



With the theme 'Pathway to the Future, Unravel The Maze' the jury members have selected Green Art International as the bidding winner to implement its design of the Rotterdam-PZH Garden at the 10th China Flower Expo on Chongming Island, Shanghai, from 21 May to 2 July 2021.

Green Art International is an innovative urban landscape design company from the Netherlands. Sustainability plays an important role in which the company focuses on improving the well-being of people in urban surroundings by greening and optimizing the living and working environment.

The key concept of the selected design for the Rotterdam-PZH garden focuses on building a resilient future proof city, feeding & greening mega cities, climate adaptation, sensations and water-energy-food.

# Rotterdam-PZH Garden

Pathway to Future, Unravel the Maze.



# Be Part of the MAZE

## Rotterdam PZH Garden!

Inspired by the challenges of the world as well as the city of Rotterdam, the core design of the PZH-Rotterdam garden begins with a maze. A maze on one hand incorporates the challenges of climate change and urbanization, on the other hand it symbolises the steps we must take to explore the solutions for the challenges. The way to the solutions is our pathway to future, which is why this is a garden that engages with children, the host of the future. Their curiosity, creativity and unlimited potential will guide themselves through the maze and arrive at the central pavilion where a sustainable future is presented to them. Let's make it happen and inspire other cities to join forces on this pathway to future.



# The Chinese “Floriade”

JOIN as a product sponsor  
JOIN to be associated with the concept

The 10th China Flower Expo with the theme “Blossoming Chinese dream” will be held on Chongming Island, Shanghai, China from the 21st of May until the 2nd of July 2021. The China Flower EXPO is the largest and most influential national flower event in China. The organisation expects to receive three million visitors during the Expo.

Under the framework of the Sister city relationship between Rotterdam and Shanghai, and the fact that flora-/ horticultural sector is one of the strategic key sectors in Zuid-Holland Province, Province of Zuid-Holland, City of Rotterdam and the Dutch Consulate-General in Shanghai jointly decided to accept the invitation from the organization of the 10th China Flower EXPO to participate this event.







## JOIN as a Product Sponsor

**We are looking for Dutch companies which are interested to sponsor their flower and relevant products which can fit in the concept and the garden.**

