



ORTOFLORICOLA COMENSE



PER UN GIARDINAGGIO EVOLUTO ORTICOLARIO™

ORTICOLARIO FOR EVOLVED GARDENING

Fifth edition

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

SINFUL INDULGENCES IN THE GARDEN

“God Almighty first planted a garden. And indeed, it is the purest of human pleasures” (Francis Bacon).

Orticolario, from 4 to 6 October in Villa Erba, on Lake Como, is dedicated to the garden, to greenery and to all experiences and emotions connected thereto.

Taste will be the *themed sense* of this fifth edition which will entice visitors to commit – relentlessly and without remorse - **“Sinful indulgences in the garden”**.

Orticolario is like 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 influences from fashion, taste, art and design that incites us to lose ourselves *among the stories that lie behind the leaves...*

Here are the surprises and innovations that will welcome visitors this year to Orticolario, to arouse delight, enchantment and awe; to excite and educate on the wonder of nature.

A jungle in the Central Pavilion

The Central Pavilion at Villa Erba will transform into a fully-fledged jungle with tropical, subtropical and equatorial plants.

Created by Rattiflora on a design by Alfredo Ratti, it will be scenic and educational, displaying rare specimens, both large and small, and collections that will inspire visitors, broadening their knowledge of species and 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.

Artist of the year: Michele Vitaloni

Giving even more engaging character to the Orticolario jungle will be the unprecedented works by Michele Vitaloni, a hyper-realist sculptor and leading figure at international level in Wildlife Art who, from Barzanò (LC), his native town, arrived at Christie's auction house in London. His sculptures, which perfectly reproduce animals on the verge of extinction such as rhinos, zebras and gorillas, will be immersed in the vegetation created in the Central Pavilion and will be revealed to visitors in coexistence between love for nature and passion for art.

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Installations in the Exhibition Centre

Each of the three wings (Ala Lario, Ala Cernobbio and Ala Regina) will be enhanced by installations designed and created for Orticolario.

Ala Lario will house the *Pergolato di Dioniso (Pergola of Dionysus)*, dedicated to the Greek God who represents and embodies the cycle of plant life. Over 100 varieties of grapevine, the symbol of the Greek divinity, will be on show for visitors to admire. The vines, from eastern Sicily, have been tended by the Minprio Foundation since the regrowth of the vegetation.

Ala Cernobbio will instead transform into the *Via del Sidro (Cider Way)*: a stroll between rows of apple and pear trees originating from the Ugo Orlandelli collection. A tribute to two ancient fruits that have inspired legends, from Greek mythology to the Middle Ages, to Arthurian and Celtic tales.

Ala Regina, finally, like last year, will house the *Via della Seta (Silk Way)* in an evolved and renewed version. Visitors will be able to discover specimens of *Morus platanifolia* Koidz, which was selected by choosing male plants and therefore does not produce fruits. The Silk Way is Orticolario's dutiful tribute to a plant, mulberry, whose leaves alone provide the silkworm with enough nutritional substances to produce silk, which has always played a fundamental role in the social and economic fabric of the Como area. The specimens of *Morus platanifolia* Koidz will be supplied by Luca Nespoli's Nespoli Vivai.

Flavoursome round tables

A full programme is offered by the Flavoursome Round Tables, workshops run by experts, to guide the public in the discovery of the flavours and characteristics of products deriving from nature. From cocoa with Valrhona and with C-Amaro to fruit-based spirits with Capovilla, from beer with the Nuovo Birrificio Italiano to tea with Ferri since 1905, from flower and aromatic herb jams with Le Tamerici to coffee with Milani, from green shoots with Koppert Cress to the mustards of Delizia Delicatessen, passing by vinegar, wine, cheeses with vegetable rennet and aromatic and wild herbs with "La Signora delle Erbe" (The Lady of Herbs) Renata Spinardi ...

