



Green Culture Meets Literature: Greenitaly's Green Agorà in Pistoia

The 2026 edition of the International Exhibition of Horticulture and Landscape presented and the national literary contest "Plants Will Save Us" launched

PISTOIA, March 2026 – On March 10, the conference hall of the **San Giorgio Library in Pistoia** hosted **Green Agorà**, the meeting promoted by Greenitaly dedicated to dialogue between landscape culture, literature and the horticulture supply chain. The initiative was part of the program of **Pistoia Italian Book Capital 2026** and represented the occasion to officially present **Greenitaly 2026, the International Exhibition of Horticulture and Landscape**, scheduled at **Fiere di Parma from 7 to 9 October**.

The meeting, titled "**Green Culture, the Green within Culture**", also marked the **launch of the national literary contest for short stories "Plants Will Save Us"**, organized in collaboration with the monthly magazine **Leggere:tutti**. The competition aims to promote narrative production dedicated to the themes of **environmental sustainability, landscape protection and the role of forests and urban green spaces in improving quality of life**. The call for entries was presented by **Patrizia D'Attanasio**, editor-in-chief of **Leggere:tutti**, who illustrated the participation guidelines and the editorial project that will lead to the publication of an **anthology of the best stories**, to be distributed through major online platforms and at leading book fairs.

"Art, literature and natural landscapes have always interacted in telling the story of humankind," said **Gloria Oppici, Project Leader of Greenitaly**. "Designing a garden means imagining a narrative space where vision, imagination and expertise intertwine. In Pistoia, this connection between nature and culture is particularly evident and contributes to strengthening the value of the Italian horticulture sector."

The choice of **Pistoia as the venue for the initiative** is closely linked to the strategic role of the territory within the European nursery industry. With approximately **5,000 hectares of cultivated land**, more than **100 leading companies**, and **2,500 species produced**, the Pistoia district represents one of the main hubs for the production of trees destined for public and private green spaces.

The event was introduced by **Renato Ferretti, Director of Lineaverde by Greenitaly**, and featured **institutional greetings from Anna Maria Celesti, Mayor of Pistoia**. The morning session was also attended by **local agricultural institutes**, together with **authors Francesco Ferrini and Francesco Mati**, and the **magazines Intelligenza Naturale and NaturArt**, which contributed to the discussion on landscape culture and scientific communication.

With the Pistoia event, **Greenitaly** continues its journey toward the 2026 edition of the Exhibition, confirming its role as a platform for dialogue between **horticulture, landscape design, environmental culture and urban regeneration**.



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Salone del Florovivaismo e del Paesaggio
Exhibition of Horticulture and Landscape
OCTOBER 7-9 OTTOBRE 2026

About

Greenitaly

Greenitaly is the International Exhibition of Horticulture and Landscape, organized by Fiere di Parma and dedicated to enhancing the entire green supply chain. The event brings together companies, institutions and professionals from the sector with the aim of promoting innovation, sustainability and landscape quality, fostering dialogue between nursery production, design, research and green culture. Through its exhibition area, educational events and discussion formats such as the Green Agorà, Greenitaly aims to serve as a key reference point for the sector and a networking platform for all stakeholders in the supply chain, supporting its growth and international development.

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