



PER UN GIARDINAGGIO EVOLUTO ORTICOLARIO™

ORTICOLARIO FOR EVOLVED GARDENING

Sixth Edition

Villa Erba, Cernobbio (Como)
3rd, 4th and 5th October 2014

ORTICOLARIO 2014 Olfactory visions

The sixth Orticolario took us on a journey led by our sense of smell through the garden as sensory experience and came to an end on 5th October by which time we had welcomed **over 28,000 visitors**.

The whole enterprise was an unprecedented success. As the chairman of Orticolario **Moritz Mantero** commented – *“it fills us with pride and leaves us at the same time just a little worried about how we can possibly beat that in terms of quality and numbers of visitors in future shows”*. *“Its success - he continues – has certainly been due to the bringing together of the excellence of the flower nurseries in a manner inspired by the Chelsea Flower Show and that typically Italian reliance on beauty and elegance that makes Orticolario a unique and now internationally regarded event”*.

Orticolario and so also Anna Rapisarda, received from Floraculture International's director Jaap Kras the **International FloraForever prize for the best promotional image in 2013** in the presence of Bruno Corda, the Prefect of Como, of Antonella Bellomo, Prefect of Lecco and Paolo Furgoni, the mayor of Cernobbio.

An exciting addition this year was the **presentation of a unique new variety of crested sedum dedicated to Arturo Croci**, the floriculture expert and member of the Orticolario Committee who was recently awarded the Career Prize at the Miflor show in Padua.

The programme's events were indeed very successful and included the presentation of books at the workshops, botanical demonstrations, “Perfumed Round Tables” and in particular children's workshops which were attended by over 3,000 young aspiring gardeners.

On 3rd October there were also the awards of the **prizes** judged by specialised juries for the best exhibits in the show this year.

There were the following three panels of judges:

The technical jury (coordinated by Anna Maria Botticelli, featuring Valter Pironi, Pier Giorgio Campodonico, Martina Schullian and Alberto Grossi) which judged the **scope of the collection, research focus and the rarity of the plants shown by the nurseries**.

As for **the scope of the collection** the prize was awarded to **Azienda Agricola Priola Pier Luigi**, for its collection of 120 cultivars of *Aster* shown in the grounds of Villa Erba and the collection of over 70 species and varieties of *Mentha* set in the Viale degli Dei, the Valley of the Gods in Ala Lario at the Exhibition Centre.

Special mentions were given to **Cactusmania** for the very unusual crested examples belonging to different families and genera of succulents, each present both in crested and normal forms, as well as to the nursery **Vivai Piante Omezzolli** for its recovery of old varieties of regional apples.

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For the **research focus** the prize was awarded to **Phytotrend** for its work on ornamental grasses like *restionaceae*, *graminaceae* and *cyperaceae*. Commendations were also given to **Garden Studio Bologna Vivai** for all its work on Ferns, Asarum and Hostas, plants loved by everyone but which few unfortunately actually try out in their own gardens, while it would be well worth seriously considering them. **Azienda Agricola Maioli Enzo** was also given special mention for its research in table grape varieties and their cultivation without the use of copper.

Finally for the **rarity of plants exhibited** a prize was given to **Pépinières Braun** for its wide range of ornamental herbaceous plants and bushes. Among these notably *Salvia leucantha* “Velour White”.

Two special mentions were given to **Oscar Tintori Vivai** for Etrog, the cedar used by in the Jewish Sukkot, the holy feast of tabernacles, grown according to strict Hebraic standards, and to **A&G Floroortoagricola** which produces succulents. Among those exhibited is a magnificent example of an *Aloe thraskii* (originating from Natal in South Africa), which is difficult to find in such impressive dimensions in our climes.

The aesthetic jury (co-ordinated by Emilio Trabella, featuring Paul Boerrigter, Gaetano Zoccali, Davide Riva, Monica Sampietro, Antonio Albertini and Corrado Tagliabue) viewed **the scene settings of the exhibition spaces and awarded prizes to those they found most innovative, harmonious and elegant.**

The winner was the farm **Azienda Agricola Piergiorgio Minari** for the green room created with geometric box in a design that brought together the aesthetic and the discipline of nature pedagogy. The second prize was awarded to **Manifatture di Bispo Monica** for her unique handmade plant print ceramics that bring to the garden the charm of ancient craft works. The third prize went to **Associazione Orticoltura** for the elegance of the compositional arrangements that mixed the vegetable and the flower garden, inviting the visitor to go on an aesthetic and emotional journey despite the difficulties presented by its internal location.