Children can also get involved in this adventure thanks to some educational workshops, like the one run by Angela Berlingò and Annalisa D'Onorio of Slow Food.

Creative Gardens in the Park

Your terrace, your garden, your own green space is an extension of your home that requires special care and attention, and not improvisation.

Orticolario wants to get this message across to its visitors, raising their awareness and suggesting a different way – both artistic and professional – of looking at gardens. For this reason, it has launched an international competition – aimed at landscape gardeners and designers, artists and nurserymen – to design creative spaces and gardens in the Villa Erba park during the days of Orticolario. Original and imaginative spaces of great beauty.

Here are the winners and their projects.

"Fil Rouge" by VERDEarchitettura. Brandinelli - Refaldi landscape architects. Plants supplied by FloriPro Services®-Syngenta (Milan).

On the Villa Antica lawn, at the borders of the bambouserie, visitors will come across the welcoming "Fil Rouge": a place in which to relax, looking closely at small spherical gardens with herbaceous flowering

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perennials, selections of edible annuals and vaporous grasses. The centre of "Fil Rouge" will invite you into a friendly space ...

"Orto è Benessere. L'orto giardino terapeutico sociale, con tutti per tutti" (Garden is Wellness. The therapeutic social garden, with all for all) by Carla Testori. Studio Verde e Paesaggio.

Alongside the group of six magnetic bald cypresses (*Taxodium distichum*), Carla Testori - Studio Verde e Paesaggio proposes a therapeutic vegetable garden to be seen, heard, smelt, touched and tasted, which will be the venue for workshops and informative moments on Orticolario.

"Desco al fresco" (Al fresco dining) by Anna Piussi. Plants supplied by Zelari-Euroambiente (Chiazzano – PT), Maurizio Feletig Commercial Farm (Arignano – TO), Vivaio Capecchi Piante (Masiano – PT).

Influenced by this year's theme of "Sinful Indulgencies", the project by Anna Piussi, which will have Villa Antica as its backdrop, finds its source of inspiration in the Mensa del Cardinale (Cardinal's Refectory) of Villa Lante di Bagnaia and in the renaissance Last Supper scenes.

"Il giardino del Ben-essere" (The Garden of Wellness) by Roberto Cigliano. Studio Green Design. Plants supplied by Floricoltura Bonanomi (Casatenovo – LC). Garden wall by OrtisGreen (Brembate – BG).

Alongside the great Lawson cypress (*Chamaecyparis lawsoniana*) "Il Giardino del Ben-essere" (The Garden of Wellness) by Roberto Cigliano - Studio Green: what we do in the garden for our own pleasure also becomes wellness for the garden itself, giving it beauty of forms and giving us wellness of mind and body.

"Tutti giù per terra!" (We all fall down!) by Barbara Negretti and Archiverde. Plants provided by Archiverde (Eupilio – CO).

In the Square of the Great Lawn, opposite the Central Pavilion of the exhibition Centre, Barbara Negretti and Archiverde will propose "Tutti giù per terra!" (We all fall down!). Up, down, right, left, sitting down, lying down... like a labyrinth: wood, stone, grass, sand and plants alternate in an amusing pattern with trees, flowers and tasty fruits.

"Capriccio italiano" (Capriccio Italien) by Vittorio Peretto. Hortensia. Plants supplied by Nespoli Vivai (Carugo – CO).

In the dreamlike interpretation of the body of water in front of the Central Pavilion, like in a concert between nature and cor-ten steel, "Capriccio italiano" (Capriccio Italien) by Vittorio Peretto - Hortensia will translate into landscape the musical emotions of a song from the opera by Pyotr Ilyich Tchaikovskij, inspired by a trip the composer made to Italy.

"Una Dalia di Velluto blu" (A velvet blue dahlia) by Sandra Migliavacca. Il Giardino Ritrovato. Plants supplied by Vivaio Valfredda (Cazzago San Martino – BS), Parma Vivai (Lemignano di Collecchio – PR), Pepper Parma (Parma).

