



# Giardina Style

The exhibition world for the emotions

## Showcased exhibitions and sales stands

Stylishly configured product stands and inviting artisanal presentations determine the uniquely sophisticated look of Giardina Style.

### Subject areas:

- Garden
- Terrace
- Balcony garden / Small terrace
- Living: Furniture, Pots, Accessories etc.
- Floristry / Plants
- Craftsmanship/ Manufactory

## Gardens and special exhibitions

The gardens and special exhibitions follow a prescribed theme and have a decisive influence on the trends of the garden season. Exploit this potential by presenting your own interpretation of life in the garden in your specialist area. Product presentations are not permitted.

### Presentation forms:

- Special show floristry & design
- Plausible 1:1 model gardens:
  - Ideas Garden (20 to 50 m<sup>2</sup>)
  - Show Garden (70 to 200 m<sup>2</sup>)
  - Master Garden ( > 200 m<sup>2</sup>)

### Design guidelines:

- Prior submission / approval of the stand concept is required.
- Sufficient autonomous lighting for your stand (hall lighting is switched off).
- Discreet stand inscription (max. 2x1 m). No high-level signage.
- No advertising banners, flags, roll-ups or displays, etc. permitted.
- Stand walls that match your theme. No white walls or uncovered lattice masts permitted.
- Floor coverings to match your theme. No carpeting permitted.
- Screens are permitted only as integrated components of the stand design.

### General conditions:

- Co-exhibitors are admitted for an extra charge.
- Any sponsors and planned sponsorship activities must be notified to Giardina in writing beforehand. Giardina must give its consent. Sponsors count as co-exhibitors.

### Submit your stand concept:

Admission to Giardina Style is decided on the basis of a project sketch and an inscription concept. We will be pleased to advise you on how to implement your ideas. Phone Verena Zimmermann on +41 58 206 51 21 or [verena.zimmermann@giardina.ch](mailto:verena.zimmermann@giardina.ch)