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## Blooming City: Urban scenery in bloom in January

### Landgard and “Flowers – 1000 good reasons” add decorative and creative diversity to the Floral Hall at the International Green Week Berlin 2019

When the predominant colour in Berlin in January is a wintery grey, Landgard and the initiative “Flowers – 1000 good reasons” will be focussing on the floral attractions of a vibrant capital city.

From 18 to 27 January Hall 9, the Floral Hall at the International Green Week Berlin 2019, will be using flowers and blossoms to transform many different urban settings. Under the slogan “Blooming City: colourful – creative – natural”, for ten days visitors to the Green Week will be captivated by this floral diversity and its aesthetic attractions, along with activities by opinion-formers, and the chance to win prizes in various competitions. Landgard, one of Europe’s largest cooperative marketing organisations for plants and flowers, fruit and vegetables, is responsible for designing the Floral Hall at the IGW 2018.

### Hall 9 will again present the miracle of flowers

There are other aspects to the slogan “Blooming City: colourful – creative – natural”, that have a particular social relevance to the efforts intended to make our cities greener. Whereas urban gardening represents small-scale implementation at an individual level, modern urban planning is basically concerned with the appearance of the cities in which we will be living in the future. In order to accommodate all the attractive displays of horticulture and urban planning, the Floral Hall is returning to Hall 9, its home for many decades until 2015. It offers 7,500 square metres of exhibition space, where urban scenery can be recreated using over 60,000 flowers and more than 30,000 re-usable pallets. Having met with a positive response, 2019 will feature even more workshops where, for a small charge, visitors can join in and create modern pieces of work under professional supervision, which they can then take home with them. The direct sale of flowers and plants to visitors in the hall is another new feature in 2019.

### Climate change in Berlin – allotment holders do their bit for the weather

Allotment holders in Berlin call themselves “urban gardening activists from the word ‘go’”, as they have been taking care of the city’s environment for over 100 years. At the Green Week Berlin 2019 allotment holders from Berlin, Brandenburg and Lower Saxony will be showing how they care for gardens in environmentally friendly ways and how they are adapting to climate change in their own garden. They will be advising visitors to the Green Week on what plants to choose and how to create climate-friendly oases in the city. On the stands, gardening enthusiasts will have information on gardening in nature and conduct environmental experiments for visitors.



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## **ZVG focuses on sustainability**

At the coming Green Week the National Horticultural Association (ZVG) is placing the emphasis on the subject of "Sustainability in Horticulture". A Sustainability Path is being laid out where visitors can gain a direct impression of the achievements of this sector in the areas of environmental protection and sustainability. Visitors will be given insights into the diversity of horticulture in Germany and its many different technical aspects. A wide variety of activities as part of the campaign aimed at the younger generation and entitled "Horticulturalists. Growing to Meet the Future" will demonstrate just how innovative and attractive a career in horticulture can be.

## **Shopping in the horticultural section**

Next door to the Floral Hall 9 the horticultural section at the Green Week in Halls 8.1, 10.1, 11.1 and 12 will have shopping opportunities for visitors. The huge selection on display there will include seeds, tubers, flower bulbs, accessories for balconies, patios and gardens, as well as greenhouses, conservatories and entire summer houses. There will also be lots of products for homes and households.

### **For additional information:**

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