



COMUNE DI FIRENZE

Consiglio di Quartiere 4

Assessorato alla Partecipazione Democratica,
ai Rapporti con i Quartieri, Nuovi Stili di Vita e Consumo Critico

In collaborazione con ARSIA
e Laboratorio congiunto Università Impresa GEMMA VERDE

Macchine per la manutenzione del verde

Firenze 7 - 8 maggio 2009

Limonaia di Villa Strozzi - Via Pisana, 77

Con il contributo di:



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7-8 maggio 2009, Limonaia di Villa Strozzi - Firenze

LA CURA DEL PRATO

**Necessità manutentive,
progresso tecnologico e
sguardo estetico**

Parco di Sceaux



Parco di Stowe



Thomas Robins, *View of Chinese Kiosk at Woodside House*, 18° secolo







PROSPECT PARK SHEEP FELD C. 1894-5
Copyright 1914 By George Eastman, N. Y.



Giardiniere al lavoro alla guida di uno dei primi modelli di falciatrice meccanica con motore a vapore.

EXCELSIOR LAWN MOWER FOR HORSE OR HAND POWER.



Cartolina pubblicitaria,
fine Ottocento



Palace Hotel and Cottages.



Fleischmanns, in the Catskills, N. Y.

BEFORE

AFTER

Your back yard indicates how clean you are. Are You satisfied with your reputation for cleanliness?

BEFORE THIS SHRINE

PLEDGE

I vow and declare to do all that within me lies, to make SPOKANE the cleanest and healthiest city in the world.



PLATE XXVI



LAWN-MOWING A LUXURY!

The motor lawn mower with rotary knives is invaluable on large estates in its economy of labour. Its service as a roller is no less important, the machine weighing from one thousand pounds up

Scheda pubblicitaria, 1906



The BASEBALL SONG



DEDICATED TO
ALL LOVERS OF THE NATIONAL GAME

NEW YORK
MILLS WOODWARD & CO.
PUBLISHERS
100 NASSAU ST. N.Y.



PLANS DES DISPOSITIONS

LES PLUS HABITUELLEMENT

EMPLOYÉES DANS LES JEUX

DE TENNIS ET DE CROQUET

HOUSE BEAUTIFUL

1942-43 with 1941 and 1942

SUMMER
NUMBER
35c





“Come si ottiene quello splendido effetto a strisce presente in alcuni prati?” È una delle diciotto domande sui tappeti erbosi a cui si risponde in una comune guida inglese sul giardinaggio in commercio



Patterns di un campo da baseball, David Mellor, Assistant Director of Grounds and Landscaping,
Milwaukee Brewers Baseball Stadium, 1997-98



Dew Gardens, Chris Parsons 1998



INTERESTING
PEOPLE

INTRODUCING
FAIRBANKS-MORSE
"GRASS FINDER"
FULLY AUTOMATIC
ROTARY POWER MOWER



The only power mower in the world that cuts grass and weeds by its own direction—controlled by human hands, eyes, ears or vibrations. You make contact! All you do is set the pattern, and the automatic controls tend to do the rest!



How it follows "0" you see it!
Over eight to ten (10-year) history of progress, Fairbanks-Morse is now ahead of its best. This new automatic mower is the first basic improvement in mowers since power mowers were invented. Yes, the all Fairbanks-Morse product, it is performance-proved and practical.

How it works
First, the operator sets a leader around the area to be mowed. At the beginning of the second, the mower heads to follow up—its automatic steering position. The "Grass Finder" follows the grass line much like a hand follows a ball. The "steer" is a sensitive mechanical device which, through a system of controls, guides the rear wheels so they'll keep the mower in contact the whole time.

See the amazing power demonstrated
Ask the nearest Fairbanks-Morse dealer for a demonstration of the new mowing "Grass Finder" and other models—easy and safe—in the Fairbanks-Morse quality line. Or you'll see from his address, write Fairbanks, Morse & Co., Chicago 8, Ill.

