Euroflora is an evocative term that conjures images of a grand spectacle of plants and flowers, becoming part of common parlance. From three Italian Presidents—**Sandro Pertini, Francesco Cossiga, and Oscar Luigi Scalfaro**—to **Princess Grace and Prince Rainier of Monaco**, their son **Albert**, and **Marella Agnelli**, the event has welcomed numerous distinguished visitors.

Since 1966, Euroflora has been Italy's greatest tool for promoting floriculture. Initially focused primarily on producers of cut flowers and indoor plants, it later expanded to include outdoor nursery gardening. This sector gradually gained prominence, becoming a key component of Euroflora, and today, nursery gardening represents Italy's leading export in the industry. Euroflora's great strength lies in its ability to convey, through the rediscovery of flowers and plants as a way of life, a message of love and respect for nature and the environment, while introducing a vast audience to diverse techniques for utilizing greenery.

The evolution of Euroflora is primarily an evolution of content. While the floralies of the past were inspired solely by aesthetics, today's Euroflora is driven by the concept of beauty and embraces the world of plants and flowers in its entirety, exploring themes of landscape architecture, research, and conscious tourism to meet the widespread demand for lifestyles connected to nature. Combined with interactivity—through lessons, workshops, and meetings with prominent scientific communicators and well-known public figures—these elements make the event transversal, capable of engaging diverse audiences and thoroughly contemporary.

Sustainability is a core theme at Euroflora, applied at all levels. The event adheres to the sustainable event guidelines of the Municipality of Genoa, creating general setups that can be recycled at a rate of no less than 80% and using primarily digital technologies or FCP-certified paper for promotional activities. Since 2018, mobility has also shifted in this direction: parking areas are reserved for service vehicles and holders of special permits, with strong encouragement to use public transportation.

Since 2021, Euroflora has also focused on business. Thanks to an agreement with **Agenzia ICE**—as part of the Made in Italy promotion plan supported by the **Ministry of Foreign Affairs and International Cooperation**—delegations of foreign buyers have been present. For the first time this year, Monday, April 28, will be a day dedicated to accredited industry professionals, with spaces for negotiations and meetings. Additionally, meetings between foreign buyers and Ligurian agrifood companies, promoted by the **Genoa Chamber of Commerce**, are scheduled.

Euroflora is

A hymn to beauty and sustainability with 154 gardens from around the world, spanning 85,000 square meters of indoor and outdoor exhibition spaces overlooking the sea in Genoa. This is the spectacle of Euroflora 2025, organized by Porto Antico di Genova, now in its thirteenth edition, the only Italian event recognized by the AIPH International Association of Horticultural Producers. From Friday, April 24 to Sunday, May 4, in the former fairgrounds, now transformed into the Levante Waterfront thanks to a major urban redevelopment project designed by Renzo Piano, over 400 Italian and international nursery growers will showcase their excellence, alongside innovative landscape architecture projects tied to environmental sustainability, “green” tourism proposals, and cutting-edge technologies from the research world. Highlights include the Space V space greenhouse with astronaut Franco Malerba, demonstrations of advanced agro-floricultural technologies by the Italian Institute of Technology, and



Nemo's Garden underwater biosphere. Punctuated by 10-meter-high origami inspired by the image of unfurled sails, visitors will embark on an immersive, colorful, seafront journey along a 4-kilometer route. The exhibition path starts at the emerging urban park, enters the central arena of the new Palasport, continues through the Piazzale Mare spaces and the floating Marina area, and concludes on the two floors of the Jean Nouvel pavilion. Four "Arenas" will host shows, concerts, floral designer performances, and meetings with prominent scientific communicators like Stefano Mancuso and Mario Tozzi, as well as well-known figures such as conductor Peppe Vessicchio and journalist-presenter Federico Quaranta. Five halls are dedicated to conferences and meetings reserved for negotiations with buyers. The event features 254 competitions to highlight the excellence and beauty of the displayed collections, judged by over 100 industry experts on April 23. It will be a tour of Italy's finest floricultural productions, with strong participation from the Liguria Region, alongside Piedmont, Tuscany, Marche, Campania, Puglia, and Sicily, with collective and individual presences, universities, parks, and direct involvement from the Ministry of Agriculture and Food Sovereignty, Coldiretti, Confagricoltura, the National Association of Exporting Nursery Growers, Federfiori, the Italian Association of Floriculturists and Florists, and the National Association of Flower Exporters and Traders. Among the novelties, the Egyptian Museum of Turin presents the Garden of Pleasure, and there are numerous international presences, including the Floralties de France and Nirp, with the standout confirmation of the Jardin Exotique de Monaco and its splendid succulent specimens. Large palms arrive from Florida, Thailand represents Asia, and Bhutan makes its debut—the only country in the world to prioritize Gross National Happiness over GDP. For bonsai enthusiasts, world-renowned Japanese master Naoko Maeoka will hold daily classes from April 26 to 29. In the Liguria Region's spaces at Euroflora, a section will be dedicated to leading hybridizers showcasing the latest production innovations. Over 150 events are scheduled across the 11 days of the event: conferences, shows, talks, presentations, workshops, and plenty of music. Info and tickets at: www.euroflora.genova.it, directly at the event entrance from April 24 in Piazzale Kennedy. In Genoa, ticket offices are located at Porto Antico and Genova Experience points in Piazza De Ferrari and Via San Lorenzo.

During Euroflora, on the weekends of April 26-27 and May 3-4, the Rolli Days will take place, opening the doors to the city's most beautiful and fascinating noble palaces. Museums and parks will host special exhibitions and events. For this and all other information, visit www.visitgenoa.it.

PRESS KIT/PHOTOS AND VIDEOS

<https://drive.google.com/drive/folders/13LPJaKXudkAgJTgALYh1IFe7CRqeHTnt>

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