On the lawn in front of the lake, visitors will be invited to enter into "Una Dalia di Velluto blu" (A velvet blue dahlia): edible essences, flowers, plants and aromatic herbs will make up the petals of a garden in the shape of a dahlia. A project prompted by this edition's star flower, one of the nicest and most bizarre that nature has to offer.

Finally, outside the competition, "Giardino in Comune" (Garden in the City), a project by the Municipality of Como, Department of Parks and Gardens, Greenery and Urban Design, which will welcome on the landing stage visitors arriving at Villa Erba by boat. The plants will come from the Serre di Villa Olmo and the Serra di Mognano (Como).

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The Crazy Greengrocer

Outside, in the shadow of the Park's large plane trees, a long table will welcome visitors with fruit, vegetables, green shoots and edible flowers: this is the table of the Crazy Greengrocer, run by the Tarantola Restaurant, which will also offer the opportunity of enjoying picnics in the Park!

The star flower

This will be the Dahlia, an ornamental plant with countless hybrids and varieties. With edible tubers and flowers, it is the star essence of this edition. The flowerbeds in the Villa Erba park will transform into an exceptional field catalogue, with innumerable varieties of Dahlia.

The Dahlias for the Park's flowerbeds will be supplied by Bakker Italia (Villaguardia – CO), Veit Franz D. Veit Florian (Bolzano), Kapiteyn (Breezand – the Netherlands), Gruppo Padana Società Agricola di Giorgio e Paolo (Paese – TV).

Cut and potted varieties will be on show in the verges of the villa and the pavilions. The flower will also be the star in demonstrations of flower arranging.

Short Film Festival

The International Botanical Short Film Festival was dedicated precisely to the Dahlia, entitled "The sense of Dahlia": an interpretation of the flower also as a person and character, giving the authors the freedom to play with its many meanings. The Competition ends on 23 August.

The awards ceremony for the best works received will be held during Orticolario.

Water and Fire in the Harbour

There is a magical place at Villa Erba, an evocative "theatre" on the water inviting you to indulge and savour the flavour of a pause: the Harbour. A place where the young Luchino Visconti, during hot summers on Lake Como, enjoyed covering himself in talc and flour, along with his siblings, and imitating the neo-classical statues that adorned the balustrade, only then to jump into the lake as astonished tourist passed by in boats. For Orticolario's fifth edition, this location, with its unique atmosphere, will be the source of inspiration for "Water and Fire in the Harbour", a project created by Francesco Mazzola for FDM F.lli Mazzola which, with the brand iFlame, will furnish this charming location, in a play of fire, water and metal...

Exhibitors

There will be over 200 exhibitors at Orticolario 2013, half of which will be nurserymen. *"The choice of nurserymen exhibitors,"* comments Moritz Mantero *"is made by focusing on the quality of research and collections. The other exhibitors must instead have artisan characteristics and not be present in our large retail chains. Our aim is educate the public on the beautiful, to excite them. Only by the quality of the products can we achieve this result"*.

Here are some tasters to whet your appetite...

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The innovations offered by Orticolario's 2013 edition will include the collaboration launched with the *Fondazione Casa di Carità Arti e Mestieri (Arts and Crafts House of Charity Foundation)*. For more than 35 years the House of Charity Foundation has worked within the Piedmont criminal justice system offering training activities with a view to contributing to making the conviction period constructive and a time for reconsideration. Thus, social enterprise experiences have arisen that are filled with creativity, enthusiasm, desire to live and to take on the market. Also present at Orticolario will be the *Gang del Truciolo (Wood Shavings Gang)* which will offer a furniture line created from recovered used pallets, built in the carpentry workshops inside and outside the Saluzzo Prison. All the sets of the infopoint and the Magna hall will be created by the Gang.

Alongside wood, there will be works in iron connected to the *Ferro&Fuoco Jaildesign (Iron&Fire Jail Design)* project, created in the workshop of the Santa Caterina Prison in Fossano.