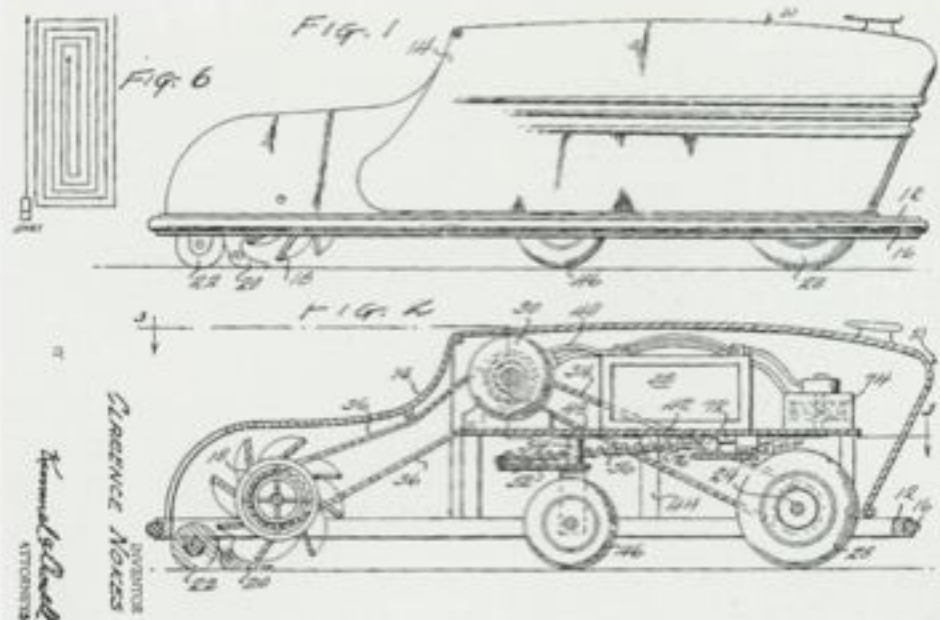
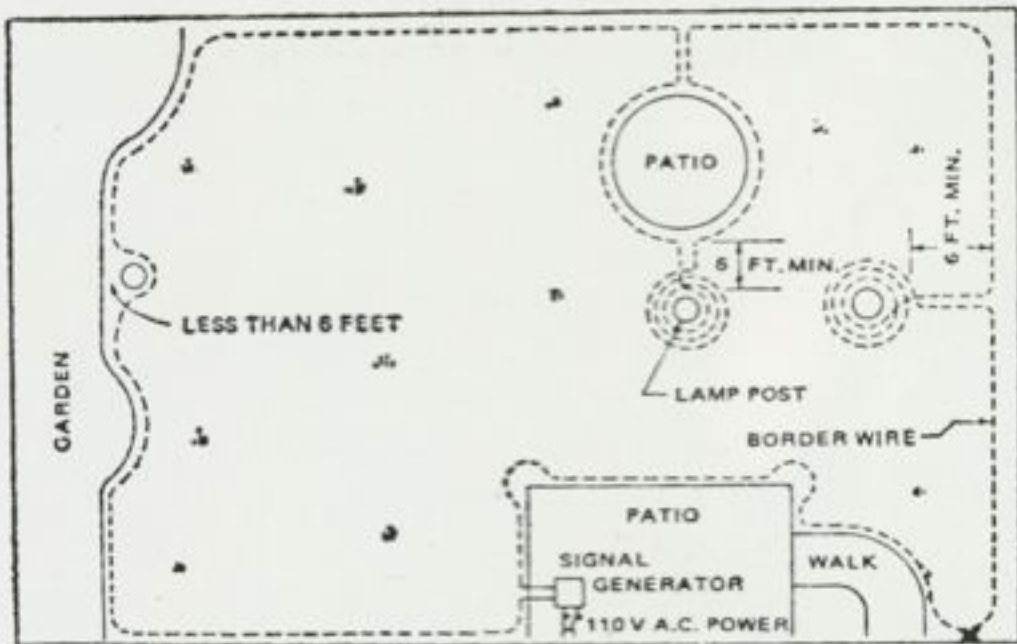
FAIRBANKS-MORSE
A name worth remembering when you wear the hat

