



PROVINCIA
DI PISTOIA

Pizza San Leone, 1
51100 PISTOIA

FONDAZIONE
CASSA DI
RISPARMIO
DI PISTOIA
E PESCIA



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PRESS RELEASE
INTRODUCING “STYLING LANDASCAPE”
AT “FLORIALIA” IN VALENCIA
6 – 8 MARCH 2007

Introducing “Styling Landscape” at “Floralia”. This is the international meeting concerning the comparison between the decorative plants culture manufacturers and the international landscape’s experts and designers. “Styling Landscape” is an open meeting, showing in Pistoia, 28 june – 1 july, with many events in Celle Farm, City Hall and Bolognini Theatre, organized by Pistoia Province and the Pistoia and Pescia Bank Foundation with the collaboration of Pistoia Municipality and many others partners.

The International Fair of Valencia has given this important chance to Pistoia delegation, which kindly thanks the organization, to promote this meeting.

Pistoia Province has a stand (stand 9, pavilion 5) showing live the typical Pistoia plants cultivation and brochures about the tourist beauties.

Conseller D. Juan Cotino will meet Pistoia delegation on march, wednesday 7th, at 10 am, which explain the programme of “Styling Landscape”. Then, in the evening, press and authorities are invited to a Gala Dinner (pavilion 5, events’ hall, 9 p.m., only invited people) where they can taste the nice “Pistoia dishes and cooking”.

The Pistoia delegation is composed by: Province President Gianfranco Venturi, the President of Pistoia and Pescia Bank Foundation Ivano Paci, the Pistoia Municipality Agricolture Commission Chairman Rino Fragai, the Pistoia Province Tourism Commission Chairman Nicola Risaliti and the Province Council Member Renzo Bardelli.

The convention “Styling Landscape” is organized in Pistoia, by Province and Pistoia and Pescia Bank Foundation with the collaboration of Pistoia Municipality and many others partners, because Pistoia is the national, but even European, leader Province for the plants manufacturing. Beside, since a long time the resident manufactures have been established a huge relationship’s net with the international plants markets where quality and big variety of their produce is very appreciated.

For these reasons Pistoia Province has thought to begin this ambitious project named “Styling Landscape” which has the full involvement of Universities, international and European professional boards, to realize an enrichment between the resident plants manufacturing and the international research and designing landscape centres, also with the participation of manufacturing associations, the involved compartments and public authorities.

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The **meeting programme** is in progress and includes important speech, exhibitions about the subjects of the meeting, rebuilding of gardens, the Pietro Porciani award (the famous land architect), chances to visit Pistoia green houses and splendid places as Park Villa la Magia in Quarrata, natural reserve Padule di Fucecchio, Giusti Cave in Monsummano, Forest Botanical Garden in Sestaione, new Ceppo Hospital block.

Special section, in the meeting, is **“Call for poster”** to ask to land architects, designers, and every professional people to send, till the may the 30th, their elaborates about the subjects meeting (every information on the “Styling Landscape” website) which will form a specific exhibition.

Pistoia is a very nice country, very typical medieval kind, with beautiful mountains and arts attractions, very near to Florence, Collodi and Pisa. The Province is an Italian Public Authority which usually unites some Commons. Pistoia Province unites 22 Commons, which all together counts 250.000 people about.

As Public Authorities, the Province, in Italy, has many different duties: services for job, education, culture, tourism, economic development, environmental respect, social care, road system. In their everyday activities it works in collaboration with the others local Authorities, as Region and Commons, and with the Italian Government. The President of Pistoia Province is, since 1999, Mr. Gianfranco Venturi. He works with a groups of eight Chairmen everyone competent for different Commission.

Valencia March 7th 2007

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