

The Made in Italy Green Genius Reinvents Cities and Landscapes

In Italy, from October 15 to 17, the first edition of Greenitaly shines a spotlight on the evolution of horticulture amidst urban transformation, new plant species, and creativity

Gloria Oppici, Brand Manager: "We Italians know how to imagine new solutions, adapt, and reinvent. Italian creativity applied to green spaces is a powerful resource that can speak to the world."

More than just flowerbeds are needed. Ideas are needed. Today more than ever, **urban green space is no longer mere decoration, but a design vision** capable of transforming cities: trees that provide shade, resilient species that withstand extreme temperatures, plants that improve air quality and make spaces livable even in the hottest summers. A paradigm shift that takes concrete form in Italy at **Greenitaly** – the reference exhibition for horticulture and landscape organized by **Fiere di Parma** (October 15–17). Italy, the homeland of beauty and garden culture, rediscovers in botany and landscape design a fundamental lever for ecological transition.

In this new scenario, alongside traditional species, **new protagonists capable of facing contemporary climatic challenges are emerging**: the **paulownia**, which in just three years reaches significant dimensions with minimal maintenance; the **albizia**, light and resistant; the **sterile mulberry**, ideal for urban furnishing; and the **flowering cherry**, always celebrated in Japan as a symbol of rebirth and poetry, today a candidate to become an emblem of a new Italian spring, in the name of sustainability and beauty.

"Abbiamo il clima, i terreni, la fantasia. E una lunga tradizione di competenze tecniche e manuali che fanno dell'Italia un laboratorio naturale per il verde", spiega Davide Romiti, vivaista di quarta generazione e oggi alla guida di Romiti Vivai, una delle principali realtà del florovivaismo italiano, attiva dal 1921 e presente in progetti internazionali da Versailles all'Uzbekistan.



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Salone del Florovivaismo e del Paesaggio
Exhibition of Horticulture and Landscape
OCTOBER 15-17 OTTOBRE 2025

"We have the climate, the soil, the imagination. And a long tradition of technical and manual skills that make Italy a natural laboratory for green spaces," explains **Davide Romiti**, a fourth-generation nurseryman and now head of **Romiti Vivai**, one of the leading companies in Italian horticulture, active since 1921 and involved in international projects from **Versailles to Uzbekistan**.

A heritage of practicality, tenacity, and creativity, expressed not only in fashion or design, but also in landscape design and plant care.

"Italians," explains Gloria Oppici, Brand Manager of the exhibition, "know how to imagine new solutions, adapt, and reinvent. Italian creativity applied to green spaces is a powerful resource that can speak to the world."

At Greenitaly, this transition takes shape through a **multidisciplinary vision** that intertwines design, science, training, and landscape. Deepening the theme during the fair will be architects **Joshua Parker** and **Matthew Butler**, who will offer a reflection on contemporary landscape, inspired by the concept of "apologetic architecture," a design approach that recognizes the limits of human intervention on the landscape and proposes regenerative architecture capable of dialoguing with the environment.

The reflection on the role of green spaces in urban, tourist, and productive contexts will be a central topic of the international conference promoted by AIAPP, which will bring to Parma some of the most authoritative voices in European landscape design. Also moving in this direction are the two appointments scheduled for **October 17**, dedicated to **agroecology and urban biodiversity**, which will connect institutions, research, and design to outline integrated models of ecological planning.

It's not about following a botanical fashion, but about responding with design intelligence to the climate crisis. Every tree planted in the right place reduces heat islands, decreases asphalt use, and improves livability. "*Just plant—and do it well,*" summarizes Romiti, who today supplies a selection of boxwood (*Buxus sempervirens*) resistant to box tree moth for historic French gardens, allowing iconic places like Versailles to combine conservation and climate adaptation.

The case of Versailles is emblematic, highlighting how climate change—along with rising temperatures and the globalization of plant trade—has facilitated the spread of


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new diseases, often devastating for symbolic species like boxwood. **Phytosanitary defense thus becomes as strategic a front as design.** At Greenitaly, the conference organized by ANVE (October 16) will focus on the new frontiers of Italian nursery gardening, from prevention to the management of emerging pathogens, from genetic research to more sustainable cultivation practices.

But the future also depends on training: an entire area of the fair – **Green4job** – will be dedicated to building new skills and educational pathways, with the participation of agricultural institutes, universities, and sector professionals, to train a generation of green technicians capable of meeting the environmental and design challenges that await us.

With Greenitaly, Italy aims to be an international crossroads for those designing the green spaces of the future, a point of reference for the sector, capable of enhancing productive excellences, territorial districts, and garden centers, promoting new visions and fostering dialogue among institutions, designers, nurserymen, and businesses.

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