



April 2011

**ORTICOLARIO**  
**3rd Edition**

Villa Erba, Cernobbio (Como - Italy)  
September 30<sup>th</sup> – October 1<sup>st</sup> – 2<sup>nd</sup> 2011

**FOR AN EVOLVED GARDENING.**  
**BETWEEN LIGHT AND NATURE**

Press release

**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).**

After the successful previous two editions (more than 16.000 visitors in 2010), Orticolario is going to show new suggestions and tips, with its usual care for beauty and for anything links nature and culture, in a blaze of colours and scents.

This year Orticolario is going to stimulate artistic chances – without losing his aim to development of sensibility and love for green.

The next edition will be focused on **Light**, not only as a vital element for life in each garden and green space, but also as a main element to create atmospheres and suggestions fitting for those who live their own garden with family and friends.

That's why Orticolario will be open for visitors every night until 10 pm.

Thanks to a striking lighting project by the **Architect of light Gianni Ronchetti**, Villa Erba's park and exhibition centre will be lighted up, from dusk to autumn nights darkness, by spectacular and suggestive lights, fading in intensity and playing at best their roles, from enlightening a detail to the harmonious whole, giving to evening visitors some charming and dramatic moments.

Architect Ronchetti projected this in close synergy and link with nature and its rhythms, up to a special care for energy conservation.

**From September, 30th to October, 2nd Orticolario will wait for all gardening lovers at Villa Erba, and especially for those who love living the green with care and emotion.**

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