

Press Release

The Garden Boulevard of Vercelli awarded as a model of resilience at Myplant & Garden

Milan, 20 February 2026 – An important recognition for the Corso Garibaldi project, designed by LAND for the Municipality of Vercelli as part of the National Plan for Housing Quality. The Garden Boulevard is among the award-winning projects in the “Resilient City” section of the national “Città per il Verde” (“City for Green”) Award, promoted by the publishing house Il Verde Editoriale. The award ceremony took place this morning during Myplant & Garden at Rho Fiera Milano.

Just a few months after its **inauguration at the end of May 2025**, which returned a key stretch of green public space to the citizens of Vercelli, the **Garden Boulevard of Vercelli** has received a prestigious award. The project was recognized for «transforming one of the city’s main urban axes into a pedestrian boulevard capable of combining high-quality public space, landscape protection, and environmental sustainability, making Vercelli one of the Italian cities investing in greenery as a driver of urban regeneration and quality of life».

Corso Garibaldi, the first intervention area of the “Giro dei Viali” project, enables Vercelli to regenerate, renew itself, and respond to the challenges of climate change and the ecological transition. The landscape project enhances the avenue by **increasing biodiversity** through the preservation and expansion of its natural heritage; **improving safe mobility** with dedicated pedestrian and cycling paths; and **fostering social interaction** by reactivating the boulevard with new, attractive, and sustainable urban features and furnishings designed for people’s well-being.

Following the recent opening of the **new cycle path** and with the imminent completion of works in Piazza Alciati, **Vercelli’s historic center** has undergone a radical transformation. Five years after the launch of the redevelopment program promoted by the Municipality and supported by **National Recovery Plan (PNRR) funds**, the city is now seeing the realization of an urban vision focused on **sustainability and collective well-being**.

*“We are proud of this important recognition, which we share with the Municipality of Vercelli and all the citizens of Vercelli,” said **Andreas Kipar, CEO and co-founder of LAND**. “Making room for greenery and for the community has found an effective symbiosis in the revival of Corso Garibaldi. I am confident that this award represents a milestone in a journey that will make the Garden Boulevard a replicable model of resilience for many Italian municipalities.”*

Now in its 26th edition, the **“La Città per il Verde” Award** highlights urban transformation projects in which new open spaces or the regeneration of disused areas make a significant contribution to improving quality of life in cities. The Corso Garibaldi project fully embodies the values promoted by the Award: urban greenery no longer conceived as a simple decorative element, but as **strategic infrastructure for well-being**, biodiversity, and climate adaptation, with particular attention to **soil permeability**, water management, and the creation of social spaces.

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LAND

LAND – an acronym for Landscape, Architecture, Nature, and Development – is an international landscape consultancy with offices in Austria, Canada, Germany, Italy, Saudi Arabia, and Switzerland. Andreas Kipar and a Team of 200 landscape architects, architects, urban planners, agronomists, engineers, and researchers are dedicated to the regeneration of regions, cities, and places since 1990.

LAND's consulting, planning, and design activities aim to improve people's well-being and environment through the implementation of climate-positive solutions and participatory processes that lead to sustainable development.

We provide consultancy to public and private clients on how to innovate with nature, applying international policies and promoting collaborative planning procedures. Together with our clients and our extensive network of partners, we leverage the opportunities of the green transition for our communities.

Among our main projects: Green Rays strategy, Porta Nuova, Piazzale Loreto, and the re-development of the former EXPO site MIND in Milan; Essen's Urban Open Space Strategy and Krupp Park, comprising ThyssenKrupp HQ, and the Freiheit Emscher in Essen; Ruhr Regional Green Infrastructure Strategy; the renaturation of the Airolo valley and Cassarate River Park in Switzerland; Saint-Laurent biodiversity Corridor in Montreal; Al Urubah Park in Riyadh and EXPO 2020 Dubai in the UAE; strategic consulting in landscaping, infrastructure, and renewable energy through, among other things, Landscape Information Modeling LIM®, as well as the research and innovation projects UrbAlytics and T-Factor funded by the European Commission. LAND's work has been recognized through numerous prestigious international awards, amongst them Premio Mercurio, MIPIM, Wan Awards, Biennale Pisa, Passive and Low Energy Architecture Award (PLEA), European Garden Award 2023.

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3Bee - XNatura

3Bee is a nature tech company that, through a scientific and technological approach, develops territorial regeneration projects such as Biodiversity Oases, along with dedicated environmental education initiatives. Its Nature Intelligence division, XNatura, focuses on monitoring and managing environmental risks and impacts. By combining artificial intelligence, IoT sensors, satellite technologies, and cloud computing, XNatura supports companies, municipalities, and natural parks seeking to integrate data-driven solutions into their environmental management strategies.

AHK Italien

The Italian-German Chamber of Commerce (AHK Italien) is a business association that operates on behalf of the German Federal Ministry for Economic Affairs and Climate Action to promote economic relations between Italian and German companies. Active since 1921, it brings together entities ranging from large German groups to Italian small and medium-sized enterprises, from multinational subsidiaries to individual entrepreneurs. With around 800 member companies and professionals and more than 70 staff members at its Milan headquarters, AHK Italien is the largest foreign chamber of commerce and bilateral business association in Italy.