



ORTICOLARIO FOR EVOLVED GARDENING

Fifth Edition

Villa Erba, Cernobbio (Como)
4 – 5 – 6 October 2013

SINFUL INDULGENCES IN THE GARDEN

“...along the route, amidst exhibiting nurserymen and craftsmen, show gardens and artistic installations, visitors will take a journey through **taste** understood in its broadest meaning: from the sense that develops through the perception of the five basic flavours, to the aesthetic sense of elegance”

By making this declaration, Moritz Mantero, the curator of Orticolario, introduced the fifth edition of the event dedicated to evolved gardening which will be held from 4 to 6 October in Villa Erba, on Lake Como, and which will entice visitors to commit – relentlessly and without remorse - “**Sinful indulgences in the garden**”.

Taste will thus be the *themed sense* of this edition which will offer *taste workshops* run by experts, to guide visitors in their discovery of the flavours and characteristics of natural products: from coffee to cocoa, from beer to aromatic and wild herbs, to wine, honey, fruit liqueurs...

Children can also get involved in this adventure thanks to workshops devised especially for them.

Orticolario, once again in this edition, confirms that it is an event receptacle of other events: not just a show dedicated to flowers, plants and objects linked to greenery, but a comprehensive sensory experience, open to suggestions from fashion, art and design.

This is why Orticolario has launched an international competition – aimed at landscape gardeners and architects, designers, artists and nurserymen – to design creative spaces and gardens in the Villa Erba Park. The winners will be asked to create their works for Orticolario.

They will be original and imaginative spaces, highly suggestive, which will transmit to visitors an important message: your terrace, your garden, your own green space is an extension of your home that requires special care and attention.

The Central Pavilion of Villa Erba will be transformed into a jungle with tropical, subtropical and equatorial plants: a project by Orticolario in collaboration with Rattiflora.

It will be a scenic and educational creation, with the presence of rare specimens, both large and small, and collections that will inspire visitors, broadening their knowledge of the

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species and of horticultural varieties originating from distant latitudes: a dreamlike setting that will offer precious inspiration for the furnishing of interior spaces and for phyto-treatment of the air.

It will therefore be an invitation to *lose yourself among the stories that lie behind the leaves*, also by discovering the works of Michele Vitaloni, a hyper-realist sculptor and leading figure at an international level in Wildlife Art. The sculptures, immersed in the vegetation, will be revealed to visitors in a coexistence of love for nature and passion for art.

The Dahlia, an ornamental plant with countless known hybrids and varieties, and edible tubers and flowers, will be the star of this edition. The flowerbeds of the Villa Erba park will present an exceptional array of these flowers. Cut varieties, in vases, will be on show inside the pavilions.

The second edition of the International Botanical Short Film Festival will be dedicated to this beautiful flower, entitled: "The meaning of the Dahlia" an interpretation of the flower also as a person and character, giving authors the freedom to play with its many meanings.

Since its very first edition, Orticolario has always dedicated special attention to solidarity. This year, too, the contributions collected during the course of the event will be used for charitable purposes in favour of local associations which help disadvantaged people.

Cernobbio, 8 March 2013

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