

THE GREEN LIFE APRILE 5 – 22

RINASCENTE

FRATELLI INGEGNOLI

An institution in Milan since 1817 (the year its first agro-botanic nursery was founded), the Ingegnoli family has actually been growing millions of plants and vegetables of different species for seed production since 1700, along with hundreds of thousands of wild trees which they graft to achieve fruit-bearing and ornamental plants ready for repotting and sale after one or two years in the nursery. In this way, Ingegnoli has become a company based on tradition, high-quality products, innovation and creativity.

Milan piazza Duomo | 6 floor

SERRA GIZZI

Founded in the heart of Veio's natural park, the brainchild of two business partners who have always worked wholeheartedly in the creation, management and maintenance of green areas, gaining absolute expertise in all things green. Their nursery stocks many species of plants and large specimens, all with a certified and guaranteed origin.

Rome via del Tritone | Exhibition area

AG SANREMO

Devoting itself to succulent plants for inside or outside, for over 40 years AG Sanremo has cared for the beauty of gardens and passed on their knowledge about the growth and care of succulents. It produces thousands of varieties of cacti and succulents, from miniatures of just a few centimetres to taller specimens several metres in height, suitable for all climates, even the most scorching. They also grow many rare succulents for true aficionados and collectors.

Milan piazza Duomo | 6 floor

Rome via del Tritone | Entrance on via due Macelli

AQUAPHYTE

The philosophy of Aquaphyte is to adapt the concept of kokedama - the hanging mini-bonsai that are planted in a mud ball covered with moss instead of inside a pot - to western lifestyles and customs. The success of each Kokedama depends on the correct use of rare and precious materials, special foams that remain green, the choice of most harmonious plants, and an enhanced artistic sensibility. Today, Adrien Benard, an agronomist, is one of the few specialists in the rare and precious creations that are kokedama.

Milan piazza Duomo | Design Supermarket

Rome via del Tritone | Design Supermarket

AU NOM DE LA ROSE

This is the place for hopeless romantics, to breathe in the Paris air and the intensely seductive perfume of the flower par excellence. This French company, with sixty stores worldwide, is devoted to roses of all shapes and sizes. Dozens of varieties are on sale on a continuous rotating basis, arriving daily from Kenya, Holland and Ecuador, in bunches or boxed.

Milan piazza Duomo | Annex external area

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CRESPI BONSAI

This company began to import bonsai trees at the end of the Seventies, when the fascinating art was still relatively unknown in Europe. The company name is now synonymous with quality, thanks to its deep respect for nature and tradition. A bonsai is not simply a miniature tree, but a true living work of art, a way to maintain direct contact with nature even if you live in the city.

Milan piazza Duomo | Design Supermarket

Rome via del Tritone | Design Supermarket

Florence | Monza | Turin

GREEN FACTORY

Each creation includes a miniature tree that overlooks a tiny world in a glass dome, an ecosystem that can flourish almost on its own (it just needs to be watered a few times a year). Each creation is one of a kind. These plant arrangements use photosynthesis, the water cycle and an enclosed transparent environment, to look after themselves.

Milan piazza Duomo | Design Supermarket

Rome via del Tritone | Design Supermarket

Florence | Monza | Turin | Rome piazza Fiume

HANDY

Handy means practical, useful, suitable, capable, user-friendly and convenient: this is how Francesco and Irvana Piazza have designed their products since 1975. For over 40 years, they have produced gardening and agricultural equipment and accessories, a complete range of items for tending to allotments and any green space.

Milan piazza Duomo | 6 floor

Rome via del Tritone | Design Supermarket

ILEX STUDIO

With its innovative and captivating design, the Acorn pot allows you to admire an acorn as it becomes a magnificent oak tree. Perfect for city-dwellers, tree-lovers, curious children, and design aficionados, Acorn brings the magic of nature into your house and provides future generations with some beautiful oak trees.

Milan piazza Duomo | Design Supermarket

Rome via del Tritone | Design Supermarket

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TILLANDSIA

The unique quality of Tillandsia is that they live without soil. They absorb water and nutrition directly from the atmosphere, thanks to their leaves which absorb humidity. In our climate, they perfectly suit indoor living, acting as a tasteful and original ornamental piece. They can be placed anywhere around the house, simply sitting on a shelf or table to add a special touch. They are incredibly resistant and live a long time.

Milan piazza Duomo | Design Supermarket

Rome via del Tritone | 5 floor

VIGO GEROLAMO

The Eco vase is a statement advocating a respect for the environment. Its purpose can be seen immediately from the first look and touch – it is created entirely from recycled paper and is 100% biodegradable. Despite remaining intact when touched by water or soil, it can be completely and naturally disposed of after three months.

Milan piazza Duomo | 6 floor

Rome via del Tritone | 2 floor

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RINASCENTE

IL GREEN POINT BY POINT

DISPLAYS, NURSERIES AND SPECIAL INITIATIVES FEATURED IN OTHER RINASCENTE STORES

IN THE WINDOW DISPLAYS, FASHION HAS A GREEN SOUL AND IMAGINATION RUNS WILD

All the Rinascente window displays feature a special installation for The Green Life. Inspiration comes from fashion which, in all its shapes and sizes, always stems from large rolls of colourful fabrics. Each item of clothing, from the most elegant to the most casual, comes from a bobbin of yarn. Viewed from a different perspective, these bobbins become design sets – the trees in a forest, or architectural columns. And it is this abstract level that allows onlookers to let their own imagination run free. Yet, at the same time, everyone can find the colour and light of summer there.

THE GREEN PLAN

TURIN

Crespi Bonsai e Green Factory Basement floor | **Marino Fiori Garden Store e Niche Maison**

MONZA

Crespi Bonsai Ground floor | **Green Factory** floor 1

Looking after bonsai trees | Thursday 11 April, from 3PM to 6PM

Workshop with Crespi Bonsai

Spark talent... don't waste it! | Thursday 18 April, from 4PM to 7PM

The world of sport follows the green philosophy.

FLORENCE

Artemisia Ground floor and 4 floor | **Crespi Bonsai e Green Factory** 4 floor

CAGLIARI

Fioreria Daisy 2 floor

ROME PIAZZA FIUME

Garden Fiume All floors | **Green Factory** Basement floor

PALERMO

Tecnowood Ground floor, 1, 2 and 3

CATANIA

Vivaio Bottino Floor 1 and basement floor

Giovanni Ruggeri | Eco-themed photography exhibition