



Seventh year

## THE CONTAGION OF BEAUTY

Villa Erba, Cernobbio (Como)

2-3-4 October 2015

### THE CONTAGION OF BEAUTY; EVEN UNDER THE RAIN 21,000 FLOCK TO THE SEVENTH ORTICOLARIO

*"We are very pleased that this year's Orticolario has been so successful - commented **Moritz Mantero**, President of Orticolario -: 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 2<sup>nd</sup> to 4<sup>th</sup> 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 2<sup>nd</sup> **the awards** from the technical, aesthetic and garden juries were given out for the best projects from among all this year's exhibits. They jurors were the following:

**The technical jury** (coordinated by Valter Pironi, the members being Irma Benjamin, Pier Giorgio Campodonico, Alberto Grossi and Martina Schullian) judged **the breadth of the collection, the focus on research and the rarity of the species in the exhibits from the nurseries.**

The **Rarity Prize** for the plant was awarded to **Oscar Tintori** of Pescia (PT) for *Citrus aurantium* 'Bizzarria' a seventeenth century cultivar, already present in the Medici collection and rediscovered at the end of the last century. It has now been re-introduced onto the market.

Two special mentions: to "**A&G Floroortoagricola**" of Sanremo (IM) for the presentation of a remarkable specimen of *Didiraea madagascariensis* and "**Water Nursery di Valerio La Salvia**" of Latina for presenting dwarf lotuses (*Nelumbo nucifera*) suitable for pots or ponds.

**Federico Billo** of Merlara (PD) was awarded the **Premio Collezione** (Collection Prize) for the range of the botanical collection, for the carnations *Dianthus gratianopolitanus* and for the presentation of many reflowering hybrids.

Two special mentions to: "**Bassiflor**" of Mariano Comense (CO), for the educational presentation of a selection of *Camellia sasanqua* cultivars, to "**Vivaio Borgioli-Taddei**" of Florence and to "**Vivaio Anna Peyron**" of Castagneto Po (TO), for collaboration in presenting a wide selection of *hydrangea* cultivars.

To "**Iris Cayeux**" of Poilly-Lez-Gien (France) the **Premio ricerca** (Research Prize) was given for work on the hybridisation of new varieties of *Bearded Iris*.

Special mention for the best research were given to "**Res Naturae**" of Lecco, for their interesting edible and ornamental plants and, in particular, for the exhibition of rheums and cabbages. To "**Compagnia del Lago**" of Verbania (VB) a special mention was given for the use of *marcottage* in propagating ready effect camellias. Special mention went to "**Omezzoli Vivai Piante**" of Riva del Garda (TN) for their ongoing work on ancient fruits and finally to "**I Campi**" of Milis (OR), for their nostalgic research into species and old varieties of *Hemerocallis*.

**The aesthetic jury** (coordinated by Emilio Trabella, with members Antonio Albertini, Andrea Micucci, Ernesto Minotti, Gabriella Mondelli, Corrado Tagliabue, Lisa White and Gaetano Zoccali) judged **the way the exhibition spaces were set up, including lighting, rewarding the best installation.**

The Award for the **best installation** was given to "**Uniti da un filo verde**" (United by a green thread) from All'Origine (Imola) designed by Silvia Ghirelli for the sensory space that poetically interpreted the sense of touch using old objects, seeds and hydrangeas skilfully brought together.

There were two mentions assigned, one went to "**Azienda Agricola Giussani Cecilia**" of Eupilio (CO) with **Imat Felco** of Como for the creation of a shaded garden embellished with white flowered hydrangeas and a lighting system involving raking lights and the installation "**Soirée du jardin**" by Leonardo Magatti (Vivai La Siepe, Montano Lucino - Co), for the creation of a scene of thick vegetation that emphasised the forms and textures of herbaceous perennials and meadow plants.

The craftsman **Marco Gaviraghi Galloni** of Agrate Brianza (MB) won the **Premio migliore esposizione di prodotti** (Award for the best display of products) for a contemporary look that showed off a wide range of designer cor-ten steel planters.

Two mentions: to "**Demetra Società Cooperativa Onlus**" of Besana Brianza (MB) for an educational garden illustrating plant biodiversity with an aesthetic sense using reclaimed wood and poor materials, and to "**Arrosoir & Persil**" of Sauve (France), for their commitment to setting up an enchanted forest facing the lakeside and a wide range of scrap steel plate animals.

Finally, the **Premio migliore esposizione di piante (Prize for the best plant display)** was awarded to "**Azienda Agricola Vivai Piante Zanelli Mauro**" of Montichiari (BS) for a sustainable garden of echinacea and herbaceous perennials that enhanced their colours, forms and textures in a great compositional harmony.

Two mentions: one to "**GardenStudio Bologna Vivai**" of Mezzolara (BO), for a setting made with ferns and plants grown spontaneously in the nursery, which were naturally presented. The other to "**Cappellini Lazzaro**" of Carugo (Co) for *Hydrangea paniculata* curtains using large specimens that well reflected the theme of the event.

