



PER UN GIARDINAGGIO EVOLUTO ORTICOLARIO™

ORTICOLARIO FOR AN ADVANCED GARDEN

The seventh Orticolario
Villa Erba, Cernobbio (Como)
2 - 3 - 4 October 2015

ORTICOLARIO 2015 The contagion of beauty

"We began planning this seventh Orticolario before the lights had dimmed on the last. Day after day, brick by brick, idea by idea, we have built a programme so extraordinary that the most curious and the most demanding of visitors will find it hard not to linger long here during the three days of the event. Orticolario's Scientific Committee and the Creative Group have this year set up an exhibition of real depth and of great cultural interest. Our key words Beauty, Elegance and style in Communication have been meticulously adhered to with an almost obsessive attention to detail. The intertwining of cultures is the strength of the event and has thoroughly spurred the enthusiasm of all those taking part in this wonderful story, including the designers, artists, nurserymen, craftsmen, filmmakers and the distributors of high quality products who meet here in harmonious competition to pleasantly astonish our visitors whose wait for the opening of the gates of Villa Erba will soon be over. The resulting contagion of beauty and wonder will most assuredly be a memorable experience. (Moritz Mantero, President of Orticolario).

The seventh Orticolario – the autumn flower show of rare, unusual and collectors' plants, tools and furnishings – **will be held at Villa Erba in Cernobbio, on Lake Como, on 2nd, 3rd and 4th October.**
The name of this year's show is **"The contagion of beauty"**.
M&G Investments is the official sponsor of Orticolario 2015.

THE TOUCHSTONE OF THE EVENT

The touchstone sense for Orticolario 2015 is just that, the sense of **touch**. It is the sense that opens the door to the emotions and that leads the way to a profound understanding of the contemplated thing. It is a form of contagion, of being in contact, in a word it is touch. Sometimes the urge to touch becomes irresistible. It becomes a need.

The gamut of tactile experience includes the encounters with rough, downy or smooth leaves, leaves that stroke against you or are there to be stroked, the hardness of bark, the foot that sinks into the softness of the lawn or a walk on paths that crunch, or that offer smooth resistance or that are hot or cold. All of these paths lead the visitors to Orticolario 2015 to boundless sensory experience in the very grip of nature.

STAR OF THIS YEAR'S SHOW

"In my garden hydrangeas are a bit like cicadas: singing there all summer long amidst abundance and lightness, overlooking the penumbra with their imposing but gentle presence" (from the Paolo Pejrone's

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preface to "Ortensie e idrangee" by Eva Boasso Ormezzano).

The feature flowers of Orticolario 2015 will be those of the Hydrangea family, which numbers a hundred or so hardy species originating from the Far East and North America. These flowering shrubs may be climbers or bushy in habit and may also be deciduous or evergreen.

CREATIVE GARDENS

After the tremendous success of its first two competitions, **Orticolario has announced its third international creative garden competition to be shown in the grounds of Villa Erba in Cernobbio**. It is open to the broad range of landscape designers, landscape architects, agronomists, foresters, engineers, forest engineers, garden designers, designers, artists and nurserymen.

The Gardens selected are entered for the Lake Como *Foglia d'oro* prize, the "Golden Leaf", now kept at Villa Carlotta in Tremezzo near Como. The jury will also award other prizes, such as the *Stampa* or "Print" prize for the most exhilarating piece of informative writing; the *Giardino dell'empatia* or the "Garden of empathy" prize for the quality of the plants and strong social function of the garden and the *Giardino d'artista* or the "Art garden" award for the space with the best balance between art and nature, where their different languages co-exist in a true synthesis. There is the *Grandi Giardini Italiani*, "Great Italian Gardens" prize for a special space of lights and shapes that communicates both heritage and innovation and the *Essenza* "Essence" award for the best combination of tree species. New this year will be *Premio della Giuria Popolare*, the "People's prize", where the visitors to Orticolario have their own vote at the event, with the prize being awarded on the closure of the show.

