

## Orticolario attracts 21,000 visitors

**CERNOBBIO, Italy: The seventh Orticolario, Italy's top home and garden show, took over 21,000 visitors on a garden trip led by their sense of touch.**

While Italy enjoyed one of its warmest summer on record this year, the weather at the 7<sup>th</sup> Orticolario show taking place from October 2-4, 2015 was distinctly inclement. The gardens surrounding Villa Erba, the nineteenth century villa of film maker Luchino Visconti, during the 3-day event saw a sea of umbrellas as attendees sheltered from heavy, continuous downpours.



Orticolario chairman Moritz Mantero labelled the show as successful despite the weather. "The public was not put off by the rain, a natural phenomenon so precious for the garden and for life itself, but which in Italy, unlike in many other European countries, remains a source of serious apprehension. The visitors allowed the "contagion" of Beauty and Elegance sweep over them, the hallmark features of this event. Gardening needs passion, patience and a fair dose of courage: this year's visitors showed themselves to have these in quantities and they were suitably rewarded! The approval rating was very high, judging by all the unsolicited comments we picked up from our visitors."

Despite the heavy rain that fell on Cernobbio for three days, leaving little room for sun or blue sky, almost 21,000 garden enthusiasts braved the cold and the wet. They were enchanted by all the new things and the beauty of Orticolario 2015. They particularly enjoyed the flowers, the botanical collections, the creative gardens, the art installations and the magnificent hydrangeas, which all played leading roles this year, as well also as the Round Table events for the Contagion of Beauty, the botanical demonstrations, the conferences and the workshops for children.

The weekend of October 2nd to 4th was devoted entirely to "The contagion of beauty", the title of this year's event. The thread running through it was the sense of touch, a journey of discovery through the endless sensory experiences of nature.

This year's godmother and special guest has been Anna Zegna, Image Advisor of the Ermenegildo Zegna Group, sensitive to the beauty and above all passionate about nature, gardens and parks.

On Friday, October 2nd the awards from the technical, aesthetic and garden juries were given out for the best projects from among all this year's exhibits.

With the closure of the 2015 event, the Strategic Committee is already at work for its eighth production, which will be held from 30th September to 2nd October 2016.

For more information please visit [www.orticolario.it](http://www.orticolario.it)