



ORTOFLORICOLA COMENSE



PER UN GIARDINAGGIO EVOLUTO  
**ORTICOLARIO**<sup>TM</sup>

**ORTICOLARIO  
FOR EVOLVED GARDENING**

**Sixth Edition**

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

**ORTICOLARIO 2014: PREVIEWS OF THE SIXTH EDITION**

**Orticolario 2014** will be held at Villa Erba in Cernobbio, on Lake Como, **from 3 to 5 October**. The Strategic Committee has already been at work and here are some previews of the sixth edition.

**The sense of this edition will be smell:** Orticolario 2014 will accompany visitors in the discovery of this sense that is so widely expressed in nature.

Smelling, Sniffing, Perceiving. From subtle, light and delicate expressions to those that are penetrating, robust, sharp and acute... Smell, an immense detail of "The poetics of rêverie" by Gaston Bachelard, guides us, in an instant, to the heart of things, into the intimacy of others and into havens, often unacknowledged, of our lives.

Orticolario will allow visitors to take 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 the oldest and most primitive of the senses. "*A journey to be planned carefully, so as to grasp every nuance of Orticolario 2014,*" emphasises Moritz Mantero, founder of the show together with the late Alfredo Ratti.

The **chosen flower** will be the **Aster**, the "star" of the garden.

This genus, constituted by over 250 varieties, is found growing 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. In fact, its origin dates back 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 meaning of flowers, the *Aster* is the symbol of light, love, delicacy, contentment and unpredictability but also of insecurity in relationships of love. For the Chinese it means loyalty.

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 considered 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.

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

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

**The full record about Aster is available on the Orticolario website at this link:**

[http://www.orticolario.it/lib/File/SchedaOrticolarioAster\\_ENG.pdf](http://www.orticolario.it/lib/File/SchedaOrticolarioAster_ENG.pdf)

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

<http://www.orticolario.it/index.php?pag=28>

#### Information

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Orticolario is also on:

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