



April 2011

## **ORTICOLARIO**

### **Third edition**

Villa Erba, Cernobbio (Como - Italy)  
September, 30th – October, 1st – 2nd

## **ORTICOLARIO AT EUROFLORA 2011 WITH A WISH TREE**

### Press release

A “**Wish Tree**”: **Orticolario** is going to participate to **Euroflora 2011** with this original and suggestive installation. The third edition of Orticolario - the flower show dedicated to the best features for intensely living the garden - will take place from September 30th to October 2nd, 2011 at Villa Erba in Cernobbio (Como - Italy).

The idea was inspired by prayer trees, typically set in Buddhist pilgrimage places on the hills of Nepal or Tibet. There, messages written by believers on cloth books or coloured small flags are tied up to the plant's branches, as it is believed that the wind can blow the words up in the sky.

The “Wish Tree” by Orticolario, thanks to its striking originality, is going to be one of the highlights of S Pavillon at Euroflora. Standing up in a 80 sqm circular area, the tree - a big cylinder composed by woven branches - will be more than 5 meters high.

Orticolario's Wish Tree is the result of **Alfredo Ratti's** own interpretation and will be laid down on a **carpet of white hydrangeas and blue and light blue clematis** (flowers are provided by **PPH, Plan Publicity Holland – Colour your Life**) in aiming to link nature, aesthetic and spirituality.

Euroflora visitors can write their own thoughts, reflections or wishes on the coloured small flags and hang them on the branches of Orticolario's Tree helping to create, when Euroflora will be ending, a great and coloured performance. Those who hang a small flag on the Wish Tree will be given a reduced ticket (8 euros instead of 12) for Orticolario 2011 (September 30th – October 2nd, Villa Erba, Cernobbio - Como). Thus all thoughts, reflections and wishes collected during Euroflora will be a leading presence at Orticolario next autumn.

**Info: Ph. +39.031.3491 - [www.orticolario.it](http://www.orticolario.it)**

#### **Press Office:**

**Ellecistudio Como**

**Ph. +39.031.301037 mobile +39-335.7359871 - +39-335.7835403**

**Fax +39.031.299028**

**[ufficiostampa@orticolario.it](mailto:ufficiostampa@orticolario.it)**

**S.O.G.E.O. srl**

Ufficio stampa: Ellecistudio . Como . Tel. +39.031.301037 . Fax +39.031.299028  
[ufficiostampa@orticolario.it](mailto:ufficiostampa@orticolario.it) . [www.orticolario.it](http://www.orticolario.it)