



# PER UN GIARDINAGGIO EVOLUTO ORTICOLARIO™

## ORTICOLARIO FOR EVOLVED GARDENING

### Sixth Edition

Villa Erba, Cernobbio (Como)  
3 – 4 – 5 October 2014

### ORTICOLARIO 2014 Olfactory Visions

*“The garden is a journey... To be prepared, to be experienced, to be intensely enjoyed, step by step... To discover new emotions and to find some time for yourself. For this reason Orticolario must be experienced in all its intensity, taking the time to be wowed by the beauty and sophistication offered by this unique experience in the location much loved by Luchino Visconti: Villa Erba. If you are open to suggestions, Orticolario is an opportunity to develop your knowledge of gardening as an activity and above all as an experience of the senses” (Moritz Mantero).*

**Orticolario 2014** will be held at Villa Erba at Cernobbio, on Lake Como, **from 3<sup>rd</sup> to 5<sup>th</sup> October.**

#### THE SENSE IN THIS EDITION

**Will be smell:** Orticolario 2014 will accompany visitors in the discovery of this sense so widely stimulated in the natural world. Smelling, sniffing and perceiving. From the subtle, light and delicate to the penetrating, robust, sharp and acute... Smell guides us, in an instant, to the heart of things, to the intimacy of others and to secret, often unacknowledged, havens in our lives.

Orticolario will take visitors on a journey into the perception of aromas and fragrances in the air and among essences, in the evocation of atmospheres, moments and memories that take shape by releasing that oldest and most primitive of the senses.

#### THE STAR FLOWER

The star flower of the new edition will be the **Aster**, literally the “star” of the garden. This genus, which is made up of over 250 varieties, grows wild in three continents, from Eurasia to North America.

The name of the *Aster* genus derives from Ancient Greek and means “star flower”. The aster has adorned the homes and gardens of our ancestors for centuries. It was introduced by Linnaeus in 1735, but that name had already been known since antiquity. It dates back in fact at least 4,000 years.

In Italy, it is often known as “Settembrino” because the most popular species flower in September and autumn since many species are “short day” species, meaning that they go through flower induction, like the chrysanthemum, with the shortening of the day.

In the symbolism of flowers, the *Aster* stands for light, love, delicacy, contentment and unpredictability but also insecurity in love. For the Chinese it means loyalty.

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In ancient times, it was believed that the aroma of burning aster leaves chased away evil snakes. This is perhaps the reason for the presence of the Aster in many gardens.

Another meaning relates to its emergence which occurred when the Greek goddess Astraea, looking down at the earth and feeling disgusted by the moral degradation of the human race, cried; it is therefore seen as a symbol of love with mystical powers.

Asters have also been placed on the graves of French soldiers to signify that events could have unfolded differently.

Another curiosity is that its name is the same in many world languages, for example, English, Swedish, Spanish, Italian, Dutch and French.

**Full specifications on the Aster are available on the Orticolario website at this link:**  
<http://www.orticolario.it/lib/File/AsterSchedaOrticolario.pdf>

## CENTRAL PAVILION: THE EMPATHY GARDEN AND THE CIRCULAR PERGOLA

The heart of the Central Pavilion of Villa Erba will be home to the “**Empathy Garden**” display, by Federico Giacomarra, an evolution of the St Horto project exhibited at New York’s MoMA and winner of various awards: gardens as a moment for pause and for creativity which, through technology and music, can create an atmosphere of renewal in the urban landscape.

Everything in the “Empathy Garden” communicates by way of music: a weather station, the physiological conditions of plants and people who, by using simple interactive technologies, generate sounds. A fully-fledged multi-sensorial space: it is only by developing a strong empathetic link that we can properly get our bearings and feel in harmony with nature.