Here are the selected projects:

"Quattro passi a occhi chiusi. Giardino ispirato a chi non vede" (A short walk with eyes closed. A garden inspired by those who cannot see) by Nicoletta Toffano, Antonella Foti and Lucia Torielli . TFT group . Milan

"Il naufragar mi è dolce in questo mare" (to drown in this sea would be so sweet) by Paola Calandri and Carlotta Fenini . Oh my... garden! . Milan

"Acqua stràca" (Still waters) by Francesco Crippa . Mariano Comense (Como) and Sara Rubatto . Turin

"Tavola Verde Tattile. Omaggio a Bruno Munari, (Green tactile table. A homage to Bruno Munari) by Barbara Ponti . Reggio Emilia

"The Green 'O'" by Andrea Musto . Seregno (Mb and Antonio Severino . Garbagnate Milanese (Mi)

"Concluso con tatto" (Concluded by touch) by Roberto Benatti . Giardini Benatti . Cusano Milanino (Mi) and Luca Bonoldi . F.lli Bonoldi . Carate Brianza (Mb)

"Toccata e fuga" (Toccata and fugue) by Elisa Giambartolomei and Irene Cuzzaniti . Twentytrees . Milan

"Dal Morus alla seta" (From the mulberry tree to silk) by Giulia Pignocchi and Julien Truglas . MA atelier paysage&paesaggio . Lille (France).

For further details on the projects go to www.orticolario.it/index.php?pag=257

BEYOND THE BORDERS

From September 25 to October 4, 2015 Orticolario will also host "Beyond the borders" of Villa Erba and take suggestions and creative ideas into the urban landscape with 5 garden installations, with a number of surprises in Como and Cernobbio... Among the five projects one will be set up along the "Kilometre of Knowledge" : a cultural trail and green corridor of great natural beauty and a unique landscape in the city of Como .

Designers compete for the "Beyond the borders" prize. This is a collaborative venture from the towns of Como and Cernobbio

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The following are the "Beyond the borders" installations:

"Il giardino dei Sensi" (The garden of the senses) (Cortile d'onore, Palazzo Cernezz, Via Vittorio Emanuele II 97, Como) by Lucia Panzetta . Campitello (Mantua)

"Non di solo pane... (Dt 8:3)" (not by bread alone) (Piazza del Popolo, Como) by Roberto Ducoli . Il papavero blu . Longone al Segrino (Co) and Giuseppe Giudici . Merone (Como)

"L'armadio della scoperta" (The wardrobe of discovery) (Piazza Verdi, Como) by Martina Lucchi and Maddalena Scalabrin . Street Studio Tecnico . Cesena (Fc) and Daniele Olivero . Florence

"Tavole vegetattili" (Vegetactile tables) (Villa Olmo, Via Simone Cantoni 1, Como) by Lorenza Figari . Celle Ligure (Sv)

"Le strade del tatto" (The streets of touch) (Villa del Grumello, Via per Cernobbio 11, Como) by Stefania Lecci . Milan and Martino De Capitani . Merate (Lc).

For further details on the projects to <http://www.orticolario.it/index.php?paq=259>

CONTAGION OF ART

Orticolario allows art into its heart, where this has nature as its inspiration. Four artists will produce works for this its seventh edition.

Ivana Margherita Cerisara (ivanamargheritacerisara.it)

The imaginary *giardini verticali* "Vertical Gardens" by Ivana Margherita Cerisara go beyond the mere appearance of illusion. They are a journey to the heart of nature, a path inspired by the garden that takes us back to our own true being. Symbolism is always both present and important in her work.

Among the patio trees of Ala Cernobbio, the artist will exhibit "**Vibrazioni tattili**" (**Touch vibrations**), a vertical garden in silk formed out of Segno and Colore as created in cooperation with **Mantero Seta of Como**: photographs of pristine nature suspended between dream and reality, selected by the artist and transferred to silk organza using an original process. With overlying plays of depth and colours that infiltrate the fabric. The silk is transformed into art.

Roberto Fanari (robertofanari.com)

Memory and colour landscape. Filling the vacuum.

The landscape is a repository of memory and history and above the condensed forms of layered and modelled stories that overly the complex dialectic between nature and culture. Villa Erba itself gathers all these layers together and it is here that the installation by Roberto Fanari has gradually taken form.