WARRANTY • SERVICE • REPAIRS • ACCESSORIES • PARTS • SPECIALS • REPAIRS • SERVICE • REPAIRS • ACCESSORIES • PARTS • SPECIALS • REPAIRS • SERVICE

Jim Walker e la sua tagliaerba radiopilotata, 1950



Prove di taglio del prato con la tagliaerba
radiopilotata, 1950



Feb. 12, 1963
 Filed Dec. 3, 1960
 2 MOWERS
 LAMP WIRE
 3,077,066
 1 Sheet-Draw 1

Clarence Noakes
 INVENTOR
James S. Noakes
 ATTORNEY

Schemi planimetrici per utilizzo di Mowbot, 1969

FIG. 1

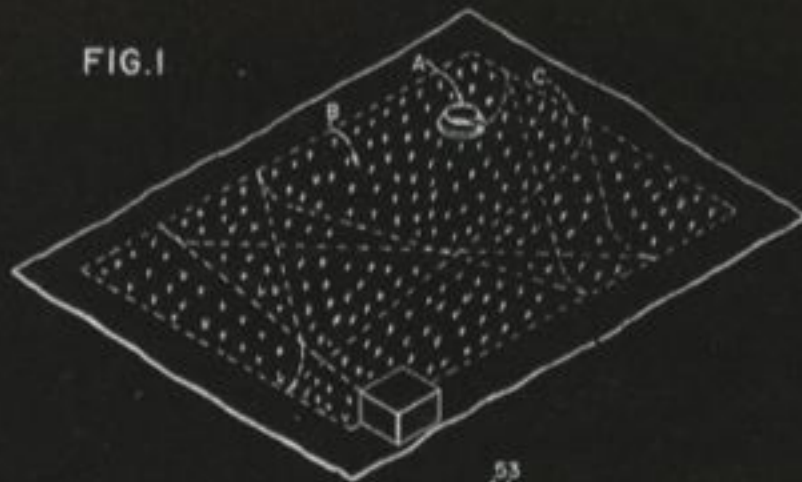
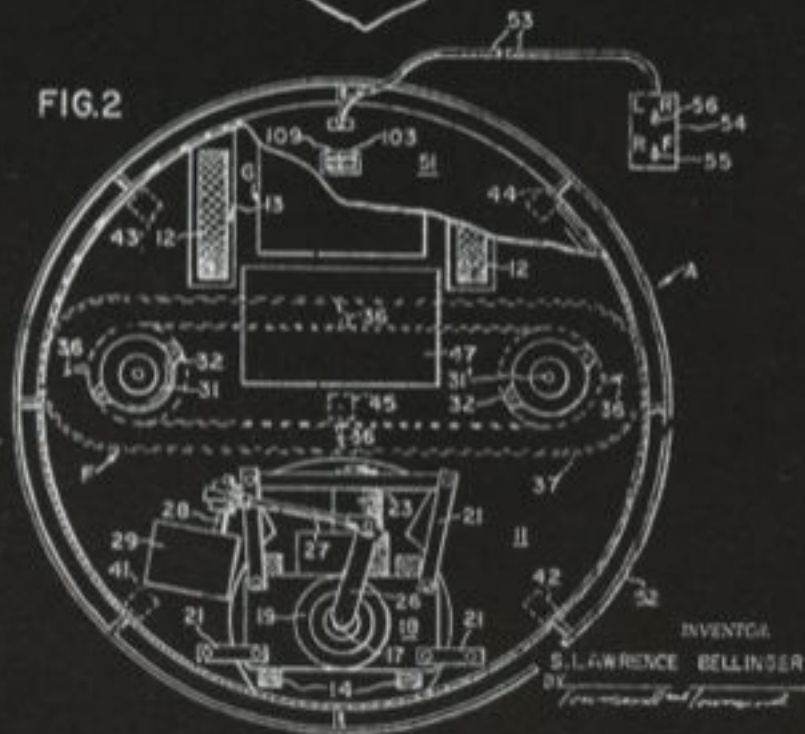


