

Modernity and innovation of Green culture



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PLANTS ARE A CURE-ALL FOR WELLNESS

Surrounding yourself with plants is good for you: outside, in your garden, inside your home, but also at work.

VeniceGreen makes this belief its strong point, indeed in June 2019 it organizes an important conference in the greenhouse, where important exponents of the sector of the sector participate such as the president of the agronomists of Venice, Emanuela Egidia Zamborlini, the president of the Italian Association of Landscape Architecture Annachiara Vendramin, Francesca Neonato one of the best-known landscape painters, professor of the Polytechnic of Milan, Mattia Accorsi university researcher and C-LED project manager.

Highly qualified presences with an equally interested and specialized audience of agronomists, architects and people who love greenery.

Each of them offered his own contribution aimed at demonstrating that green is an **indispensable presence in the places where we live**, an element that can give well-being and positively modify the way of life. In fact, plants indoors absorb pollutants and give the right amount of humidity.

Line of thinking shared by people like the well-known patron of H-Farm, Riccardo Donadon, who by virtue of this uniformity decides to entrust VeniceGreen with the execution of the irrigation, pumping and sowing plant as part of one of the most **prestigious projects present in Italy and Europe** at this time: **H-Campus** or the innovative pole dedicated to the formation of H-Farm, which will exceed 50 hectares (including 27 of woodland) and will soon be able to accommodate over 3,000 students, with 244 beds in the student residence. A real bet that we want to tell you about in this issue.

VENICEGREEN Magazine is designed to be a magazine suitable for everyone. It can be consulted and downloaded from the website: www.venicegreen.it

Summary





INDOOR

Indoor vertical green uses the hydroculture technique and consists of very few elements that allow for easy installation and reduced maintenance.

The possibility of "drawing" green leaves room for optimal personalization for any type of environment.

The system is also **highly hygienic** and combines **charm, sustainability and psychophysical well-being**. The vertical green "grants and gives" spaces by improving the microclimate thanks to the natural removal of fine and polluting dust, humidity control and reduction of noise pollution.



THE VERTICAL GREEN, for Indoor and Outdoor spaces



The harmonious and elegant set of plants in an external vertical garden **decorates and revives** private and public places bringing green back to the cities.

With the technologies used ensure **low maintenance** costs and guarantee the possibility to control the

state of health and maintenance of the plants. The main benefits range from urban mitigation, to improving air quality up to thermal and acoustic insulation. Plants are natural filters. Through the process of photosynthesis, CO₂, carbon dioxide is reduced, and O₂, oxygen is released.



OUTDOOR

H-Campus

THE GREEN TO START FROM

Riccardo Donadon makes it a principle of life



Successful entrepreneur, forward-looking president and founder of H-Farm confirms the centrality of the green with the ambitious H-Campus project whose development is entrusted to VeniceGreen.



Project: Zanon Architetti Associati, Arch. Mariano Zanon

Where the name H-Farm come from?

After the experience of E-Tree, called the "no sleeping company" for the very high rate of work where technology was at the center of everything, I thought of reversing the course and bringing the human dimension back to occupying the main place. Here in the bet of H-Farm, man becomes the user of technology, which is instrumental in achieving a goal and not itself the only life motiv. In H-Farm the technological process cannot fail to take into account what surrounds us, harmony, natural rhythms. Nature is the inspiring principle.

The choice of the H-Farm site immersed in the countryside already speaks volumes about the importance of greenery. How important is the green environment to free minds?

Nature is everything. It is inspiration but also refuge, it helps us to find and understand the right trajectory in a world that is increasingly moving towards artificial intelligence. Nature and greenery give us back the dimension of time, they represent the basis from which to start.

What is your idea of green?

I like tidy green, nice but not forced. The grass must be cut, while the plant must be left free to grow. The plant is a work of art, a masterpiece. I would put the green everywhere in the house, in the office, the green brings us back to the natural dimension, to well-being.

Are you used to dealing with young people, do you think a centrality for green is developing in them?

The period of sanitary emergency brought out the awareness of what the value and importance of the greenery around us is. In general, awareness among young people of sustainability issues is growing.

The guys who have had experience in H-Farm brought this model home and treasured it, they testify to me years later.

Among the numerous start-ups, are there any that have focused on green management technology?

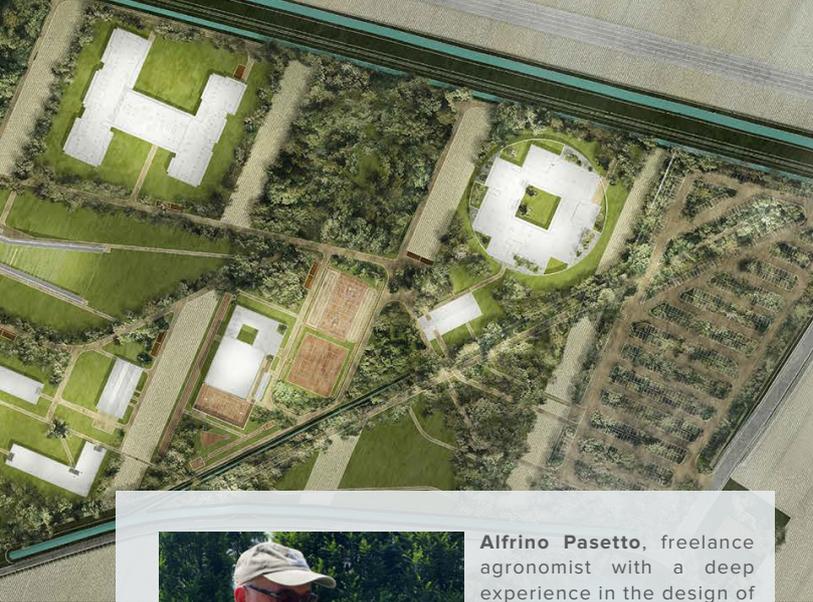
There has been some experience like "Biorfarm", an innovative project that allows its users to adopt a fruit tree and have guaranteed the annual supply of fresh fruit, or the idea of "Grow the Planet", the project born in H-Farm in summer of 2011, which thinks of a tool that can help everyone, experts or beginners, to grow their organic vegetables, accompanying users from sowing to harvesting, through an easy, fun and social experience. Unfortunately, in Italy, the level of awareness and use of technology is very slow.