The “Empathy Garden” is within the embrace of the **Circular Pergola** by Orticolario, developed and created by Rattiflora and which invites visitors towards the centre of the Pavilion through a sensorial journey through colours and aromas. Precious examples of *Liquidambar styraciflua*, supplied by Piante Mati of Pistoia as the welcoming guardians of the four entrances.

Rambling roses from Barni of Pistoia and berries of ornamental roses by Sergio Patrucco di Diano San Pietro (IM) will climb the walls of the pergola.

And at its sides...from Vivaio Valfredda of Cazzago San Martino (BS) the sages, grasses and a collection of 100 varieties of *Aster*, which will include more than 15 varieties for an amazing visual effect. There is a fine play of colour dotted with aromatic species of *Osmanthus fragrans* by Piante Mati.

## THE CREATIVE GARDENS

A special attraction of this edition will be the **13 creative gardens** selected by way of an international competition, promoted by Orticolario in collaboration with A.I.A.P.P. and with the media partnership of Editore Paysage, harmoniously inserted into the Villa Erba Park. They will be original, liveable and useable spaces in which “meditative” seats will also be positioned. This is a different, artistic and professional way of perceiving gardens and green spaces, with particular attention to the “Genius loci” of Villa Erba.

These Gardens will compete for the “Golden Leaf of Lake Como” award, currently kept at Villa Carlotta in Tremezzo (CO).

Some information on the 13 Creative Gardens:

**“Tavolozza”** (“Palette”) by Sara Alberti (Roverbella, MN) and Massimiliano Bustaffa (Mantua) is the classic painter’s palette, staged in giant scale along with other artists’ tools, with *Asters*, *Anemone Japonica* and sculpture-chairs.

**“Memorie verdi, serra per aspiranti artisti”** (“Green memories, greenhouse for aspiring artists”) by Simone Sirtori and Francesca Fadalti (Erba, Como) is a Garden/Installation created from the recovery of post-War greenhouses, using native plants to promote awareness and memory of the territory.

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**"Un tempo pensato per sognare"** ("A time designed for dreaming") by Marilena Baggio (Seveso, MB) and Mariagrazia Rocchetti (Lentate sul Seveso, MB) is a small flowery hill in which you can immerse yourself among grasses and herbaceous perennials. A weave of different colours and aromas, species, flowering varieties and autumn shades.

**"Il NON giardino di Alice"** ("Alice's Ungarden") by Francesca Turchi (Civate, LC) and Valeria Erba (Lissone, MB) is a trip back to the wonder of childhood and its vivid imagination: it is a world that is and that is not, in which you can trace the themes of "Alice's Adventures in Wonderland".

**"Hortus Simplicium"** by Giancarlo Torre and Keylor Vasquez Paniagua (Milazzo, ME) is the modern interpretation of the Garden of Simples of mediaeval tradition, where the Simples were all useful, medicinal plants.

**"BioLabyrinthus"** by Corinne Détyroat (Provence, France) and Claude Pasquer (Versailles, France) provides a new spin on the classic garden: artistically pruned hedges take on a decorative aspect and stand tall, providing upward architectural movement. Mirrors capture the curiosity of the visitors.

**"Aster-oide"** by Ludovica Ginanneschi (Impruneta, FI) and Meri Iacchi (Florence) draws inspiration from land-art and from a play of words containing the word 'aster', the flower symbol of this edition of Orticolario. An ironic and surprising scenario and a message to those observing, in line with the philosophy of conceptual gardens created to inspire.

**"Gocce di Relax"** ("Drops of Relaxation") by Andrea Musto (Muggiò, MB) and Antonio Severino (Triuggio, MB) creates alcoves surrounded by grass borders laid out in the shape of waves and drops that will welcome visitors...

The curved shapes will be emphasised by the presence of several varieties of *Aster* arranged by colour.

**"Hobby-T Garden. Odori e profumi di campagna orti e magia"** ("Hobby-T Garden. Smells and aromas of countryside gardens and magic") by Carla Testori (Vertemate con Minoprio, CO) is inspired by the homes of the hobbits described by J.R.R. Tolkien, with the use of "recycled" and reusable structural elements, destined to be repositioned in public and social spaces.