Advantages of being a sponsor

e.g. opportunities to share the company or value to visitors through QR code



# Concept design of the central pavilion

## Ingredients

### Central pavilion

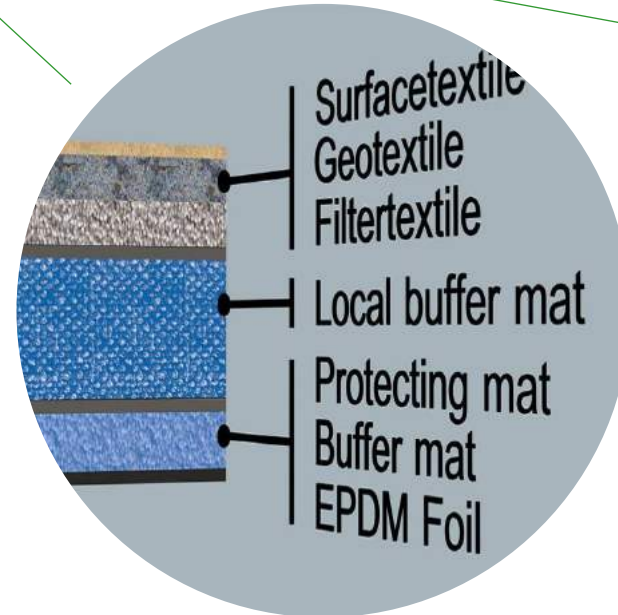


Sedum roof  
Urban farming  
Flowers  
Skinroof



#### Approach towards urban challenges:

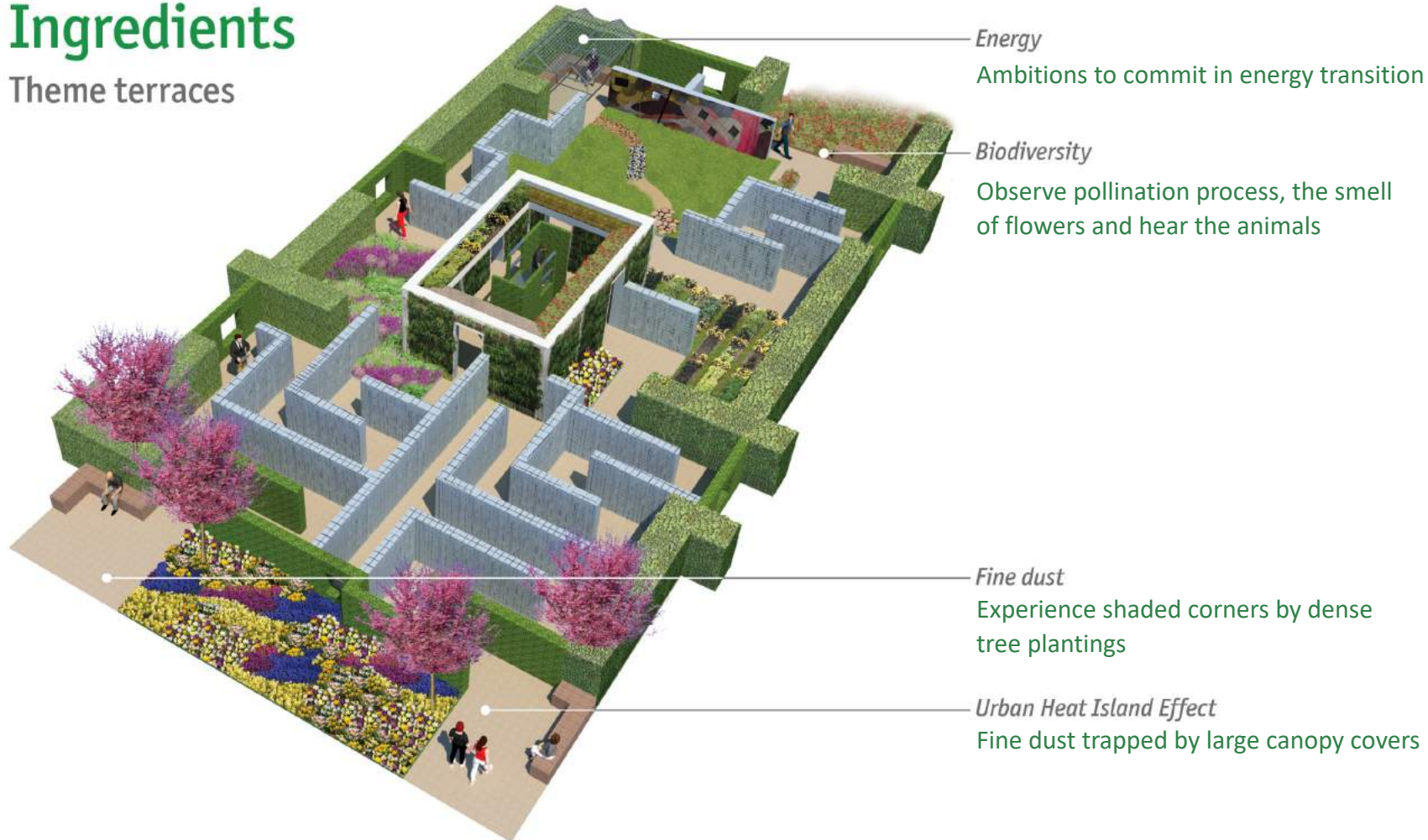
- Sedum green roof > mitigate Urban Heat Island Effects
- Urban Farming > Increase food stability in local community, the strength of PZH region with a strong focus of horticulture sector
- Flower planting > enhance local biodiversity
- Skin Roof > improve water storage capacity