The use of red has been the *trait d'union* of the pictorial and sculptural works of the artist at Orticolario 2015.

The incredible "**Red Hidden Landscapes I and II**", are two pictorial works to be found at the sides of the entrance to Villa Antica.

"Vacuum Red/Red Vacuum", in the grounds, amongst the natural hollows a great and ancient plane tree, saturated with ceramic: a gentle approximation of the form of the tree itself, in the desire to speak to the tree, without prejudicing its essence.

In the *Darsena* or dock, Roberto Fanari will bring to life, on the water "**Celles-ci sont des feuilles?**" (**are those leaves?**) a great floating ellipse covered with ceramic leaves.

Ester Maria Negretti (esternegretti.com). Her art is her life and she paints and creates three-dimensional works of sculptor. She paints because even when she was a little girl she knew this represented a more profound way of being in the world. She demolished and she reconstructs, making a skin out of the material.

In the Park, among the canopies of three great lime trees there is an aerial sculpture, the tactile projection of which is, at ground level, a cradle of hydrangeas. With "**Ricollocazioni materiche**"

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(Material relocation) the observer is led to think about the importance of touch insofar as sight does not always tell us the truth: a sea change for perception that encourages empathy.
In cooperation with Sandra Migliavacca Garden Designer (Studio "Il Giardino Ritrovato", Parma).

Alex Bombardieri (alexbombardieri.com)

His quest in sculpture takes him in different directions, such as the study of society, his curiosity about natural phenomena and the relationship mankind establishes with these. What drives his creativity is the need to interpret places and landscapes in ways that lead to works that are in themselves experiments. In the heart of the Central Pavilion the visitors will come across his installation called **Parole isola(te)**: there are tree trunks that have been smoothed and transformed by water, washed up on the beach of Villa Erba and gathered there over time to become the pages of a book that tells the story of a voyage among rivers and the lake, undergoing metamorphoses and changes, on their way to the symbolic destination of an island, a place where expression is free and where imagination is unyieldingly present. Among the phrases, songs and aphorisms in the installation there is a poem by Giovanni Gastel. With the collaboration of FDM Fratelli Mazzola (Capriate San Gervasio – Bergamo). In the Japanese garden, among the majestic trees of *Golfo Platani* or sycamore bay, the artist will exhibit "**Samara**", a work in arabesque marble of Cerviaiole, depicting the winged sycamore seed. The work from the Henraux collection was among the finalists for the Henraux Foundation prize 2012 (taking joint second place).

THE CENTRE PAVILION: THE CONTAGION OF BEAUTY

This year the Centre Pavilion will be home to an infectiously intriguing project called "The Contagion of Beauty" by Vittorio Peretto (of HortensiaGardenDesigners, Milan). It is a "landscape tale" inspired by the nature's recurrent geometrical figure, the spiral, as continuous line related turning in infinite expansion. A grove of elegant, long-limbed cypresses (from Plante Mati since 1909 - Pistoia) mark out the rhythm of the space, accompanying the steps along a pathway of varied materials. Along the way there are ground cover Mediterranean plants and shrubs (from BotanicalDryGarden by Mates piante, Orbetello - Gr) that will invite constant contact with their crowns. The tactile tour alternates with lively colour splashes from the bubbly hydrangeas (from Floriculture Pisapia - Pontecagnano - Sa).

A symphony of colours and shapes dotted with violins light as leaves, in the universal language that unites music and botany as the leading link the thought of Vittorio Peretto.

Approaching the heart of the spiral, with the wooden flooring, the visitor has the chance to contemplate two poems by Giovanni Gastel engraved on the material walls (by FDM Fratelli Mazzola) that embrace the installation *Parole Isola/te* "Words island /isolated)" by the sculptor from the Valtellina Alex Bombardieri (see the paragraph "The contagion of Art").

The installation in the Centre Pavilion will also be home to an important collaborative effort with the **Minoprio Foundation** in which school pupils will be involved. They will write essays and be given educational credits for their work. The project and the coordination of the pupils will be followed closely by the landscape architect Carla Testori.

