



GEORGOFILI WORLD

Newsletter of the Georgofili Accademy

BIODIVERSITY AND DIVERSITY OF FORMS: THE NEW GEOMETRY OF URBAN GREEN

April 16 2015

“Plants are the most important, least understood, and most taken-for-granted of all living things” (Malcolm B. Wilkins, 1988)

The “Accademia dei Georgofili” would like to invite you to the **Conference “Biodiversity and diversity of forms: the new geometry of urban green”** on the 8th of May 2015 during the International Exhibition of Plants and Flowers “Flora Firenze 2015” that will be held from the 30th

to the 11th of May 2015 in the Parco delle Cascine, Florence, Italy.

The Conference will focus on the diverse ways in which flowers and plants enhance the quality of urban life, human health and well-being. The aim of the Conference is to overcome people blindness to plants and flowers that surround them in everyday life and to increase our green attitude by presenting case studies of sustainable urban green projects in the Mediterranean environment. Moreover, the Conference aims at highlighting the potential of the national Floriculture sector and the new uses of the Mediterranean plants. The Italian climate, from South to North, allows the cultivation of a multitude of ornamental species, reaching high quality standards. These plants can be used for planning attractive and sustainable green urban areas at national and international contests.



Join us and together we will explore these questions through thoughtful presentations by Floriculture experts, Archistars© and international landscape designers:

1. Why are people blind to the plants and flowers that surround them in everyday life and how can we overcome this?
2. New consumers and new consumers' needs are asking "more than just pretty" products, can Mediterranean plants meet consumers' expectations and how? Which are biodiversity potential to provide innovation for the national floriculture and nursery sector?
3. Can we focus our value proposition on the unique ways in which flowers and plants enhance the quality of urban life by environmental improvement, and health and well-being benefits? Which are the human benefits for a good planned urban green area?
4. How can we increase the green attitude? How the coolest urban green projects can contribute to it?

[Program \(PDF\)](#)

A translation service will be provided