

## First edition of Orticolario attracts 14,000 visitors

by Ron van der Ploeg

**CERNOBBIO, Italy, October 12, 2009: The first edition of Orticolario, Italy's leading garden show, was held from October 2 to 4, attracting 150 exhibitors and 15,000 visitors.**



Against the stunning background of the Villa Erba, the nineteenth century villa of film maker Luchino Visonti, hundreds of visitors flocked together to discover the latest trends and novelties in gardening. The organizing body can look back on a very successful event. "We are very pleased with the record number of visitors. The Villa Erba is of course the most magnificent venue and the beautiful autumn weather also contributed to the succes of the show."

Exotic plant grower Natale Torre from Sicily , who was awarded in 2003 as Italy's grower of the year, was also thrilled to bits. "This was my first time showcasing my products in Northern Italy. But certainly it not be the last time. I am returning home in a completely empty truck."

The opening of the Oricolario show was carried out by Wanda Ferragamo, the wife of the late fashion

designer Salvatore Ferragamo and honorary chairwoman of Salvatore Ferragamo Italia Spa.. On the occasion she christened a new garden rose with her own name. Rosa 'Wanda' is red with purple nuances was created by the Italian breeder Barni.