SUGGESTIONS

Designed by **Valerio Cozzi**, architect and landscape designer, "**Le jardin des bagatelles**", the bagatelle garden, is a composition in speed where the eighteenth century water feature follows a new musical score. Water is fluid and takes the shape of its container. Water is transparent and takes the colour of its container. Small buxus box spheres form a living pearl necklace while clouds of blue flowers linger undisturbed. There box bushes from Minari Buxus/ Buxus Grower & Garden Designer (Vicomero -

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Pr) and plays of water from Idro-Planet – un mondo d'acqua (Parabiago - I) as well as metal snakes from Fusaro Mario (Seveso - Mi).

“**Spine di Seta**” (silk thorns) is the project from **Cactusmania** (Ventimiglia, Im), offering us all kinds of ideas from the world of the cacti, succulents and euphorbias and more.

Touch is immediacy. It is truth. It is the inspiration for "Silk thorns": it is a story that includes the feeling of touching the velvety Kalanchoe or a cactus thorn, that become the weave of a silk scarf. And so it is that between sight and touch, we find a play of shapes, materials and colours as nature sketches out the four seasons.

NURSERY EXHIBITORS

Orticolario welcomes the best nurserymen from Italy and abroad who will offer original and unusual plants and species. These will include **Arborea Farm of Istrana (Tv)**, which will bring to us water lilies, with a particular emphasis on varieties that can withstand harsh climates, lotuses, irises, hibiscus and a collection of wetland grasses; **Floriculture Billo Frederick of Merlara (Pd)**, with its collection of over 70 Dianthus and a series of English hybrids never before seen in Italy (with 30 "garden pinks" or "cut flowers") as well as a curious collection of botanical Dianthus grown in sand gravel in earthenware pots (from the nineties onwards these were gradually abandoned by gardening enthusiasts), natural features that rediscover the knowledge of the past. **A & G Floroortoagricola Sanremo (Im)** produces succulents will also bring columnar cacti and many plants such as Cycads; **Flora Toscana Soc. Agr. Coop. Pescia (Pt)**, brings Orticolario cut flowers and potted plants, together with specimens of Protea, Leucadendron, Banksia, nineteenth century Tuscan camellias and will furnish us with flowers for the flower arranging workshops

From the growers that have been loyal regular exhibitors there will be **Vivai Torre di Milazzo (Me)** with fruiting plants and creepers and exotic species with interesting tactile characteristics: *Acnistus arborescens* is a small tropical with a thick, soft, deeply grooved and creamy bark, that produces a multitude of sweet-tasting fruit; *Psidium guajava*, a deciduous shrub that produces fruits with an excellent flavour as well as having many medicinal and flavour qualities (in Orticolario there will be collections of varieties with over ten different cultivars, that include dwarf and super dwarf plants); *Mimosa polycarpa* in the form of the *spiegazzinii* variety, a perennial shrub with touch and heat sensitive leaves that react by closing in on themselves; *Tibouchina grandifolia*, a tropical shrub with beautiful blooms and leaves enveloped by a thick velvet fur that is soft to the touch and *Petrea volubilis*, an evergreen climber with spectacular flowering wisteria-coloured flowers, whose very wrinkled and leathery leaves mean it is commonly referred to as a "Vid del papel de lija" (the sandpaper vine).

Oscar Tintori Vivai of Pescia (Pt) will also be bringing two new offerings to the event, the 'Bizzarria' or "most strange plant", of the Medici, recently rediscovered ancient varieties with bitter orange and citron lemon fruits as well as warty versions with the characteristics of both species, and the Eremorange, an Australian citrus fruit hybridized with orange.

Among the other exhibitors, worthy of particular mention is the **Tea & Coffee House of Roncalceri (Ra)**, which will bring an interesting selection of teas, including hydrangea teas.

Particularly noteworthy us the cooperation between the exhibitors to create shared exhibition spaces, in which they harmoniously combine different products and expertise to welcome the visitor into a truly complete garden setting.

“PIANTE MATI SINCE 1909” AT ORTICOLARIO

Orticolario 2015 will be infected by the enthusiasms of the Mati brothers of Pistoia, nursery owners, designers and creators of gardens, and their individual and specific skills and knowledge at the Centre Pavilion, expressing the harmonies of Andrea, musician and composer, and the cypresses of Francesco, a curious and creative soul and at the Serra greenhouses in Cernobbio, thanks to Paul, an expert in

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plant, flower, garden, vegetable and orchard tastes who will manage the refreshment space.