The special mentions from the aesthetic jury went to **Anna Flower Designer** for the “glimpse” in the stand that harmonises all the colours of the iris in an exciting way, and to the **Associazione Eatable** for its creation of an olfactory landscape with great attention to local scents, flavours and traditions, establishing a bridge between past, present and future. The aesthetic jury was also compact and unanimous in its praise of the **Viale degli Dei**, realised by Orticolario in Ala Cernobbio and designed by Vittorio Peretto. It exhibits an unusual aromatic selection in line with the olfactory theme of the year. Further mention was made, also regarding the Viale degli Dei, to the extraordinary mint collection with over 80 varieties represented as presented by **Azienda Agricola Priola Pier Luigi**.

The **gardens jury** was co-ordinated by Ivan Bellini and featured Pierluigi Ratti, Virgilio Piatti, Maurizio Vegini, Rossana Porta, Emanuela Rosa-Clot, Novella Cappelletti, Gildo Spagnolli, Maria Vittoria Bianchini, Annie Guilfoyle, Gianfranco Giustina, Anna Letizia Monti and Daniele Brendolini. It looked at the quality of the work done, the harmony of the installation, the choices and the quality of the plants, feasibility for a real life garden, what it offers that is new, the correspondence between the submitted design and the garden presented and the correspondence between the stated plants and those actually exhibited. The prizes and special mentions were assigned to the winners of the international “Creative gardens” competition for architects, landscape gardeners, designers, artists and nurserymen for the realisation of creative spaces and gardens in the grounds of Villa Erba.

The winner of the Gold Leaf prize “**La Foglia d’Oro del Lago di Como**” is the garden called **Maître Parfumeur** by Simone Ottonello and Archiverde. The prize itself was designed and created

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exclusively for Orticolario by Gino Seguso of the glass art studio Vetreteria Artistica Archimede Seguso and is a sinuous vase of Murano glass upon which "floats" a large leaf within which shine highlights in 24K gold foil. It is a unique prize which will be kept by the winner for a limited period and then put on show in the splendid Villa Carlotta in Tremezzo on Lake Como until next year's Orticolario. The winners name will be entered in the Gold List exhibited alongside the prize itself. Other prizes awarded by the gardens jury included the "**Stampa**" or "Press" prize for the garden that best narrates, communicates and excites. This was won by **Biolabyrinthus** by Corinne Détroiyat and Claude Pasque with Garden Bedetti; the artists' garden prize "**Giardino d'artista**", was won by **Aster-oides** by Ludovica Ginanneschi and Meri Iacchi with Azienda Agricola Priola Pier Luigi and Agricola Il Tappeto Erbosco, a garden which brings art and nature into a delicate living equilibrium; the Great Italian Gardens prize, "**Grandi Giardini Italiani**", was assigned to 'droplets of relaxation' or **Gocce di relax** ("Drops of Relaxation") by Andrea Musto and Antonio Severino, a garden on lights and shapes that communicates both tradition and innovation; the plants species prize "**Essenza**" was won by the **Tavolozza** ("Palette") from Sara Alberti and Massimiliano Bustaffa for the best combination of plant species. Finally a special "**Colpo al cuore**" or "strike to the heart" mention was extended to the garden **Un tempo pensato per sognare**, ("A time designed for dreaming") from Marilena Baggio and Mariagrazia Rocchetti, with Lario Garden and Oltre Green Azienda Agricola Macerina di Calcante Davide, for the quality of the plants and the notable social function expressed in the arrangement.

Now that the 2014 event has been consigned to the record books, the Strategic Committee is already hard at work for the **seventh Orticolario which will be held from 2nd to 4th October 2015** whose central theme will on that occasion will be the sense of **touch**.

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