**"Maître Parfumeur"** by Simone Ottonello (Finale Ligure, SV) and Archiverde (Eupilio, CO) is an invention, a tool, a kind of alembic to distil and blend aromas and to create new mixtures.

**"Profumi di libertà"** ("Scents of Freedom") by the Associazione Detenuti "Biblio Caffè Ristretti" (Cagliari) and U-BOOT Architettura Paesaggio Ricerca (Cagliari, Genoa, Milan, Bologna) is a boat made from railway sleepers, just waste until transformed into resources, beached on a sea in which helichrysum, wormwood and thyme dominate. In the keel, the labyrinth sun of the Nuragic pintadera (symbol of tapestries and bread stamps), made up mainly of endemic Asteraceae.

**"Il Giardino dei veli"** ("The Garden of the Veils") by Roberta Rizzi and Pietro Gellona (Cernobbio, CO) presents a system of different spatial "situations" arranged around an ad hoc arrangement of three types of planters, all amid special and aromatic species of tree to be caressed.

**"Floating System"** by M. Irena Mantello (Alessandria) and Valter Porzio (Romentino, NO) gives us a carp lake with a system of hexagonal-shaped floating islands. The strong visual impact is made up "appetising" slices of vegetables and essences. A picturesque "floating refreshment area" with polychrome varieties and many different flavours.

**For full specifications go to: <http://www.orticolario.it/index.php?pag=169>**

## THE GARDENS... BEYOND BORDERS

The novelty of this edition of Orticolario will be... beyond the borders of Villa Erba! From 26 September to 5 October, in fact, Orticolario will take its creative suggestions and ideas for the urban landscape as far as Como and the shores of Cernobbio, with the creation of **5 garden installations**.

The project is implemented in collaboration with the municipalities of Como and Cernobbio.

Here are the projects:

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**"Rencontre"** (Main courtyard of Palazzo Cernezzini, Via Vittorio Emanuele II 97, Como), by Christine Verjus (Paris) designs a stylised flower of the Aster family and combines some species for a "botanical encounter": *Asters*, chrysanthemums and dahlias.

**"oxINOXONixO"** (Piazza Grimoldi, Como) by Glauco Pertoldi Forestale Junior: a garden of contrasts in which lines and volumes intersect, creating spaces for pausing and observing.

**"Un sogno verde" ("A green dream")** (Piazza Cavour, Como) by Valerio Cozzi (Legnano, MI): a square in the square, which retraces the ancient chessboard outlined by the Roman *Cardo* and *Decumanus*. A welcoming space, consisting of eco-friendly chairs and planters filled with simple grasses and flowers, in homage to biodiversity.

**"Perdersi tra le stelle"** ("Lose yourself among the stars") (Villa Olmo, Via Simone Cantoni 1, Como) by Violarancio Progetto Paesaggio Giardino (Bologna) celebrates stars, inspired by the flower symbol of Orticolario 2014, the *Aster*, and the pre-chosen sense, with an olfactory journey arranged in groups of plants of different heights and corresponding to different stages of the growth of Man.

**"Armonie olfattive"** ("Olfactory Harmonies") (Riva di Cernobbio, Piazza Risorgimento, Cernobbio) by Salvatore Versace (Como) is a journey that accompanies visitors towards Villa Erba, characterised by olfactory experiences that evoke the memory of pleasant sensations. The intention is also to combine harmoniously the olfactory experience with the visual experience.