FIG. 2



INVENTOR
 S. LAWRENCE BELLINGER
 BY *[Signature]*
 ATTORNEYS

Spencer Lawrence Bellinger,
 tagliareba radiocomandata 1970

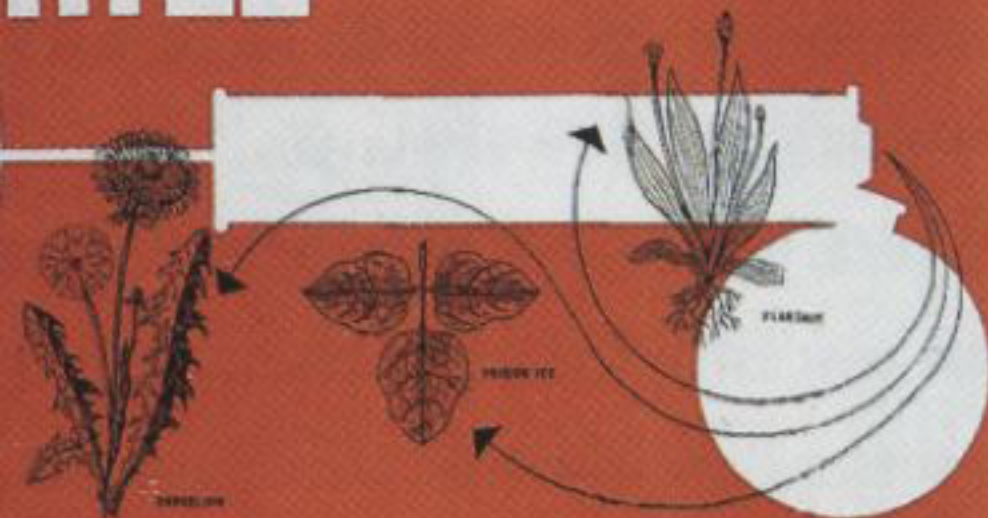


MOWBOT



KILL

lawn weeds with **WEEDONE**
(TRADE MARK)



Now you can spray the weeds off your lawn. No more embarrassing digging, no need to be afraid to spray grass as Weedone kills but not kills the weeds without killing grass. Weeds dry up and eventually disappear, while, at the same time, the slowly covers the places where they grow. • Weeds die, right out to the roots. • Dandelion, broad-leaf and narrow-leaf plantain, chickweed, lambs-ear, penny-cress, knot-grass, pigweed, yellow wood, yellow iris, Queen Anne's lace—and many others. • Weedone is also poisonous for burms, root weevils, their grubs. • It does not require special spray equipment; it does not hurt the soil or stain the grass. • It can be applied with regular spray equipment, a spray gun, or even a sprayer can. For Weedone where you buy your tools. • 4-oz. bottle covers 500 sq. feet... \$1.00 • 1-qt. can covers 5,000 sq. feet... \$3.00 • 1-gal. can (covers one-half acre)... \$10.00 • American Chemical Corp., Antioch, Pa.

WEEDONE

TRADE MARK

Weedone is the original 2,4-Dichlorophenoxyacetic Acid (2,4-D) weed killer that you've heard much about. It was developed by Francis D. Jones of American Chemical Corp.





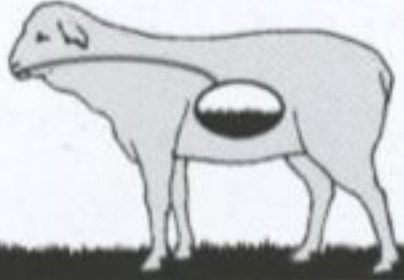


Dal giardino in movimento

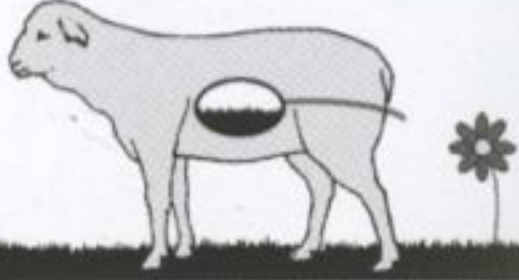




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un prato, come il giardino di cui costituisce tradizionalmente una componente essenziale, è sempre lo specchio di ideali etici ed estetici della società.

F i n e

