



ORTICOLARIO

Fourth edition

Villa Erba, Cernobbio (Como)

October 5-7, 2012

FOR ADVANCED GARDENING. SOUND EMOTIONS

“Orticolario is a set of events that will lead to a review of several past assertions with respect to the concept of garden space” (Moritz Mantero)

The fourth edition of Orticolario, an event dedicated to advanced gardening, will take place on October 5-7, 2012 at Villa Erba (Lake Como).

This new edition is intended to stimulate the public through inspiring courses, in a combination of senses enhancing, in particular, hearing. The proposed theme is, in fact, **“Sound emotions”**: a journey through the sounds and noises of a garden, pursuing sensations that originate from nature and from a place that appealed so much to movie director Luchino Visconti.

Plants and flowers will be at the heart of the event, with original and elegant ideas provided by over 200 selected exhibitors from all over Italy and abroad.

This fourth edition of Orticolario will be dedicated to Orchids, which make up one of the most numerous species in nature (over 30,000) and are broadly diffused in geographic and climatic terms.

“A spontaneous orchid in one’s garden” (Moritz Mantero).

A tribute to this developed and elegant flower, seen as the utmost expression of the evolution of the vegetal world, will be given by the **setup conceived and designed by Alessandro Valenza**, an expert grower of orchids, **in the Main Hall of Villa Erba.**

Implementing the concept of “golden section” and all the numbers originating from it, the setup will contain the forms and proportions that exist in us and in the nature surrounding us – from the target flower, the orchid, to the passing of time.

Four golden spirals contained in a circle will embrace and enclose four seasons, four stages of life, and four colours.

They will accommodate over 600 plants of 100 different botanic species of orchid, provided by producers, associations, and private individuals. These include the orchid Vanda, one of the favourite of fans; the Phalaenopsis, both in the classic version and in new hybrids; the Oncidium, characterized by small yellow flowers; the Angraecum with its white waxy flowers; and the Paphiopedilum, with its curvy and wrapping forms.

“Developed and refined, it imitates or deceives, but delicately thrives in all seasons and climatic areas, changes into thousands of different forms without losing its identity, renews itself every year pacing the relentless passing of time. A perfect parallel with man. As you carefully observe each flower unknown to you, you may happen to find yourself.” (Alessandro Valenza)

Important plant and flower growers specializing in orchids will participate to Orticolario. These include **Floricoltura Riboni Alfredo**, who will offer top-quality botanic species of the Paphiopedilum genus, very rare and therefore protected. Its peculiarity is that, unlike other orchids, it is impossible to clone: therefore each specimen is different from all the others and fans go to extremes to collect them.

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Ryanne Orchidée will bring from France the *Bulbophyllum*, characterized by truly unusual flowers, with strange and bizarre, sometimes even monstrous shapes.

The German company **Röelke** addresses, in particular, those that wish to start growing orchids, bringing to *Orticolario* boxes that contain 4 or 5 small orchid plants – the starter kit for a respectable orchid grower!

Lastly, **H2Orchids** offers rare and unusual botanic species and hybrids, as well as a miniature orchid selection.

New entries will not be limited to orchids this year.

From saffron, produced by plant grower **Egisto Brandi** from S. Quirico d'Orcia (Siena), to Goji berries and Siberian blackberries of **Azienda Agricola La Chicca** from Tresivio (Sondrio), to the “curious pouches” of **Patrizio Innocenti of Italsementi** from Rassina (Arezzo), *Orticolario* will surprise visitors with new proposals and original suggestions.

Must-sees include the climbing plant *Lygedium Japonicum* of **Garden Studio** from Bologna, or the Japanese maples of **Giancarlo Stucchi** from Agrate Brianza (Monza-Brianza), as well as the unusual and rare plants of **Associazione Vivaio di Castel San Pietro** from the Canton of Ticino, a nursery recovered by a group of young people, who employ immigrants and refugees.

As usual, *Orticolario* will offer suggestions and solutions to renew the plants in one's “garden space”. The pre-fall period is, in fact, particularly suited to expand or change the botanic selection, so as to enjoy the outcome in the following spring.

In its research aimed at gardening development, *Orticolario* always strives to stimulate the offering of new botanic species. This year, **two new botanic entries** will be made at Villa Erba during the show.

The first is the “**Villa Erba**” *Iris*, hybridized from the French *Iris Cayeux*: a tribute to the house on the Lario that appealed so much to Luchino Visconti. This is an iris with light blue petals and a white-bluish sepal (with red hairs).



Iris Cayeux, a family-owned company and an *Iris* hybridizer for four generations, offers the broadest European collection of this botanic species in hundreds of varieties, including many of its own creation. In the 2011 edition of *Orticolario*, it was awarded with a special mention of the

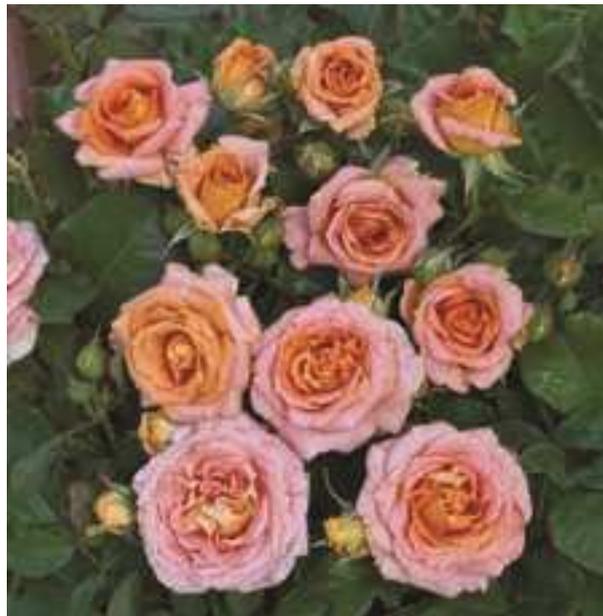
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technical Jury, and won the silver Medal at the Chelsea Flower Show 2012, to which it participated for the eighth time.

The second botanic new entry is the “**Vivienne Westwood**” Rose, created by **Rose Barni** from Pistoia.



An exhibitor at Orticolario since the first edition, Rose Barni introduced last year a rose dedicated to Ottavio Missoni, husband of Rosita, the guest of honour at that edition. This year the hybridizer from Pistoia decided to dedicate its latest creation to Vivienne Westwood, British fashion designer with a passion for nature and a love for roses, as well as patroness of the 2012 edition.

The fourth edition of Orticolario will start on October 5 at 12.00 a.m. and will be open to the public on Friday 5 and Saturday 6 until 10.00 p.m.

On Saturday 6 and Sunday 7 free shuttle-boats will be available from Piazza Cavour to the pier of the park of Villa Erba.

One important novelty for visitors to Orticolario is the **opportunity to buy tickets online**: this will avoid long queues and ensure a discount on the ticket price (10 EUR instead of 14 EUR at the box office). The online purchase service will be available from the second week of August.

Orticolario has **charitable purposes**: in fact, its profits will be used to implement the projects of some local associations.

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Orticolario. For advanced gardening. Sound emotions. October 5-7, 2012 – Villa Erba, Cernobbio (Como)

Opening hours:

Friday, October 5: 12.00 a.m. – 10.00 p.m.

Saturday, October 6: 9.30 a.m. – 10.00 p.m.

Sunday, October 7: 9.30 a.m. – 7.00 p.m.

Ticket prices:

At the box office: 14.00 EUR

Online: 10.00 EUR (service available from the second week of August)

Information:

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Orticolario is also on **Facebook:** <http://www.facebook.com/Orticolario>

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

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