

SECOND 'CREATIVE GARDENS ' COMPETITION

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Second 'Creative Gardens' competition

Orticolario, in collaboration with AIAPP, announces the second international competition for the implementation of creative gardens in the Villa Erba Park in Cernobbio, Italy, which is the location of this prestigious event. From now until the end of January 2014, landscape gardeners, garden designers, architects, artists and nurserymen will be able to submit applications to take part in the competition and create their projects during the sixth edition of Orticolario in October 2014.

The gardens must represent original, liveable and useable spaces which also include 'meditative' seats to simulate a different, artistic and professional way of seeing gardens and green spaces, with particular attention to the "Genius loci" of Villa Erba.



The projects submitted in the initial phase will be examined preliminarily by Orticolario's Scientific Committee with the aim of assessing the drafts received and selecting those to be admitted to the second phase. The accepted projects will then move to the submission stage, where those plans will be judged by a special technical and aesthetic commission on the basis of numerous criteria. These include the quality of the creation and design, the innovation of the idea and its reproducibility and attractiveness, the feasibility of the creation and the particular nature of the botanical species and materials used. In total, nine projects will be selected and they must cover a surface area of up to 200 square metres each.

Golden Leaf of Lake Como

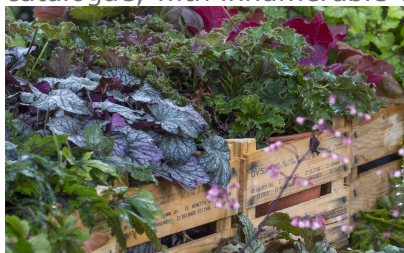
Prior to the public opening of the 2014 edition, the creations will be judged by the Gardens Jury which will award the 'Golden Leaf of Lake Como' prize to the best garden. Designed and created exclusively for Orticolario by Gino Seguso of Vetreria Artistica Archimede Seguso, this award is a sinuous vase created on the island of Murano (Venice) on which a large leaf is 'floating' inside which hints of pure gold (24K) shine through. The prize is unique and will be given to the winner who will retain it for a limited period, followed by a period in the magnificent Villa Carlotta in Tremezzo on Lake Como, until the next edition. For further information, visit the website at this link: <http://www.orticolario.it/index.php?pag=165>



Success inspired by the senses!

The successful fifth edition of Orticolario, an event dedicated to advanced gardening, was inspired by the sense of taste and realised an increase in visitors and exhibitors. During early October, over 20,000 visitors attended the beautiful venue of Villa Erba on the Como Lake, not just only for flowers, plants and gardening-related objects but also to discover the six creative gardens related to the theme.

The guest of honour this year was Laudomia Pucci, Vice President and Image Director of Emilio Pucci, who explained the importance of Italian artisanship and its parallelism to garden handicraft. Her father, Emilio, adored nature and all the colours of the flowers so much that he dedicated a very special print to them, called Dahlia, in 1972. The Dahlia, an ornamental plant with countless hybrids and varieties, with edible tubers and flowers, was the star essence of this edition. The flowerbeds in the Villa Erba park were transformed into an exceptional field catalogue, with innumerable varieties of Dahlia.



Awards for innovation and harmony

The aesthetic jury (co-ordinated by Emilio Trabella and consisting of Lisa White, Paul Boerrigter, Gaetano Zoccali, Ester Maria Negretti and Alberto Grossi) assessed the arrangements of the exhibition spaces and gave awards to the most innovative, harmonious and elegant arrangement.

The winner (pictured above) was Il Giardino – Azienda Floricola for its spectacular journey of discovery, albeit in a small space. Second place went to AnnaFlowers Designer – Aesse Furniture for its harmonious, inviting and interactive composition combining vegetables and flowers. In third place, on the other hand, was Vivai Omezzolli, jointly with Carrer Franco e figli Giardini – Landalab, for the simplicity and elegance of the scenic composition prepared on different levels, combining fruit trees and perennials.

The 'Star' of the Garden

The next edition of Orticolario will be held from 3 to 5 October 2014. The chosen theme of the new edition will be the sense of smell and the chosen flower will be the Aster, the 'Star' of the garden. www.orticolario.it