The aesthetics jury gave **two special mentions**: the first for the **social value** of the green path created by the "**Associazione Donna & Madre Onlus**" of Milan, "**Pollici rosa**" of Casenuove of Masiano (PT), "**Scuola Agraria del Parco di Monza**" and "**Le Rose di Firenze**" of Scandicci (FI), as a symbolic garden for a project to help the social reintegration of women in difficulties through work with plants. The second **special mention** went, for its educational value, to the installation of the child friendly "**farming village**" from the Istituto professionale dei servizi per l'agricoltura San Vincenzo di Albese con Cassano (CO), which is hosting the workshop "young farmers for a day" cultivating the seeds of beauty and learning while having fun.



The awards of the Technical and Aesthetic Juries are made by **TerrariumArt** (Milan): glass bowls in which landscapes with small plants are recreated and “lived” by some human figures. | terrariumart.it |

**The “gardens jury”** (coordinated by Ivan Bellini, including Luca Agostini, Maria Vittoria Bianchini, Alberto Garutti, Annie Guilfoyle, Attilio Marasco, Nicoletta Nefri, Gildo Spagnolli, Rossana Porta, Emanuela Rosa-Clot, Giovanni Rossoni and Anna Zegna) judged the **quality of the construction, the harmony of the installation, the botanical choices, the quality of the plants, feasibility (in a real garden), innovativeness, the correspondence between the project plans and the finished installation and the correspondence between plants declared and plants exhibited.**

The prizes and special mentions were awarded to winners of the international competition "Creative gardens" open to landscape designers, landscape architects, agronomists, foresters, engineers, forestry engineers, garden designers, designers, artists, nurserymen for the production of creative spaces and gardens in the grounds of Villa Erba and for the Beyond the Border gardens in Como and Cernobbio.

The Winner of the "**Foglia d'oro del Lago di Como**" (The Lake Como Gold Leaf) prize was the garden "**Concluso con tatto**" of Roberto Benatti of Giardini Benatti, Cusano Milanino (MI) and Luca Bonoldi of F.lli Bonoldi of Carate Brianza (MB).

Designed and built specially for Orticolario by Gino Seguso of Vetreria Artistica Archimede Seguso, the prize is a sinuous Murano glass vase on which ‘floats’ a large leaf with pure gold (24K) highlights within. The award is unique and will be kept by the winner for a limited period, to be exhibited later in the beautiful Villa Carlotta in Tremezzo on Lake Como, until the next year’s event. The winner's name will be entered in the Gold List kept next to the prize.

The gardens jury also awarded other prizes to Gardens and Installations: origami using vintage paper inspired by the hydrangea and hand-painted by the artist Marinella Della Toffola of "Marigami" (Como).

The "**Press**" Prize for a space that narrates and communicates and excites, was assigned to the garden "**The Green 'O'**" by Andrea Musto of Seregno (MB) and Antonio Severino of Garbagnate Milanese (MI).

The Prize "**Giardino dell’empatia**" (**Garden of empathy**) for the quality of the plants and for the strong social function of the garden installation went to "**Quattro passi a occhi chiusi. Giardino ispirato a chi non vede** (a little walk with eyes closed, inspired by those who cannot see) by "Nicoletta Toffano, Antonella Foti and Lucia Torielli, Gruppo TFT of Milan. The Prize "**Giardino d’artista**" (artist garden) was awarded to the garden "**Il naufragar mi è dolce in questo mare**" (to be shipwrecked is sweet to me in this sea) by Paola Calandri and Carlotta Fenini of "Oh my... garden!", Milan, a space in which there coexists a balance between art and nature and where different creative languages found a true synthesis.

The Prize "**Grandi Giardini Italiani**" (Great Italian Gardens) was awarded to the garden "**Acqua stràca** (still waters) by Francesco Crippa of Mariano Comense (Co) and Sara Rubatto of Turin, a space of lights and shapes that communicated both tradition and innovation. The Prize "**Essenza**" (wood species), for the best combination of trees, went to the Beyond the Borders garden in Villa del Grumello "**Le strade del tatto**" (The streets of touch) by Stefania Lecci of Milan and Martino De Capitani of Merate (LC).

**New in 2015** the "**Beyond the Borders**" prize and the "**Popular Jury**" award.

The first of these was awarded to the garden "**Il giardino dei Sensi**" (**The Garden of the Senses**) made by Lucia Panzetta of Campitello (MN) in the courtyard of honour of Palazzo Cernezzini in Como, for the best spaces set up in the city of Como and Cernobbio. The "**Popular Jury**" award from the visitors to Orticolario, will be awarded in the next few days.

On the opening night, October 1<sup>st</sup>, the special prize "**Per un Giardinaggio evoluto**" (For an advanced garden) went to the landscape architect **Paolo Pejrone**, who was able to give the contagion of the beauty to the world, creating original gardens that are respectful of their natural setting. The prize is a sculpture made of corten steel, especially for Orticolario in "**Il Guardiano delle Acque**" (Guardian of the Waters) by Moirago of Zibido San Giacomo (Milan).



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

Information on Orticolario:

Email [info@orticolario.it](mailto:info@orticolario.it)

Website [www.orticolario.it](http://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

Instagram: <https://instagram.com/orticolariocomo/>

LinkedIn: [https://www.linkedin.com/company/orticolario?trk=top\\_nav\\_home](https://www.linkedin.com/company/orticolario?trk=top_nav_home)

Press Office

Ellecistudio Como - Tel. +39.031.301037

Paola Carlotti 335.7059871 Chiara Lupano 335.7835403 [ufficiostampa@orticolario.it](mailto:ufficiostampa@orticolario.it)