**Full specifications are available at: <http://www.orticolario.it/index.php?pag=207>**

## THE EXHIBITING NURSERYMEN

Some of the best nurserymen of Italy, France and nearby Switzerland will attend, including those of the nursery **Vivai Torre** of Milazzo (ME), bringing no less than 82 species in a botanical collection of useful plants, which also finds room for exotic species and rare native plants; **Azienda Agricola Priola** of Treviso will arrange in the Villa Erba Park a field catalogue of 300m<sup>2</sup> with its major collection of *Asters*, and will bring a collection of over 60 varieties of mint in the Ala Cernobbio installation; **Vivai Oscar Tintori** of Castellare di Pescia (PT) will supply espalier *Citruses* for Ala Lario and species of tree and bush citruses for Serra Platani in Ala Lario.

**Floricoltura Lampugnani Walter** of Orsenigo (CO) brings Italy's most important collection of *Hosta*, with 450 varieties. **Cactusmania** of Ventimiglia (IM) will bring a large collection of crested and monstrous grassy plants that are indeed fully-fledged "living sculptures".

Among the novelties this year, **Pollici Rosa** of Casenuove di Masiano (PT), a group of nurserymen which will bring an assortment of *Hydrangeas*, *Hibiscus*, *Buddleia* and unusual flowering shrubs, **Piergiorgio Minari Azienda Agricola** of Parma with its beautiful *Buxus*, **Claudio Bonetto** of Ciriè (TO) with his collection of 180 *Sedum*, including five new and edible ones, and **Il Fiore dei Fiori Poesia e Arte nei Giardini** of Recanati (MC) which will exhibit, in addition to a collection of *Dianthus*, also ancient aromatic plants such as incense, burnet, rapunzel and ancient plants like the sugar plant.

## CULTURAL AND EDUCATIONAL EVENTS FOR ADULTS AND CHILDREN

Once again for this edition of Orticolario will offer a rich and broad programme of meetings, round tables and workshops ....

The **Scented Round Tables** (Aula Magna, Ala Lario), inspired by the sense of smell, which will guide visitors in the discovery of the aromas and characteristics of natural products, from coffee to aromatic herbs, tobacco and fruit compotes to the discovery of the secrets of a perfume creator, from beer to aromas found in wine and cocktails...

Smell, see, touch, taste and know. An exploration of the senses in the company of real experts. The Scented Round Tables are coordinated by **Vittorio Tarantola**, Tarantola Restaurant of Appiano Gentile (CO). **The full programme is available at:**

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[http://www.orticolario.it/lib/File/SCHEDA\\_TAVOLE\\_ROTONDE\\_ORTICOLARIO2014.pdf](http://www.orticolario.it/lib/File/SCHEDA_TAVOLE_ROTONDE_ORTICOLARIO2014.pdf)

At **Gardenia Space** and in the **Gazebo in the Park**, on the other hand, presentations of new books will alternate with botanical demonstrations and flower arranging workshops.

The sense of smell will also be the theme of the **Children's Workshops** which will be held in Ala Regina and which are always hotly anticipated by our young future gardeners.

## INSTALLATIONS IN THE EXHIBITION CENTRE AND PARK

**Ala Lario** will be home to the **Orange Blossom Avenue** display, the citrus tree flower, with Mediterranean aromas of *Citrus limon* "Lunario" espalier trees. In Sicily, it is said that crossing fields of citrus blossom brings a feeling of euphoria.

The **Serra Platani of Ala Lario** will be home to species of citrus bushes and trees. Plants provided by Oscar Tintori Vivai (Castellare di Pescia, PT) and furniture by All'Origine (Imola, BO).

In **Ala Cernobbio** the **Avenue of the Gods**. Rosemary, Aphrodite's gift to mankind; thyme, known by the ancient Greeks as "the breath of Zeus" due to its penetrating aroma; artemisia, linked to the good Artemis; mint, linked to the legend nymph Myntha loved by Hades.... Mythology among the aromas that will inebriate Ala Cernobbio in a surprising collection of aromatic plants from the Botanical Garden Lama degli Ulivi / Il Colore in Giardino (Monopoli, BA), and among over 60 varieties of mint from Azienda Agricola Priola di Treviso.

