

## **Anniversary Giardina 2018**

### **20th Giardina is more cutting-edge than ever**

**As a showcase for the Swiss garden industry, its influence on garden design reaches far beyond the country's borders: Giardina has established its reputation throughout Europe as it prepares to take place for the 20th time from 14–18 March 2018. As in other years, the Anniversary Edition of the leading exhibition for life in the garden centres around a highly topical issue: Switzerland's best garden designers show how large gardens can be created in small spaces, through the efficient use of space, innovative garden design and well-thought-out furnishings. Internationally renowned garden architect Enzo Enea is responsible for one of the many highlights of the Anniversary Giardina. The visionary designer returns for the 20th edition of the event at which 20 years ago he celebrated garden design unlike anyone before him.**

When the Giardina was first held concurrently with the Muba in Basel in 1997, most Swiss gardens were fairly simple affairs: expanses of lawn with random plantings and somewhat uninviting seating areas dominated much of the scene. At the same time, home ownership was on the rise and with it the demand for properly designed outdoor spaces. Enzo Enea, who today creates gardens all over the world, was given a stage for his spectacular garden visions at Giardina for the first time, bringing Swiss garden culture to life in collaboration with the exhibition organisers. This triggered a trend in garden design that is still unbroken today. Twenty years later, Giardina is Europe's largest indoor gardening event and one of the most successful public shows anywhere. "Giardina is an indispensable economic driver for the garden sector and plays a crucial role in shaping the economic climate of the market. Working with the best garden designers in Switzerland and neighbouring countries, we create an annual garden experience that is without equal in Europe," says Christoph Kamber, Exhibition Director of Giardina.

#### **Topical issues as a success factor**

One main reason for the sustained success of Giardina is its role as a trendsetter. Each year, the event picks up on current issues that are translated by the industry's leading suppliers into unique model gardens on a 1:1 scale. Visitors are immersed in garden worlds that focus on delivering an inspiring, thrilling experience. In this anniversary year too, the spotlight is on one of the major social issues of our day: the design of living space in an age of high land prices, increasing urbanisation and high-density construction.

### **Garden dreams despite limited space**

Whether on plots of land in an urban environment, on hillside locations or in city and niche gardens with little space – today, gardeners are faced with the challenge of transforming often small, irregularly shaped areas into gardens where there is room for quiet zones with a fireplace, vegetable beds, water features and even wellness zones. The garden, patio and balcony have become indispensable havens nowadays. “Garden and patio owners want outdoor areas that can be used flexibly – in spite of the often limited space available. Our well-thought-out, functional planning approach means that our design concepts satisfy multiple different needs at the same time – in style,” says Patrick Schöni, dipl. Ing. HTL/FH Horticulture at gardens Gartenideen AG.

### **Alfresco living with sophisticated outdoor furnishings**

While comfort and design have long been the top priority indoors, too little attention is paid to the furnishing of the area outside and thus to the connection between the living space indoors and the space outdoors. “Modern construction techniques with large-windowed facades puts the garden visually much more in the limelight than before,” says Brian Wiss, master gardener at Berger Gartenbau. Sophisticated lighting design and a clever implementation of style, materials and furnishings means the garden or patio is beautifully presented and has a homely feel – even in winter or in the evening. At Giardina 2018, the pros demonstrate how stylishly and functionally alfresco living zones can be furnished and decorated so as to let you enjoy the beauty of nature every day, whatever the season.

### **Enzo Enea to join anniversary celebrations**

For two decades, Giardina has been providing Switzerland’s best garden designers with a unique platform for great ideas. It is a stage as much for aspiring newcomers and designers as for the leading lights of the industry. With his vision for the garden, Enzo Enea had a major hand in making Giardina what it is today. With his spectacular garden concepts he surprised visitors again and again and made individualised, quality garden design accessible to the public. This assured him the attention of the whole industry. “Giardina is the only event that fittingly represents and continuously shapes Swiss garden culture. Today, the design of the garden is just as important as the construction of the house itself – thanks in part to Giardina,” says internationally acclaimed garden architect Enzo Enea. In keeping with this year’s main themes, other Giardina celebrities such as Antoine Berger (Berger Gartenbau), Marcel Egli (Egli Grün Sirmach), Peter Richard (Winkler Richard Naturgärten) and various newcomers will present their ideas on how garden dreams can come true as a natural continuation of the indoor living area, even when space is limited.

#### **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 m<sup>2</sup>. 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.

**14 to 18 March 2018 / Messe Zürich**  
**[www.giardina.ch](http://www.giardina.ch)**

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