CULTURAL AND EDUCATIONAL EVENTS FOR ADULTS AND CHILDREN

In this Orticolario too there will also be a full programme of meetings, round tables and workshops.

These include the **Contagion Round Tables** (Aula Magna, Ala Lario) which, inspired by the sense of touch, will guide visitors through exploration of the senses in the company of great experts. From the plants that perceive the outside world through the sense of touch, to an "in the dark" experience as we enter into touch contact with vegetable textile fibre like the "inebriating" hemp, or discover the surprises that touch leaves us with... From herbs and aromatic chocolate, from meadow flowers to honey, through the vegetable garden and, crossing the lake, to the discovery of nature in a glass.

In the **Spazio Gardenia** and in the **Gazebo in the Park**, there will alternate presentations of unpublished books and botanical demonstrations, while on the Villa Antica side there will be flower arranging workshops.

The Orticolario for children. Lots of new things for them this year.

"It was in the age when so little was raised above the ground that what was best known of the world was the colour of the gravel, the smell of grass and the shape of the leaves" (from "Summer day" Irène Némirovsky).

This year the children will be involved in the "adventure of touch" and learn about nature having fun in workshops and experiences, places and events specially organised for them.

INSTALLATIONS IN THE PARK'S EXHIBITION CENTRE

Ala Lario: "Il bosco di Sàmara" (The Samara wood). The samara is the winged seed of the sycamore. The Sàmara is the muse that exudes a special charm and that raises the question "*How do you think that you can effect the contagion of beauty?*" A question that has been answered by artists, designers, writers and journalists.

The thoughts, collected over time and written on sycamore leaves and on samara in paper, will be on display among the large *Acer rubrum* (red maple) trees along the whole length of Ala Lario. With plants from Gilardelli (Agrate Brianza - Mb).

In the **Serra Platani dell'Ala Lario** greenhouses the visitors will be treated to elegant examples of *Acer japonicum* (Japanese maple) from the Gilardelli collection. Among the trees, there will be a number of Japanese poems that have been selected from a search by the Japan Cultural Association, inspired by the momijigari, the ancient Japanese custom of the admiration and contemplation of the bright red hue of the maple trees in the autumn.

Ala Cernobbio: "Il sentiero dei racconti" (the path of tales)

The leaves are the breath of the plant, they are their voices when the wind caresses the tree. They tell its story and they reveal themselves to us when we take them in our hands. They can be velvety, smooth, leathery, fleshy, rough, feathered or wrinkled: and take us on a touch trip along "The path of tales" among the crowns of vibrant perennials from the Vivai Priola nurseries of Treviso. New sensations are experienced with every touch. From above, as if lowered by invisible hands, appear the most interesting watering cans of the collection of Wolfgang Hundbiss, curator of the Museum der Gartenkultur (the garden culture museum) of Illertissen.

Ala Regina: "Via della seta" (the silk road)

The "Silk Road" is a tribute to this precious natural fibre that has had and still has a fundamental importance for the social and economic fabric of the Como area. At Orticolario 2015 the special *Morus alba 'Tortuosa'* mulberry of Nespoli Vivai nurseries of Carugo, near Como, accompany visitors along the Ala Regina. The twisted branches are the hallmark of this *Morus*, popularly known as the 'corkscrew

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mulberry'

“QUESTIONE SPINOSA” (thorny issue) , THE DARIO FUSARO EXHIBITION

Orticolario will host the "thorny issue" exhibition of Dario Fusaro: “spiky” photographs inspired by the sense of touch will leave their mark on the imagination of the observer.

Man and nature infectiously interact one with the other and blend together: thorns become skin, covering the head and the body. The images will *touch* the visitors. They are to feel, not just to be looked at.

THE RATTIFLORA SCENE SETTING

The scenery at Villa Antica, the Visconti entrance and the jetty will bear the stamp of Rattiflora (Casnate con Bernate near Como), who have been partners of Orticolario since its very first event and have been on the Lake Como floral and garden design scene since 1938, and are now well known all over Italy and indeed worldwide.

