

## IRON GARDEN

### *THE NATURES OF ART*

The silence of green, the warmth of iron, the coolness of Majorelle blue – these are urban synesthesias, the association of different sensory spheres, that are part of the Iron Garden **project by AG&P greenscape and Max Gaudagno.**

**This sensory mélange ties nature and artifice together in a roof garden on Via Savona 50, Milan from April 17 to 21, open from 11:00 am to 9:00 pm.**

AG&P greenscape is a multidisciplinary landscape workshop specialized in master planning, urban landscape and garden design. In its own Milan offices in Zona Tortona, it has created a Majorelle-style roof garden where contrasting exotic succulent plants emerge, created in iron by interior designer Max Gaudagno.

Iron Garden is an exploration of the relationship between nature — in continuous flux by its very essence — and the artificial element embodied by iron plants, immutable over the passing of the seasons and time.

The relationship between the two conveys the unstable balance between nature and sculpture, which gets to the core of the current discourse in which the concept of natural is associated with the idea of peacefulness and quiet and the word "artificial" suggests a vague sense of alienation. Every era has its own concept of nature and the natural, and, therefore, of the artificial. Never more than the present — with the spread of technology and mass production and the resulting environmental emergencies — has the word "artificial" seemed to so dominate its partner, "natural." We now live in an era where rather than define the artificial as opposed to the natural we define the natural as opposed to the artificial.

The two poles of the natural and artificial cannot be neatly separated. Can one exist without the other?

An answer is offered in **Iron Garden where the designers play with the 5 senses through unexpected fusions-synesthesias, melding them so that they can find themselves and restore the unity of the nature-artificial relationship. There is the cool consistency of the iron palm leaves, and the warm one of the natural leaves. There is the scent of the flowers in the vases, and the scent of the freshly cut grass of Max Gaudagno's fragrance.**

Just like the Cloven Viscount of Italo Calvino's story can be only good or only bad, the relationship between nature and artifice is restitched together through culture.

### **AG&P greenscape**

With over 35 years of experience, AG&P greenscape is a multidisciplinary landscape laboratory working in the fields of master planning, urban landscape, and garden design. Emanuele Bortolotti, agronomist and garden designer, and his partner, Paolo Palmulli, architect and urban landscape specialist

coordinate over thirty professionals, including landscape designers, architects, and naturalists, constituting the creative and technical heart of the studio.

A&P greenscape works in Italy and abroad in landscape architecture, taking on designs on all its scales with sartorial attention. The studio envisions spaces where we live to improve the quality of our lives and experience the thrill of moving through contemporary spaces to discover ever-new dimensions. The studio draws on in-depth study of the natural and built landscape and uses its resources to explore innovative approaches including in its project methods and cutting-edge tools, integrating its work with creative, innovative projects.

Such projects led to opening the AG&P atelier, which works with industrial design to develop outdoor furnishing pieces through the collaboration with specialists and experts in the field such as the studio Cattaneo Design.

**Max Guadagno** is an interior designer and perfume creator. He has made a name for himself through his rediscovery of cultures and aesthetics that are distant in space and time, but highly contemporary. His eclectic path has led him to create varied business lines ranging from interior furnishing and objects to home fragrances.

His succulents, the peerless queens of the Mediterranean, win over new spaces, even the most unexpected ones, through the material he uses to make them: iron. Wrought, glazed, burnished, rusted or galvanized, iron is handcrafted by master craftspeople of Marrakesh to create palm leaves, boule cactus, agaves, figs and Mexican cacti in an infinite array of sizes, shapes and finishes. These include some giants, such as the palm leaf in the splendor of its spectacular fan shape and the prickly pear in a pyramid shape.

AG&P greenscape Media

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