

**IN HORTUS VARIETAS:  
ASSOCIAZIONE MONTENAPOLEONE INAUGURATES EXPO 2015  
IN THE SPIRIT OF GREEN SUSTAINABILITY AND DESIGN**

*From 1 to 10 May 2015*

**Milan, 21 April 2015 - Associazione MonteNapoleone**, in partnership with **Orticolario**, has the pleasure of announcing the **IN HORTUS VARIETAS** event, which will take place from **1 to 10 May 2015**.

For ten days, Via MonteNapoleone will be transformed into the city's loveliest garden by a series of platforms housing different types of synergic gardens and design objects representing Italian and international excellence.

In Hortus Varietas will be the **first of numerous events that Associazione MonteNapoleone will organize throughout EXPO 2015** and will be an opportunity to consider enhancement of the land through beauty and exclusivity.

**Guglielmo Miani, President of Associazione MonteNapoleone and CEO of Larusmiani**, said in this regard *"We have decided to inaugurate the calendar of events organized by the Associazione during EXPO by referencing cultural values and symbols of cutting-edge excellence such as Via MonteNapoleone, synonymous with luxury and exclusivity, that welcomes its visitors with an unexpected point of view. The synergic gardens represent the avant-garde, or whatever is most modern and eco-sustainable in horticulture. The green islands set along the Street will provide the setting for design pieces that evoke Milan's pre-eminence also in this field"*.

In line with the theme of EXPO 2015, the **synergic gardens represent a new cultivation method that gives back to the land more than is taken from it in energy terms by fostering self-fertilization of the soil.**

Each installation will be enhanced by one or more **design objects that will be included and contextualized to create a pleasing synergy** in the spirit of outdoor décor excellence. Companies participating in this event are:

**AGAPE CASA - DESALTO – HENRYTIMI – MOLteni & C– PERFORMANCE IN LIGHTING - UNOPIU' - VITRA**

Landscaping will be by **Orticolario**, the evolved gardening event that for six years has been enchanting the public with a beautiful floriculture show at Villa Erba on Lake Como.

*“We are flattered that Associazione MonteNapoleone wanted to involve us in this interesting project, “In Hortus Varietas” – said **Moritz Mantero, President of Orticolario** – I believe they chose us because we have shown that we know how to combine beauty and elegance, characteristics that we undoubtedly have in common. Orticolario is an event that aims to educate people about gardening and beauty through a personal, well-thought out communication style, a bit like the brands that have made their home on Via MonteNapoleone. The conjunction with the opening of EXPO is also particularly significant for us. The picturesque synergic gardens designed by Viittorio Peretto (Hortensia Garden Designers – Milan) and Beatrice Lampugnani (Floricoltura Lampugnani Walter – Orsenigo, CO) working with the soil’s natural fertilization dynamics and rejecting the use of chemical substances, are perfectly in line with the theme “Feeding the Planet”. Students from the “S. Vincenzo” Agro-Environmental School in Albese con Cassano (Como)” will also be involved in the project.*

**Partner par excellence in the event will be Audi**, which has always made innovation, design and sustainability its own.

**Massimo Faraò – Marketing Director Audi Italia** – concluded: *“As a recognized leader in the luxury car market, Audi has a vocation for innovation, design and sustainable mobility. This is why it was a natural decision to support the Association in this important event for the opening of EXPO. To explain Audi’s vision of mobility for the future to visitors to Milan, we have chosen to use this exceptional occasion to showcase our e-tron concept, or the innovative electric mobility technology that embodies our slogan, Advancement through Technology”.*

### **Associazione MonteNapoleone**

*Associazione MonteNapoleone represents the interests of more than 115 Global Luxury Brands present in Via MonteNapoleone, Sant'Andrea, Verri and Santo Spirito, with the main aim of promoting their excellence. It is committed to making the prestigious luxury streets known not only a shopping and lifestyle mecca, but also as places where tradition, history, creativity and innovation merge to valorize what is representing today Milan worldwide.*

*Guglielmo Miani has been President of Associazione MonteNapoleone since 2010, and with the determination and enthusiasm that are his hallmarks, has restored it to life and lustre.*

*The aim is to organize, plan and stage events of various kinds – cultural, charity and commercial – designed to increase and improve sales and services in the Streets, both in the interests of the Members and those of their customers.*

*To this end, the Associazione coordinates the Boutiques to increase the quality of their services and their offer to reinforce the Quadrilatero's primacy around the world. It encourages the creation of a genuine spirit of collaboration between all the commercial and tourist enterprises in the Streets, and has formed partnerships with 5 star luxury hotels, tour operators and service providers.*

*The Associazione also collaborates with city, regional and national institutions and works closely with national and foreign media.*

*Nowadays, MonteNapoleone is a brand that identifies as a unique, open air luxury shopping centre in the world.*

### **Orticolario**

*The seventh Orticolario, the event that's all about nature, flowers, plants and gardening, will be held at Villa Erba, Cernobbio, on Lake Como from 2 to 4 October. "The contagion of beauty" is the name of this year's show, which will be dedicated to touch, a sense that opens the doors to intense feelings and offers a deep awareness of what we are looking at. Sometimes the urge to touch is too much; it becomes a need. Orticolario 2015 will lead its visitors through endless sensorial experiences in nature.*

*The featured flower of this year's event will be the Hydrangea, a genus of dozens of species native to the Far East and North America. They are flowering shrubs, small trees or even climbers, and can be either deciduous or evergreen.*

*Since its inception, Orticolario has placed great importance on solidarity: the net proceeds from the event will be used for charitable purposes in favour of local associations which help the disadvantaged.*

### **For further information:**

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