

Greenitaly Literary Contest: Over 350 Short Stories Submitted as Winner Selection Begins

The award ceremony and the presentation of the Anthology featuring the 50 best stories will take place during the second edition of Greenitaly, held October 7–9 at Fiere di Parma.

Parma, August 2026 – More than 350 short stories have been submitted from across Italy to participate in the national literary contest "*Le piante ci salveranno*" ("Plants Will Save Us"), promoted by **Greenitaly – International Exhibition of Horticulture and Landscape** and the monthly magazine *Leggere:tutti*. The initiative was created to highlight, through writing, the essential role that forests, trees, and urban green spaces play in overall quality of life and environmental balance. The positive response confirms the strong interest generated by a project that combines culture, sustainability, and the valorization of natural heritage.

Public engagement exceeded expectations in terms of both volume and submission quality, offering a rich and original perspective on the relationship between humanity, nature, and the landscape. The task now falls to the jury, which will select the 50 stories destined for the contest's official Anthology and identify the top three winners.

Submissions reflect predominantly female participation: approximately 68% of the entries—over 239 stories—were authored by women, while men contributed 113 entries.

Participation spanned the entire national territory. Lombardy leads the regional rankings with 56 stories, followed by Emilia-Romagna (52), Lazio (39), Piedmont (32), Veneto (29), Liguria (22), Tuscany (20), and Campania (16). Contributions were also received from Marche, Abruzzo, Sicily, Apulia, Sardinia, Trentino-Alto Adige, Friuli Venezia Giulia, Umbria, Basilicata, and Molise, demonstrating the broad, nationwide reach of the initiative.

"We are extremely pleased with the extraordinary level of participation in this contest, which gathered over 350 short stories from all over Italy. It demonstrates how topics such as greenery, landscape, and sustainability can truly engage and inspire people's creativity," stated **Gloria Oppici**, Brand Manager of Greenitaly – Fiere di Parma. "This focus on spreading a culture of greenery is also reflected in the **GreenLibrary**, a dedicated space created in collaboration with Agra Editrice that will host hundreds of volumes covering plants, trees, gardens, and landscape care. For Greenitaly, it is fundamental to complement the trade show dimension with high-quality cultural initiatives, as we believe the future of the sector relies not only on market innovation, but also on fostering a genuine culture of nature."

The award ceremony for the three winners and the presentation of the Anthology containing the top fifty stories will take place on **Thursday, October 9 at 1:00 PM** during the second edition of Greenitaly at the PalaVerdi inside Fiere di Parma. The ceremony will be preceded by a panel dedicated to books and green literature,



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featuring participating authors who will present works focused on plants, gardens, landscape, and sustainability, fostering a dialogue between culture, the environment, and horticulture.

Guests attending the ceremony include journalist and writer **Alessandra Viola**—author of numerous essays on the plant world and author of the recently published *Piante da record* (Aboca)—as well as writer **Laura Falqui** and **Raffaele Milani**, Professor of Landscape Aesthetics at the University of Bologna, co-authors of the recent volume *I giardini nel cinema*, published by Olschki.

The second edition of Greenitaly, scheduled for October 7–9, 2026, at Fiere di Parma alongside *Mercanteinfiera* and featuring the *Labirinto della Masone* as Cultural Partner, offers industry businesses an opportunity to connect with professionals, landscape designers, and international buyers. The event strengthens dialogue across the entire green supply chain, driving new development opportunities in domestic and foreign markets while reinforcing its role as a benchmark for landscape culture and horticultural innovation.

About Greenitaly

From October 7 to 9, 2026, held concurrently with *Mercanteinfiera Autumn*, Greenitaly—International Exhibition of Horticulture and Landscape—takes center stage in Parma. Greenitaly is much more than an industry event: it is a scientific and cultural hub for greenery in all its forms, where horticultural excellence meets architecture, research, and outdoor design. Hosted inside the PalaVerdi venue, it features a botanical journey through exhibition areas, thematic spaces, and expert conferences, celebrating nature as a strategic element in shaping the future of the landscape. This gathering transforms the Parma exhibition center into the autumn epicenter of international landscape redesign and design. Information: greenitaly.net

About Labirinto della Masone

The Labirinto della Masone is the largest bamboo maze in the world, featuring over 300,000 bamboo plants set within the Emolian plain. Born as a multifaceted project from the vision of Parma publisher Franco Maria Ricci, today it represents one of the most original interpretations of contemporary landscape: a place where the natural dimension weaves together with art and museum space, recognized as one of the region's primary cultural hubs.

About Mercanteinfiera

Now in its 45th autumn edition, *Mercanteinfiera* returns to Parma as Europe's premier event dedicated to antiques, mid-century modern design, and collectibles. Held from October 3 to 11 at Fiere di Parma, the antiques fair welcomes approximately 1,000 exhibitors, 6,000 international buyers, and over 56,000 visitors per edition. Ranging from ancient art masterpieces and rare jewelry to vintage luxury goods and 20th-century design icons, the fair creates a narrative ecosystem in which the past is continuously reinterpreted through the lens of the present.

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