VeniceGreen was entrusted with the sowing, the pumping station and irrigation as part of the H-Campus project with 32 hectares of expansion, why did you choose this company?

The theme of the green is very important to us, therefore affinity must not only be a commercial agreement but a sharing of objectives, of passion.

VeniceGreen is a reality in which success is not only dictated by professionalism but also by passion and positive vision.





Alfrino Pasetto, freelance agronomist with a deep experience in the design of urban and residential greenery, has followed the project of H-Farm and now of H-Campus since the beginning.

THE GARDEN IS BEAUTIFUL WHEN IT IMPROVES OVER TIME

What is your idea of green?

H-Farm and H-Campus represent me. I have been working on this project since the year 2000, which I have seen gradually grow.

What varieties of flowers and plants predominate?

Impossible to mention them all, each corner is different from the other. The choice of plants follows very complex criteria. The composition takes into account the landscape in which it is planted, it must be mitigated in a natural way by following both the aesthetic and architectural aspects; not least the agronomic evaluation in which the plant must fit and adapt to a habitat.

Are mostly native varieties chosen?

Not only native plants but also typical, small and other adults depending on the effect you want to create. My job is to interpret an environment and to have a vision in movement.

What does it mean?

Plants in the garden evolve over time, change their size and in part also the appearance, often surprising, and find their balance many years later. The beauty of a garden is assessed over time, when green resists and consolidates.

Is a greener sensitivity developing also among young people?

Young people are interested in greenery, they love its beauty but they must take care of it and

be responsible for it.

What do you think of the vertical forest of Milan, is it an icon like high fashion or an example that can be reproduced?

The vertical forest has a very high emotional impact, it is an alternative solution for those who do not have horizontal spaces. In vertical gardens, technology plays a fundamental role while in an optimal condition the garden should be able to resist even without human intervention, but I am conditioned by my passion for open, horizontal and natural spaces.



Technical manager of Venice Green, **Lorenzo Simoni**, deals with irrigation systems in the many areas of green, residential, public or sports.

LORENZO SIMONI, THE WATER OPTIMIZER

"Class is not water", but in its case water is much more, it is study, professionalism and planning gained in thirty-two years of activity.

Among his main projects, the current one of H-Campus now in the home straight. **6000 hours spent** with 8 dedicated and coordinated people, in the space located in the heart of the Sile Natural Park, in Ca 'Tron (Treviso).

51 hectares where Lorenzo Simoni took care of the **construction of the main and secondary lines** of the irrigation system but also of the sowing of meadows by coordinating the teams of the Boschiva F.lli Valentini Srl company.



Philodendron imperial green

AMONG THE VARIETIES TO CHOOSE FOR OUR HOUSES AND OFFICES.

The bright green of its lush leaves always attracts attention. The Philodendron imperial green is among the most popular and requested, as an indoor plant. It is of South American origin, particularly from Colombia, therefore tropical as generally happens for the varieties that embellish our homes, therefore suitable for a generally hot climate in all seasons of the year.

It is a plant appreciated not only for its beauty, but also for its **particular purifying capacity**, it is in fact able to filter polluting agents, significantly improving the quality of the air. It can be placed on a pot, or with supports to allow it to climb. Does not like direct exposure to the sun.



LIGHT

How many times have we had to give up the beauty of a plant in the house for lack of light. In fact, it inevitably affects its growth.

This is how its indispensable function can be replaced by **LED lamps**. There are for sale products designed ad hoc, made in Italy, made with high quality materials, for professional use with high energy efficiency thanks to which the plant maintains the right balance of colors, as if it were exposed to sunlight.

There are many choices available on the market but it is essential that these electronic devices are of quality. The LEDs are in fact created to emit high-power light, preventing their chip from melting inside.

The lamps can be used in gardens or vertical walls inside offices, in residential buildings or in flower sales departments in supermarkets. They are built in compliance with the most restrictive standards guaranteeing safe and practical use made to last for a long time.

We will talk about it in depth in the next issue by providing tables with reference indices for choosing the most appropriate light: **when technology helps nature!**



**Element basic,
where is the sun
it does not arrive...**





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VeniceGreen's passion and professionalism are also at the basis of our hospitality project: **Venicegreen Agriresort**.

A green oasis on the outskirts of Venice, welcoming and comfortable rooms, smiling and helpful staff, which will make your trip to Venice unique.



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