In **Ala Regina** there will be a **Silk Road** with an aromatic character. In addition to the display of *Morus plataniifolia* Koidz large trees supplied by Nespoli Vivai di Luca Nespoli (Carugo, CO), an aroma will surround Ala Regina completely, evoking olfactory emotions in an immersion among weaves and huge bundles of silk.

The **Patio of Ala Cernobbio** will be home to **Natura Oltre**, by Laura Valeria Consonni (Seregno, MB). A contemplative moment: flowering recreated and inspired by the mystic Japanese tradition of hanging offerings onto branches. The three trunks present, one of which is severed, are the starting point for a support network to three vertices, a veil placed obliquely made from hemp rope.

Hanging textile elements will hold, in their extension towards the ground, cut and stem flowers of *Asters*, *Helichrysum* and grasses. At dusk, on the parterre... pinpointed lighting will create a vibration of the whole display.

**In the Park**, opposite the lake, along the rangy parterre of existing *Pyracantha*, visitors will encounter "**PRO-FVMVS**", the installation designed, devised and created by **Vittorio Peretto**.

A long train of violins made from briccola wood, which will swing in the breeze and will be enveloped in swirls of scented mist. A quote from Tonino Guerra, engraved in stone, will describe the essence of the installation:

*"Music is a substance that reaches your brain  
and makes you travel in the night of the universe  
in the midst of the whishing of the stars and planets"*

Background music will pervade the space, like the mist and its aroma...

**At Orticolario 2013 Peretto won the Artist's Garden Award with "Capriccio Italiano", an installation that Villa Erba chose to maintain as a permanent display.**

## THE EXHIBITION

The exhibition "**The Secret Life of Plants**" will be staged in **Serra Platani, in Ala Lario**, with some works by **Vittorio Peretto**. A garden technician with suitcase in one hand and pencil in the other, he travels the world designing gardens, parks and peninsulas in Italy, Russia, Azerbaijan...

Often, between one thought and another, a game forms in his mind... a play on words. He lingers on their dual soul, he discovers their content and, with his pencil, he reveals their secrets. A continuous

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hunt, filled with humour and attention to detail. "Sometimes an accent changes, an apostrophe moves, a letter is replaced and then you've cracked it"!

This is how the exhibition "The Secret Life of Plants" was born: 40 prints depicting the designs of Vittorio Peretto, which interpret visions and realities, amidst irony and reflection.

## A TUAREG TENT...

In the park, along the exhibition path opposite the lake, visitors can relax in the sophisticated and suggestive atmosphere of "**Il viaggio**" ("The Journey"): an elegant Tuareg tent in which to allow yourself to be carried away by evocative aromas, among soft furnishings, rare rugs, lanterns and flowers by Anna Flower Designer, sipping a mint tea served by a real Tuareg.

The tent, a symbol of hospitality and welcome, is a place that offers shelter, allowing contact with nature, home to nomadic populations of faraway lands. It is precisely from these locations that Orticolario 2014 draws its inspiration, becoming enveloped in their aromas.

The tent, created for a scene from the award-winning film "The Great Beauty" by Paolo Sorrentino, is supplied exclusively to Orticolario by Afolki of Bassano del Grappa (VI).

Since its first edition, Orticolario has always paid great attention to social solidarity. Once again, for the sixth edition, contributions collected during the event will be used for **charitable purposes** in favour of specific regional associations which help disadvantaged people.

## We'll see you at Villa Erba with the latest surprises...

Opening times to the public

Friday 3 October: 9:00am–7:30pm

Saturday 4 October: 9:00am –7:30pm

Sunday 5 October: 9:00am -7:00pm

Entry

At the gates: Euro 15.00

Online: Euro 12.50

Free for children aged under 14

Shuttle boat between Como and Villa Erba included in the ticket price (operating on Saturday 4 and Sunday 5 October).

## Information

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