"Blob" or 'blobs', in Villa Antica.

Hydrangeas hang in air at Villa Antica as centrepiece for a great table in the salon. Their lead the way towards the ground as a silky thread that can be touched and trailed. The architecture is brushed and enveloped by the fine tissue as it turns into a climber with blooms dotted among the boxwoods. From the air to the ground and stretching out from the line to the vanishing there are hydrangeas, hydrangea and hydrangeas

The scene setting at the Visconti Entrance and the jetty follow the "fil rouge" of the staging at the Villa.

THE VELVET ROOM

If you have a library and a garden, you have everything you need (Cicero).

Inspired by the sense of touch, "The velvet room" will welcome visitors to take a break and enjoy cultural events overlooking the lake, in the park, in the shade of an elegant pergola, in a sophisticated and evocative atmosphere with velvet pillows, design furnishings, leaves to be stroked and the autumnal colours of the hydrangeas...

Furnishings by Francesco Mazzola for iFlame (Capriate San Gervasio near Bergamo), with *floral arrangements* by Anna Flower Designer (Cassano Magnago: Varese).

A preview of events in "The velvet room" will be "**La bellezza di Ortensia**," a Garden Library for Orticolario. *La belle Ortense* (Our beautiful heroine) is the title of a novel by Jacques Roubaud, who proposes the improbable adventures of a beautiful lady-flower in a convulsive Parisian night. This seduction inspired the idea of a Garden Library, dedicated to the hydrangeas, the feature flower of Orticolario 2015, a narrative with music, led by writer and playwright Luca Scarlini, around the seduction of the flower and its many appearances in literature, from the shock of the decadent poetry of Robert de Montesquieu in the collection *Les Hortensias Bleues*. A game between storytellers and writers-botanists, both amateur and professional; not to forget the comic Ortensia of Goldoni's *La Locandiera*, "The Mistress of the Inn."

HORTENSIAS AND HYDRANGEAS IN THE PARK

In the flowerbeds of the Villa Erba's park the magnificent hydrangeas can be admired, as selected by expert Eva Boasso, passionately representing the history of the Anna Peyron and Borgioli Taddei nurseries.

Visitors can have the pleasure of discovering the elegant beauty of specimens with infinite shades of colour. They will have to look up to a height of almost three metres to observe these very large and rare examples. The exhibition is curated by the Anna Peyron nursery (Castagneto Po, Torino) and very much reflects the passion of the founding family to the "ancient" varieties and their hydrangeas have their own

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story to tell. The nursery's collection is constantly being added to by the most interesting varieties as they collect special plants that are true milestones in the history and classification of the genus *Hydrangea*, seen particularly and especially in the *macrophylla*, *quercifolia* and *paniculata* species. The nursery Borgioli Taddei (Florence) has always grown hydrangeas, especially unusual varieties for the type and time of the flowering, the colour and the structure of the bushes. The essence of its owners' search can clearly be seen in the sheer variety of the specimens shown, all well indicated along with their geographical origins. Alongside hydrangeas that are particularly important in terms of their size, their natural and slightly wild habit, the velvety leaves and the large flat inflorescences of the *aspera* and *involuta*, there are also the elegant narrow-leaved *serrata* bushes with their vibrant autumn colours.

RESTAURANTS

Orticolario 2015 will have two new dining areas, one on the terraces of Villa Antica and one at the Darsena dock, the "**Restaurant Café Touché**", in a happy contagion between Italian and French taste, open from morning to evening. **Breton inspired tents will be set up at the lakeside dock, specially made for the occasion by Ethimo** to provide discrete spaces for the enjoyment of dishes prepared by the chef of Vittorio Tarantola of **Ristorante Tarantola** (Appiano Gentile, Como) and of Federica Camperi of **Incominica per C** (Como).

The flavours of Tuscany will feature in the "**Il Gusto di Toscana Fair**", an eating place at Serra Cernobbio by the rural Ristorante Agriturismo "Toscana Fair" from Piante Mati since 1909 – of Pistoia.

