

Giardina 2017 – Preview

New Naturalness making inroads into Swiss gardens

The largest international indoor garden exhibition promises visitors a unique garden event from 15 to 19 March. Giardina 2017 devotes itself entirely to a new natural-looking design approach to gardens, patios and balconies. Acclaimed garden designers showcase their ideas and interpretations of this New Naturalness in impressive show gardens. Giardina will also be shining a spotlight on creative craftsmanship, presenting a curated selection of quality one-off pieces and items made by Swiss artisans, that visitors can buy on the spot.

Always beautiful, easy to maintain and natural: that's how most Swiss garden owners would like their garden to be. The strict geometry of recent years is giving way to a New Naturalness – though the planning it requires is no less meticulous.

New Naturalness in the garden

At Giardina 2017, renowned garden designers such as Egli Grün from Sirmach in eastern Switzerland, or Winkler & Richard Nature Gardens, will be demonstrating how they combine construction measures, a careful choice of plants and the use of specific materials to evoke a new emotionality in Swiss gardens. The Association of Swiss Gardeners, JardinSuisse, will show how urban planners interpret the longing for greater naturalness with an exhibit based on the kind of *piazza* that can be found in any Swiss town: nowadays public green areas too can flow into green zones that are left to nature. Spross, a traditional Zurich company, is also certain to deliver a highlight. The company will be showcasing some 600sqm of New Naturalness as an experience for all five senses. A broad and colourful variety of show gardens guarantees a wealth of inspiration for one's own garden, patio or balcony.

"In many areas of life today, the trend is heading towards a naturalness that's inspired as much by nature as it is by timeless aesthetics. Giardina 2017 homes in on this trend and translates it into an unparalleled garden extravaganza," says Sebastian Morlock, Exhibition Director of Giardina.

Artisans present one-off pieces

A further highlight of this year's Giardina are high-quality one-off pieces and items hand-crafted with artisan passion. Whether they work in steel, metal or wood, traditional Swiss artisans, as well as designers and design engineers, will be exhibiting hand-forged lamps, beautiful furniture in antique Alpine wood or fabulous sculptures that lend an atmospheric touch to any garden, patio or balcony. Giardina 2017 offers modern artisans an opportunity to present their work to the public at large and sell their one-off pieces and small-series products to interested visitors.

Giardina 2017 runs from 15 to 19 March 2017 at the Messe Zurich exhibition centre. Opening hours are Wednesday and Thursday from 9:00 to 20:00, on Friday until 22:00 and at the weekend from 9:00 to 18:00.

Highlights of Giardina 2017

- 30,000sqm of concentrated inspiration and an exceptional range of items and products for garden living
- Some 250 exhibitors from 8 European countries
- Varied show gardens of up to 600sqm showcasing the New Naturalness garden trend
- Novel products and unusual items for garden living from national and international brands
- Artisans from all over Switzerland present their one-off pieces

Giardina – Europe's highest-quality indoor 'live your garden' event

This unique exhibition heralds in the season in a dazzling fashion at the start of spring each year. The most important suppliers from the sector present new products, creative solutions and upcoming trends in garden design on an area of some 30,000 m². Amidst spectacular sample gardens and artistic installations, visitors will find a wealth of inspiration and ideas for their personal world of flowers and plants in the garden or on their terrace or balcony.

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