



## PRESS RELEASE

### ITALIAN SUCCESS IN FRANCE: THE GOLDEN RIBBON GOES TO ORTICOLARIO

*Special award was won by Orticolario and its installation, “Riflessi”, on the occasion of the “Journées des Plantes” prestigious French gardening event, set in the park of the Domaine de Chantilly (May 19<sup>th</sup> - 21<sup>st</sup>)*

*Cernobbio (Como) - May 22<sup>nd</sup>, 2017 - Orticolario goes beyond the borders of gardening and Lake Como. Showing a great passion for gardening and its abilities to convey emotions and beauty, the event was awarded the **Golden Ribbon (Ruban Or)** thanks to “**Riflessi**”. The installation was created on occasion of Spring edition of France’s most prestigious gardening event, **Journées des Plantes**, taking place on May 19<sup>th</sup> - 21<sup>st</sup> in the park of the **Domaine de Chantilly**.*

The Golden Ribbon is the highest award (followed by silver and bronze) assigned by the Journées des Plantes' **Comité de Selection** to the most relevant installation in the **Design category**.

*Riflessi* is the result of passionate ingenuity and creativity. At the centre of the garden, **an open-wide cube made of brushed steel** stands: the only things you can see are the cubic structure and a mirrored ceiling. The ceiling leaves space to **a real window opening to the sky**. At the heart of the structure, directly below the opening, **a square tub full of still water** creates a reflective surface. A play of mirrors, precise reflections and geometric patterns originate a place for meditation and *self-reflection* (as the name suggests), a "temple" to contemplate the surrounding Nature.

The installation was set in the garden designed by **Carla Testori**, where you can admire the gorgeous **Lake Maggiore** satsuki azaleas by **Paolo Zacchera**. The Swan Lake looks really evocative too, especially thanks to the **floating aquatic gardens** curated by **Valerio La Salvia**.

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“We worked very hard to bring Orticolario outside our national borders and we are glad all of our efforts have been recognised by this important prize”, commented **Moritz Mantero**, the enthusiastic President of Orticolario. “We went to Chantilly to show the elegance of Italy: both at Villa Erba on Lake Como (site of our event) and in France, our intent has always been to celebrate the beauty of gardening”.

The 2017 edition of the Journées des Plantes was met with favour by the public:

**31,000 visitors** attended the event, that hosted more than **200 plant expositions**. Italian nurseries and plant growers were well represented: among them, **Oscar Tintori** was awarded for his citrus production.

## NOTES

Orticolario, now in its ninth edition, is a huge event dedicated to the passion for gardening; it is a celebration of nature and its different expressions. Theatre of the event is the Villa Erba's historic park in Cernobbio (Como), a villa dating back to the eighteenth century, overlooking the shores of Lake Como. It is renowned for being home to the famous movie director Luchino Visconti. Orticolario's key features are the gardens inside the park, inspired to this year leit motiv and selected thanks to “Creative Spaces”, an international competition with a special jury of different nationalities members. The winner will be awarded the “Lake Como Golden Leaf Award”. Orticolario 2017 will focus on the Moon theme, while the main flower will be the Fuchsia spp. The event is the perfect occasion for national and international nursery farmers to display a large selection of plants and flowers, and it comes with a calendar full of events, lectures and discussions. Throughout the three days event, contributions will be collected in favour of some associations from the areas surrounding Lake Como. The 2016 edition saw a growth in the number of visitors and the foreign gardeners, especially from France, Switzerland and England.

## CONTACTS

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