



Almere - Netherlands, July 8 2022

The Italian National Day is celebrated on July 8, 2022 at **Floriade Expo 2022**, Almere, the Netherlands, entirely dedicated to "Italy and flowers: from ancient Rome to space navigation": the rich cultural program will start at 12.00 at the main stage of Floriade and will continue at the Italian Pavilion, with a welcome drink and a wide range of activities until 16.30.

The Ambassador of Italy to the Netherlands, HE Giorgio Novello, the Director General of the Italian Trade Agency (ITA), Mr. Roberto Luongo, together with other representatives of the Italian government and members of the Italian community in the Netherlands, will gather in Floriade and welcome all the friends of Italy who will join during the day.

The event aims at celebrating the long friendship between Italy and the Netherlands and the strong economic and cultural ties between the two countries, giving space to some actors of this relationship: from the history of ancient Rome staged by the Legio Secunda Augusta, to modern flapping drones illustrated by the University of Delft, to conclude with a conference dedicated to Dante's flowers in the Divine Comedy, presented by Prof. Cascio of Utrecht University, and an overview of economic exchanges between Italy and the Netherlands by Charles Lansdorp.

"As Commissioner General of the Italian Government for the national participation in Floriade, I am really pleased to present a comprehensive program, from classical antiquity to the use of space navigation for environmental purposes" - commented Ambassador Novello. "The hallmark of our country is indeed our ability to combine tradition and innovation. We also do this in the horticultural sector, which brings together beauty, research, environmental protection, employment, and international trade. I hope that our participation in Floriade will be a further step for the assignment of Expo 2030 to Rome".

Italy participates in Expo Floriade 2022 with an urban garden that shows how history and tradition become roots for future generations. The Italian Pavilion, entitled "Future Roots" is an area of 1,000 sqm presenting the cultural traditions of the Belpaese according to a modern vision which integrates architecture and landscape to improve the cities of the future, from an aesthetic and functional point of view. The area, designed by Studio Silvia and Studio Bargone, aims to inspire Floriade's visitors with over 50 varieties of plants and flowers that recall the numerous typical Italian crops, such as olive groves, lemon pergolas and roses, the traditional shapes of Italian and Mediterranean gardens, combined with modern technological solutions such as the bioclimatic greenhouse that allows to cultivate vegetable gardens in the city.

The Director General of ITA, Mr Roberto Luongo, adds: "In the Italian Pavilion at Floriade, we represent the Italian proposals to face the challenges for the future of our next generations. Italy pays much attention to preserving its territory and cultural heritage and the great knowledge acquired over the centuries, in combination with modern solutions and advanced technologies, such as biological

agriculture, food security, forestry, and green and renewable energies. All these sectors show the vital presence of the Italian industry”

The Ministry of Foreign Affairs and International Cooperation, the Italian Trade Agency, the Ministry of Agricultural, Food and Forestry Policies, as well as numerous trade associations in the horticultural sector, have worked together to allow the Italian presence at Floriade Expo 2022.

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<https://floriade2022italy.com/>

Visit the Italian Pavilion - plot n. 70 at Urban District