



Press Release

ZOOMARK: THE WINNERS OF THE “AQUA PROJECT AWARD” THE SUCCESS OF THE AQUASCAPED MEGA-AQUARIUM

The enthusiasm for ornamental fish and aquariums is making a comeback in Italy. Proof of this can be found in the great interest aroused by “Aqua Project”, the new area dedicated to aquariology at Zoomark International 2017, the leading biennale international B2B fair in Europe for products and equipment for pets, organized by BolognaFiere and taking place as of yesterday at the Bologna Exhibition Centre. At the conclusion of the event the prizes for the first ever edition of the “Aqua Project Award” will be presented. The award is an acknowledgement of professionalism and creativity in the design and creation of aquariums and terrariums and is open to owners of pet shops, garden centres and aquarium retailers present in Italy. The winner of first prize is Booty Bay (Cura Carpignano, in Pavia), second prize went to L’Arca di Noè (Vittoria, Ragusa), third prize went to Habitat Acquari (Livorno).

The aquarium by Booty Bay, the shop from Pavia, is a tropical marine tank (dimensions 130x65x65cm) in extra-clear glass with fauna consisting of hard corals (small and large polyped scleractinia) of mainly Australian origin and some fish and prawns. The tank created by the shop from Ragusa L’Arca di Noè, however, is a so-called “community aquarium” (dimensions 50x50x50cm), containing a variety of fish, plants and invertebrates that, over time, go on to constitute a genuine community. Finally the tank prepared by the Livorno shop Habitat Acquari, is designed according to the ‘Oceanlife’ protocol (dimensions 160x100x50cm), simulating a genuine marine ecosystem composed of various species of corals, both hard and soft, and diverse varieties of coral barrier reef fishes. The three winning aquariums can be admired in the “Aqua Project” area, situated in Pavilion 19, where on Sunday 14th at 12pm the awards will be presented to the winners.

Also in the “Aqua Project” area is the highly successful mega-aquarium (dimensions 200x200x70cm) created using the special technique of aquascaping, the art of creating or decorating a tank with a high impact evocative environment. In Pavilion 19 numerous other aquariums, which stand out for both their technological features and design, have been arranged as well as a spectacular pond. Also present are stands by the main cultivators and importers of live marine species and the leading Italian and international companies in the sector. A series of workshops, demonstrations, conferences and specialized seminars about the aquarium business involving Italian and foreign experts, is scheduled.

Bologna, 12th May 2017

Zoomark International, is Europe’s leading biennial fair (held in odd-numbered years), taking place from the 11th to the 14th May, the event is organized by BolognaFiere. The previous edition in 2015 involved 615 exhibitors, of which 394 came from overseas from 35 different countries. Visitor numbers reached a total of 22,299, of which 15,526 were Italian buyers and 6,773 foreign buyers (+15% compared with the previous edition in 2013) from 85 different countries. Further information is available at www.zoomark.it.

Zoomark International 2017
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