



PROVINCIA
DI PISTOIA

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PRESS RELEASE
“STYLING LANDSCAPE” - PISTOIA
FROM 28 JUNE TO 1 JULY 2007

“The production of the decorative nursery gardening district of Pistoia meets the landscapers, designers and developers of green areas for landscapes of the third millennium”

How landscape is conceived and developed. These are the topics of the international convention “Styling Landscape” that will take place in Pistoia from 28th June to 1st July. This initiative is open to the public and will focus on the encounter between the developers of the decorative greenery and the landscape designers and experts on an international level (more than 100, many of whom from abroad).

This event is organized by the Province of Pistoia and by the Foundation of Cassa di Risparmio di Pistoia e Pescia, with the collaboration of the Council of Pistoia and many other partners. It is based on the importance of Pistoia both in Italy and Europe as leading producer of greenery, and the businesspeople of this sector have established a vast business network with international markets that appreciate the quality and wide range of the products made in this district. The Honours Committee of the convention is formed by the Ministry of Agricultural, Alimentary and Forestry Policies, the Ministry of Cultural Heritage and Activities, the Tuscan Regional Authority and the University of Florence.

The program includes speeches by 90 professionals, designers and researchers, 25 of whom from 12 foreign countries in 5 continents. There will also be about 40 posters presented by several Italian universities, which will be displayed in the Frescoed Halls in the Town Hall.

Amongst others there will be the Presidents of the European Associations of Landscape Designers, Developers and Nursery Gardeners. There will also be six exhibitions distributed around the area of Pistoia, the award dedicated to the famous landscaper Pietro Porcinai, guided tours to nursery gardens of Pistoia and to relevant places such as Villa la Magia in Quarrata, the natural reserve in Padule di Fucecchio, Grotta Giusti in Monsummano Terme, Golf Club “La Pievaccia”, the Tettuccio thermal spa in Montecatini Terme, Villa Garzoni, Pinocchio Park in Collodi, the Forest and Botanical Gardens of Sestaione and the new Haemodialysis Pavillion at the Hospital of Pistoia.

The aim of this event is also to propose the innovative ideas from Pistoia for landscape design using the opportunities offered by the wide range of plants cultivated in this area and to introduce new research areas for the production of trees and shrubs to better satisfy the new trends of landscaping. All the above in appreciation of a sector that strongly contributes to the quality of life and blends themes such as environment, culture, tourism and territorial management.

The Convention will take place from **June 28th to July 1st 2007** with several events in Fattoria di Celle, the Town Hall and the Bolognini Theatre.



Statements from the Authorities

Riccardo Conti – Councillor of Territorial Management of the Tuscan Regional Authority

“Nursery gardening in our district is an important agricultural industry, which represents worldwide the vocation instilled in the territory, its tradition and high level of professionalism. Nowadays it succeeds in uniting quality and innovation dictated by sustainability. What I am referring to is the creation of new infrastructures, to bio-architecture, to advanced projects as symbols of Tuscany for the future. I hope that initiatives such as “Styling Landscape” will help diffuse this image of Tuscany. An image which goes beyond the banal, though loved, image of cypress trees and pecorino cheese – which, I wish to add, I am a great fan of – therefore an image of a modern and dynamic region of ingenious producers.”

Gianfranco Venturi – President of the Province of Pistoia

With “Styling Landscape” Pistoia wishes to propose itself, counting on the wealth of experience gained by the businesspeople of Pistoia, in terms of its high quality and competitive worldwide production. The point of the convention is to make Pistoia a place where design of greenery is born, where one comes to understand how places can be “dressed” and transformed into landscapes. Pistoia is therefore the meeting point for the culture of landscape, where greenery is the foundation for the quality of life for individuals and communities.”

Ivano Paci – President of the Foundation C.R. di Pistoia e Pescia

“At our Foundation we strongly believe that this convention is an opportunity to start what can become a recurrent event in the town of Pistoia, known as the “capital of greenery”. This is an event open to both the workers of the sector and to the public, where our goal is to show and compare the different professional and scientific positions on landscape architecture, also in terms of production, such as that of Pistoia with its vast and tested quality and variety, aiming to innovate the cultivation techniques and the productive offer.”

Renzo Berti – Mayor of Pistoia

“It is of great importance that this international event be hosted in Pistoia, as it will beckon workers of the nursery gardening sector from the whole of Europe, and because for the first time ever, experts from all over the world, producers of decorative greenery and architects will meet to discuss strategies to promote and enhance the industry of greenery. With “Styling Landscape” Pistoia will be the birthplace for new ideas and trends, for modern landscapes that integrate with urban design on a human scale. A city therefore, where greenery is an asset for everyone.”

For complete information, please visit the site
<http://vestireilpaesaggio.provincia.pistoia.it>

On Thursday 28 June, a shuttle bus for journalists will depart for Pistoia at 7.45 am from Vespucci Airport in Florence for the opening of the convention, and from Piazza Mazzini in Pistoia at 2.00pm back to the airport. There will be two press conference rooms, one in the Sala Maggiore in the Town Hall of Pistoia used only during the morning for the opening of the convention, and another used for the entire duration of the convention in the Councillor Office of Territorial Management, Agriculture, Tourism and Promotion of the Province of Pistoia in Corso Gramsci, 110. Journalists can find the transcripts of the speeches at the reception area of the convention.