

**From a neglected factory to a green area available for the territory:**

**The Fischer ex establishment of Lozzo Atestino “rebirths” thanks to the “Flormart Garden Show” contest.**

The competition announcement **promoted by PadovaFiere - in cooperation with Uniscape with the support of Fischer, the German multinational corporation as main sponsor** - invites designers to “draw” the future of this area, with the aim of offering for a new model of promotion of marginal industrial areas.

To redesign a neglected industrial area of 8000 mq, in the core of the Colli Euganei Regional Park: this is the challenge to face for designers and architects who will participate to the first section of the international landscape architecture competition “**Flormart Garden Show**”, promoted by Flormart, the international exhibition of nursery gardening planned for **September 2016, 21st to 23<sup>rd</sup>**, in PadovaFiere exhibition fairgrounds.

The area, near to the center of Lozzo Atestino, is an ownership of Fischer Italia: after the unification with the Padua branch, in 2013, it became actually available.

From the dialogue between PadovaFiere, Fischer’s management and the city of Lozzo, the idea of a new challenge was born: the abandoned structure won’t be delivered to a slow and inevitable decay, as often happens when industrial areas end their original function, but will be the center of a new project, destined to become a **model of recovery and promotion of the marginal industrial settings**.

Fischer has decided to sustain this path as *main sponsor* of Flormart Garden Show, which takes advantage of the prestigious cooperation with **Uniscape**, the network that brings together the 52 European Universities, engaged with the actualization of the **European Landscape Convention**.

<<If last year the contest, at its first edition, already raised good results, with more of 60 presented projects, some of them from foreigners, the cooperation with Uniscape will mark an additional qualitative leap and it will allow to strengthen the international dimension.>>, it’s the reflection of Daniele Villa, CEO of PadovaFiere SpA.

In the projects that pertain to the structure of Fischer Italia, it will be evaluated the capability of conforming to a context characterized by a great landscape value- with a rich assets of history and culture- as the one of Colli Euganei, but also the feasibility and capability of auto-sustain economically speaking, in order to generate real advantages to the territory’s economy.

To not slow down the creativity and innovation ability of designers, the announcement doesn’t set strict limitations not suggests from the start the area’s future destination, which is going to be suggested exactly from the different proposed projects.

**The winner will receive a 10.000 euros prize**, meanwhile the 2<sup>nd</sup> and the 3<sup>rd</sup> classify will receive respectively 2.000 and 1.000 euros.

<<We decided to subscribe- as the Uniscape Office Manager Tommaso Zanaica explain- with a particular interest to the theme of the contest 2<sup>nd</sup> edition, especially as regards to the abandoned industrial area in the “Colli Euganei Park” context, for which we wanted to underline the importance of a transverse, planning, trans-discipline approach, feature that is recognized essential in the landscape studies sector, as

it's indicated in the European Landscape Convention (Florence, 2000). The landscape as a project, the identification of aims of landscape quality, the subscription to the subsidiarity principle and to public consultation processes are elements that will be positively evaluated in propositions that will also mediate architectural solutions to conservational needs and the enhancement of the territorial specialties, facilitating dynamics of dialogue between stakeholders, private sector and involved local institutions.

<<Fischer cooperation with the city and the University of Padua- as Massimo Fioraso, Marketing and Product Director of Fischer Italia, explains- sees her realization into the participation to the construction of the more sustainable opera of our city: the New Orto Botanico. This permitted to get closer to green themes, as green are some products that we propose on the market since a few months. We decided to join the project of this new edition to envelop the theme of the relationship between architecture and nature, to evidence the central role of green in landscape, sustainability, health and the improvement of life condition in urban centers, and finally to support the activity of designers. We hope to find in projects the feasibility and capability of auto-sustain economically, in a way to produce real advantages to the territory's economy. Considering the chance of analyze all the opportunities that will come, in an open way, without exclusion of actors from private or public sector, together with the Municipality of Lozzo.>>

<<This initiative will allow to open a reflection on the big theme of the end – of – life industrial areas reconversion - as Arch. Giorgio Strappazon, president of the jury, explain- extremely urgent in a Region like Veneto, where each small town has its industrial zone .>>

Next to the first section of the competition, there's a section dedicated to the projects for temporary gardens of 48 sqm that will be set up during Flormart exhibition: in this case the 1<sup>st</sup> three classified will receive respectively 4.000, 2.000, 1.000 euros.

The jury is preside over by Arch. Giorgio Strappazon and is composed by Ing. Paolo Botton, Council member of green management of the City of Padua, Prof. Arq. Juanma Palerm, chair professor of architectural design/landscape of the University of Las Palmas, Uniscape President, Giuseppe Cappochin, President of Padua Order of Architects, Daniele Villa, PadovaFiere CEO, Novella B. Cappelletti, Paysage President and director of the journal Topscape, and finally Lucia Bortolini, Professor at the University of Padua – TESAF - Land, Environment, Agriculture and Forestry Dep.

The competition, launched for the 1<sup>st</sup> time in occasion of the Green Week initiative (1-6 March) obtained the prestigious patronages of the Ministry of Agricultural, Food and Forestry Policies, the Ministry of the Environment, Veneto Region, the Province of Padua, the Municipality of Padua, the Padua Chamber of Commerce, the University of Padua and Venice IUAV, and finally of the CNAPP and the Green Week.

**Registration deadline: April, 30, 2016.**

**Competition announcement on <http://www.flormart.it/en/events/flormart-garden-show>**