

Giardina 2017 – Opening New Naturalness making inroads into Swiss gardens

On 15 March, Giardina ushers in the spring. The garden extravaganza for all the senses is showcasing the most exciting trends and products for garden living. This year, Giardina devotes itself entirely to a new natural-looking design approach to gardens, patios and balconies. Renowned garden designers show their different interpretations of this core theme in impressive garden worlds of up to 600m². The world's most prestigious indoor garden event runs from 15 to 19 March 2017 at the Messe Zurich exhibition centre.

For this garden event that is without equal anywhere in the world, the 270 exhibitors and creators of the 22 show gardens have spared no effort to thrill visitors. Gardens that normally take several months to build, are created in the halls of Zurich's exhibition centre in just nine days. This is made possible by outstanding feats of logistics and construction planning by all those involved.

New Naturalness in the garden

2017 is profoundly influenced by a New Naturalness in the garden. With construction measures, the careful choice of plants and the use of select materials, garden designers create natural-looking gardens with the feel-good factor that offer an authentic experience of nature. Visitors can look forward to many and varied interpretations of the big garden trend, some architectural, some wild and playful, with natural swimming pools with drinking-quality water, as an enchanted poetry garden or a 600m² multimedia installation. The diverse interpretations by the country's best garden designers guarantee an abundance 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 and the latest technology. Giardina 2017 homes in on this trend and translates it into a unparalleled garden extravaganza," says Sebastian Morlock, Exhibition Director of Giardina.

Unique pieces straight from the artisans

A further highlight of this year's Giardina are the one-off pieces in superb quality and items hand-crafted with artisan passion. Traditional Swiss manufacturers as well as designers and constructors from neighbouring countries showcase their work. Anyone that loves unique products will find hand-forged lamps, beautiful furniture made from antique Alpine wood or lava-stone, an engineering masterpiece in the form of a water-wheel clock, fabulous sculptures or wooden objects that are at the same time a seat, play castle and eye-catcher in the garden. The range of products that lend atmospheric touches to any garden, patio or balcony is wide and diverse. If you fall in love with any of the pieces, you can take it home with you right away: the products can all be bought directly at the exhibition.

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Giardina 2017 runs from 15 to 19 March 2017 at the Messe Zurich exhibition centre. Opening hours are Wednesday and Thursday from 9 am to 8 pm, on Friday until 10 pm and at the weekend from 9 am to 6 pm.

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.

15 to 19 March 2017 / Messe Zürich / www.giardina.ch

Media contact

Head Communications Giardina
Marina Kirschbaumer
marina.kirschbaumer@giardina.ch
Tel +41 58 206 51 46
Mob +41 79 192 30 29