# Thematic Terraces and other parts of the garden

## Ingredients

Theme terraces





# JOIN to be associated with the concept

## Key Concepts

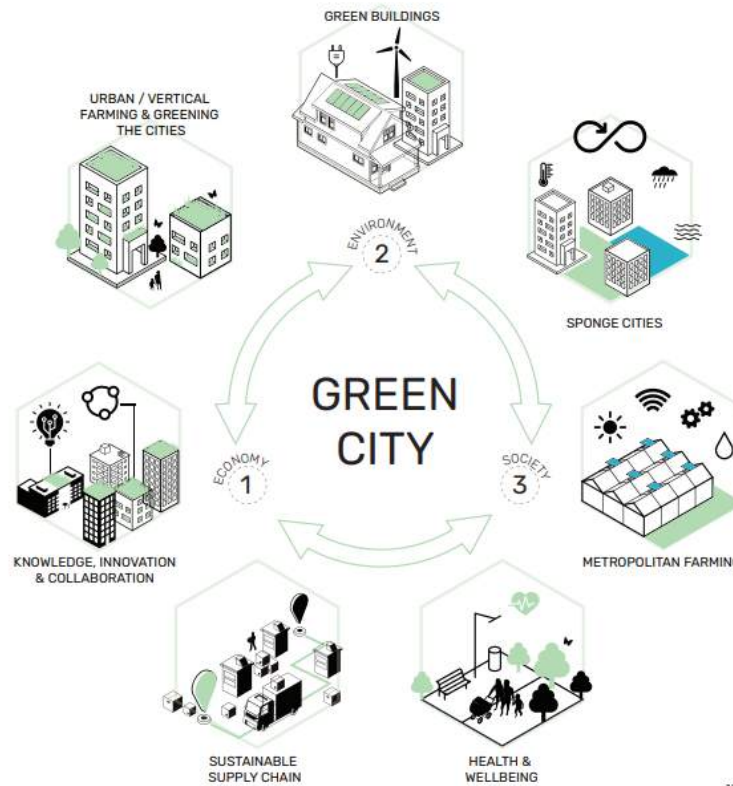
- **Sensational Experience**
  - Activating our senses
  - Interactive design for public engagement
- **Resilient City – Feeding & Greening Mega Cities**
  - Climate adaption: heat and water challenges
  - Food security: urban farming practices
  - Modern agri-/ horticulture
  - Biodiversity
  - Air quality



# Feeding & Greening Mega Cities

The recent rapid urbanization creates challenges for sustainable growth, especially with the prospected growth of the world population towards 10 billion people, of which 75% will live in urban agglomerations and megacities. How can we produce enough healthy and safe food for our future population and let them live in a healthy environment with enough water? How can we improve quality of living for our urban population?

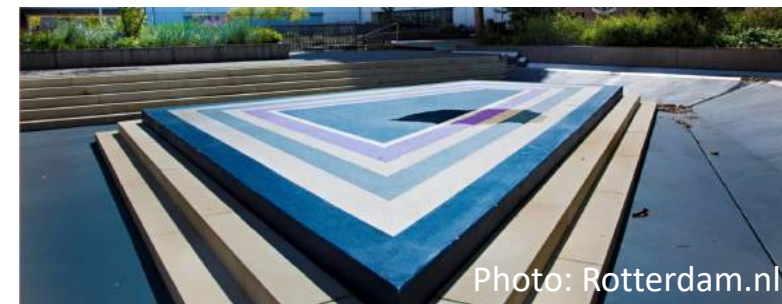
The Netherlands and China are facing similar challenges, albeit in a different environment and with different points of attention. Within Province of Zuid Holland there are experiences in efficient food production with a small water footprint as well as in creating a liveable environment for its citizens.



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Rotterdam is part of the 100 Resilient City initiative that dedicates their effort in the transition towards a future proof city. Renowned projects like the Waterplein, Sponge garden, Green & edible roofs, ZOHODistrict, tidal parks, blue city, floating project (pavilion, farm and recycle park) all presented the Rotterdam's commitment to build a sustainable city.





# Rotterdam-PZH Garden @ 21 May – 2 July 2021 China Flower Expo, Shanghai Chongming



provincie **HOLLAND**  
**ZUID**



**City of Rotterdam**

*10<sup>th</sup> China Flower Expo 2021 – Shanghai Chongming*



# Designer's words

Bert Dautzenberg

*I am always excited to participate in Expo. I especially like to engage children in my designs, I believe they can be inspired by our work from their curiosity and passion to learn new things, they are the future. Back in 2010, I was involved with pavilion design at Shanghai Expo, it was great to see the interactions between our designs and the visitors. Last year, I was honored to support part of the design of the Dutch, Belgium and British pavilion during the Beijing Flower Expo. I see amazing opportunities to show-case about future developments and what we can learn from nature. I look forward to becoming the selected candidate to realize my work in Chongming, where my future WFOE company would also be established.*



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# Currently Involved Parties



- Green Art International developed Maze concept of the Maze
- Shanghai Yuanlin Group (daughter company of Shanghai Construction Group) is the Chinese local partner for this project with Green Art International to execute this project
- Rotterdam Partners is supporting Dutch companies to participate in the Expo
- Dutch Sino Business Promotions is the main contractor for this project

Interested to join us?  
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