In addition to furniture, visitors will encounter and savour the creations of *Banda Biscotti*, a project created inside Verbania's small prison, now also present at the Saluzzo jail. Banda Biscotti is one of the most successful projects: now, these products can also be purchased in Eataly shops, as well as at numerous other distribution outlets.

Among the nurserymen, Orticolario will host *Il Bolfone (Cherasco – CN)* with the splendid collection of 50 varieties of rosemary and *Geel Floricoltura (Carceri – PD)* which will offer aromatic herbs and unusual spontaneous plants such as sagebrush, cicely, tansy, samphire, cakile and juniper. The Tuscan company *Aromatiche Picchi (Torre del Lago Puccini - LU)* will instead offer unusual varieties of tomatoes and peppers, including the world's spiciest. *I Giardini e le Fronde (Serravalle Scrivia – AL)*, in addition to shrubs and edible herbaceous perennials, will bring chestnut and twisted hazelnut palisades. The French *Pépinières Braun* will offer rare Mediterranean plants and unusual shrubs and *Vivaio Guido degli Innocenti (Tavarnuzze – FI)* will present, in addition to its historical Iris collections, also new and re-blooming varieties.

Il Giardino di Massimo Perazzi (Torchio – NO), already winner in 2012 of the award by Orticolario's technical jury for the herbaceous perennial *Mahonia Nitens "Cabaret"* on the grounds of rarities present in the show, will present other innovations and unusual plants.

Vivai Natale Torre (Milazzo - ME), in addition to great innovations in exotic plants, will bring a collection of unusual jasmine and a special selection of plumeria; the *Vivaio Fratelli Leonelli (Castelletto Sopra Ticino - NO)* will display new varieties of Tricyrtis and Aster; *Vivaio Zanelli (Montichiari - BS)* will bring pom-pom Echinacea, mini Hostas and a special type of orchid. For the Orticolario event, the *San Patrignano commercial farm* will bring aromatic and edible essences, products originating from its vegetable garden, orchard and vineyard to be consumed during the winter months....

Ortisgreen (Brembate – BG), on the other hand, will present Tivano, the outdoor plant wall dedicated to Lake Como which includes perennial and ground cover essences such as Alchemilla, Lonicera, Pachysandra, Bergenia, Carex, Geranium, Campanula, Helichera, Billbergia, and HOH! Hang.Oasi.Home, allowing everyone to create and hang in their homes a small oasis of vertical greenery.

The curious objects include: handmade sundials, all unique pieces, proposed by *Giuseppe Giudici*, while Francesca Cutini, from Milan, presents *Barrel12*, items of furniture, vases and flower boxes created from recycled industrial barrels.

Finally, *Sullalbero (Ferno-VA)* will create, in collaboration with the Tuscan landscape gardener Stefano

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Mengoli, the “Natur Med, il dehors sensoriale...in quota” (Natur Med, the sensorial patio...at altitude) installation, where visitors will be able to enjoy an experience at altitude surrounded by the branches of the plane trees in the Villa Erba park.

Orticolario is the brainchild of a group of friends who, as well as being passionate about plants and gardens, wanted to devote special attention to solidarity. Money donated during the events will actually be used for charitable purposes in favour of local associations which help disadvantaged people.

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**Orticolario. For evolved gardening. Sinful indulgencies in the garden
4-6 October 2013 - Villa Erba Cernobbio (Como)**

Opening Hours to Public

Friday 4 October: 12:00pm – 8:00pm

Saturday 5 October: 9:30am - 8.00pm

Sunday 6 October: 9:30am - 7.00pm

On Saturday 5 and Sunday 6 October, free boat-shuttles will be operating between Piazza Cavour and the pier in the Villa Erba park, along with a shuttle service between the available car parks in Cernobbio and Villa Erba.

Entry

At the gates: EUR 14.00

Online: EUR 12.00

Information

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