



## PRESS RELEASE

**Bergamo, 13 June 2016**

### Radigreen® yarn on exhibit at I Maestri del Paesaggio: event presentation in Milan

**A “Green Revolution” from 7 to 25 September in Bergamo: the exhibition [I Maestri del Paesaggio](#) was presented at a press conference held at Palazzo Lombardia in Milan on Thursday, 9 June. Again this year, the international event will take place in the splendid setting of Bergamo’s Città Alta [Upper Town] and will feature the most authoritative names in landscaping: landscape architects, garden designers, historians and photographers. A showcase of Italian excellence and creativity, in which RadiciGroup and its Radigreen® yarn will also be taking part.**

The culture of the landscape will again be the leading player in Bergamo at the sixth edition of **I Maestri del Paesaggio** [Masters of the Landscape], an event hosting the most important international landscape artists, as in previous years, and organized by the Arketipos association and the Municipality di Bergamo. Nineteen days of nature and beauty that will transform Bergamo’s Upper Town into an open-air garden featuring “Wild Landscape” as its main theme.

The idea was developed by **Stefan Tischer**, a German landscape architect, whose projects in Germany, Italy, France and Canada propose new conceptual approaches, a contemporary interpretation of traditional landscape architecture and its transition towards urban studies, architecture and the arts. (In 2003 Tischer received the Prix Belmont, a prestigious award for landscape architecture and urban design, from the Forberg-Schneider Foundation).

The “Wild Landscape” theme and its various aspects will be the focus of workshops, seminars, performances, land-art trails and cultural events: all with the purpose of increasing awareness of the landscape and the delicate relationship between humans and nature.

*I Maestri del Paesaggio* has been growing year by year – according to Claudia Terzi, councillor for the Environment, Energy and Sustainable Development of the Region of Lombardy, who spoke during the presentation press conference – and not only in terms of visitors (there were over 250,000 registered attendees last year). The quality of the activities and the renown of the exhibitors and speakers, including international names in the field of landscaping, have been increasing, as well. The annual show has helped make Bergamo the point of reference and European hub of creativity for landscape design.

And [RadiciGroup](#), one of the event sponsors, will also participate by contributing one of its products: [RADIGREEN®](#) polyolefin and polyamide synthetic turf yarn manufactured by Tessiture Pietro Radici SpA, a Group company celebrating 75 years in business this year.

Like every year, Piazza Vecchia in Bergamo's Upper Town will be transformed into a wonderful outdoor "green living room". But not only that. A few steps away, in **Piazza Mascheroni**, another surprising installation will welcome visitors, inviting them to stop and enjoy the colours, aromas, flavours and entertainment. And right there, in Piazza Mascheroni, RadiciGroup will be present with its yarn: the square will be covered with artificial grass made of the Group's own **MY RADIGREEN®** yarn. The producer of the synthetic turf is [SIT-IN SPORT](#), an Italian leader in artificial grass manufacturing.

**MY RADIGREEN®:** a line of exclusive "All In One" combinations of straight and textured



monofilaments which is the hallmark of maximum creativity, innovation, production flexibility, customization and safety. MY RADIGREEN® is the ideal choice for the manufacture of long-lasting turf with excellent appearance that can make the most of public and private green spaces, opening up possibilities for unexpected uses and making outside areas more liveable – all the while allowing for maximum design creativity.

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**TESSITURE PIETRO RADICI** – Founded in 1941, Tessiture Pietro Radici SpA is RadiciGroup's ancestral company. Today, the firm is a leading manufacturer of artificial grass yarn sold under the brand name Radigreen® and nonwoven spunbond marketed as Dylar®.

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