THE "FOR AN ADVANCE GARDEN" PRIZE, ITS FIRST YEAR

The prize will be awarded to those who have been able to effect the contagion of beauty in the world, creating original gardens that are respectful of their natural settings.

THE ETHIMO INTERNATIONAL COMPETITION

Ethimo, the outdoor furniture company, has the occasion of its fifth year of collaboration with Orticolario, has set up an international competition for architects, landscape architects and designers, graduates and diploma holders from the university of architecture, schools and design institutes and academies, to create a garden bench inspired Villa Erba, the historical home of the event. It will become a new classic for the garden with an innovative and distinctive project that characterises a time of real renewal for this kind of product.

The garden bench is that most emblematic of relaxing outdoor features. This, plus its material and form make the grounds, park, garden or a terrace a place of intimate wellbeing.

Registration by October 30, with preliminary plans to be in by 31 December.

The winning design will be on display at Villa Erba during the 2016 edition of Orticolario.

For further information and details: www.ethimo.it

PREMIO PASSIONE VERDE – GREEN PASSION PRIZE

The A.Di.P.A. Association of Campania has again announced its "Passione Verde" (Green passion) prize aimed recognising the work of a person who is not "in the trade" and who does things of particular interest and value in the green area, whether in the public or private area. The award was established in 2012 and, now in its fourth year, seeks to promote the culture of the garden, gardening and botanical garden collecting, and to encourage awareness in Italy of the plant world and all the activities connected with it. It wishes to reward those who have with passion and skill succeeded in growing plants of exceptional beauty and rarity, in transforming neglected or degraded places with the use of plants, as well as developing areas of botanical interest, including gardens and plant collections. All those working professionally in the garden and gardening sectors are excluded from this competition.

The prize giving ceremony will be held on 1st October at Villa Erba during the preview of Orticolario.

S.O.G.E.O. srl

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Sede Legale: Via Ferabosco 11 . 22100 . Como . P. IVA/C.F. 03200630139 . N° REA: CO-301286 . Capitale Sociale 118.000,00 i.v.

Segreteria organizzativa c/o Villa Erba . Cernobbio . Tel. +39 031 3347503 . Fax +39 031 340538 . info@orticolario.it . www.orticolario.it



PER UN GIARDINAGGIO EVOLUTO ORTICOLARIO™

Deadline for the arrival of nominations: 15th July 2015.

For further information email: annamariacam@gmail.com – 3283270258.

COLLABORATION WITH SCHOOLS

As well as the Minoprio Foundation, Orticolario 2015 will see be cooperating with Istituto Professionale Agro-ambientale San Vincenzo Albese (Como), the school for farming and environmental studies, which will set up the "Beyond the borders" and the "Children's Village" attractions at Villa Erba during the show. Major cooperation is also forthcoming from Istituto Gaetano Pessina if Como for the welcoming of visitors and assistance in the running of "Orticolario for children." The Centro Formazione Professional of Como will lend its support for the organization of Contagion of beauty round tables while Enaip Como and the Oliver Twist School Cometa Formazione will collaborate in the area of catering. Within "Orticolario for children" the Aldo Galli Accademia di Belle Arti fine arts academy will run and organise the photographic workshops.

Orticolario places particular emphasis on social solidarity and all the contributions collected during the event have always been used for **charitable purposes**, helping local associations with their work for disadvantaged people.

We look forward to seeing you at Villa Erba where many other pleasant surprises will be in store

Open to the public

Friday 2 and Saturday 3 October : 9 to 7:30 pm

Sunday, 4 October: 9 to 7 pm

Entry

At the four ticket offices: 15 Euros full price – 12 Euros reduced price

Online: 13 Euros (using discount coupon)

Free for children up to 14

Free shuttle bus from the car parks of Cernobbio and Maslianico.

Information on Orticolario:

Email info@orticolario.it

Web www.orticolario.it

Tel. +39.031.3347503

Orticolario is also on:

Facebook: <http://www.facebook.com/Orticolario>

Twitter: <http://twitter.com/Orticolario>

Pinterest: <http://www.pinterest.com/orticolario13>

YouTube: Orticolario

Press Office

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