

Orticolario 2017 **Reaching out to the Moon**

In the ever-welcoming Casa Ethimo in Milan, Moritz Mantero (Orticolario's founder and president) unveils the essence of the ninth edition of the cultural event dedicated to the passion for gardening, and its ability to convey emotions and beauty. The event will be held from September 29th to October 1st, in Villa Erba at Lake Como.

“Reaching out to the Moon, leaving the burden behind, going further. Beyond the gardening boundaries, beyond Lake Como's branches, beyond Earth. Up to the Moon, in order to observe our planet from up there. Being free to overcome the confines of space and shapes. This is Orticolario 2017 spirit: reaching out to the Moon”. These are the words of **Moritz Mantero**, Orticolario's founder and president, while presenting the **ninth edition** of the event, scheduled **from Friday September 29th to Sunday October 1st**, in **Villa Erba** Park at Cernobbio (Como). The villa dates back to the eighteenth century, and overlooks the shores of Lake Como (home to the famous movie director Luchino Visconti).

After the big success in 2016 (**23,000 visitors and 250 exhibitors** both in exterior and interior exhibition areas), Orticolario 2017 will strengthen its identity. Showing a great passion for gardening and its abilities to convey emotions and beauty, Orticolario wants to pay **a real tribute to Nature**. It relies on an evocative garden concept, offering the visitors **a sensory walk through gardening, botany, landscape, art and design**.

The ninth edition is clearly defined, being its title **Reaching out to the Moon**, its leit motiv the **Moon**, and its main flower the **Fuchsia**.

The Moon, eternal inspiration of myths and legends, has been dancing around us from the dawn of time, everyday showing our sensibility a different world. In its shining reflected light woods and gardens thrive with shadows, movements, noises and scents, plants awaken and flowers blossom.

The Fuchsia, its shape resembling a dancer in the garden, is a flower of a thousand colours and incredible shades in flowers and leaves: it is the perfect symbol of love between gardeners and plants. In the early 1800s, the Fuchsia fever encouraged new varieties' research, up to the most remote and exotic American islands: driven by the stars and by the Moon, experienced sailors and brave plants' seekers have given the world a new delicacy for the garden.

To celebrate the night life of plants' world and to enjoy the gardens in a different light, brand new aspect of this latest edition will be the **late-night opening (until midnight) on September 29th and 30th** (respectively Friday and Saturday), with a rich calendar of *ad hoc* events.

Inextricably linked to the Moon is the special guest of Orticolario 2017, **Gilles Clément**. A writer, an entomologist and a French landscape designer, Clément will receive **“Per un giardinaggio evoluto”** award (For an evolved Gardening), created by Maestro Francesco Mazzola, FDM F.lli Mazzola.

Orticolario's key features: **the gardens inside the park**, inspired to the current edition's *leit motiv* and selected thanks to **“Creative Spaces”**, an international competition with a special jury of different nationalities members. The winner will receive the **“Lake Como Golden Leaf Award”**.



As always, the event leaves space to a big **flowers and plants' exhibition organized by selected national and international gardeners** (including rare, unusual and collectible plants), as well as **artistic crafts, design and art installations**. Over time, **cultural meetings, botanical demonstrations, book presentations, educational and creative workshops for children** have enriched the program, making Orticolario the main event dedicated to “the culture of beauty”. This culture starts from gardens and ends up involving every aspect of humanity and its lifestyle. Among the main topics, a particular stress is put on promoting the bees' culture and their important role both **in the country and in the urban area**. Bees are not only a **biodiversity** marker but also **the greatest allies to humans and their well-being**.

For any further information about proposals and initiatives at Orticolario 2017, visit the website <http://orticolario.it/category/visitatore/> or check the Orticolario app (coming soon).

Additionally, Orticolario pays special attention to **solidarity**: since its first edition, during the three days events, contributions will be collected and donated in favour of **socially committed associations from the areas surrounding Lake Como** that took part in the event's realization.

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General Program of the events during days and nights of Orticolario 2017

A broad programme with experimentation, meetings, activities, book presentations, floral show and botanical exhibitions, shows, performances and the "Cinesalotto" inside the Villa Antica basement, projecting feature and short films speaking about nature. The full schedule will shortly be on line.

Guest of Honor

Gilles Clément is a gardener and a writer about landscape, botany and entomology. With his energy and his work has moulded and continues to mould the minds of thousands of people. As a result of seeing the first photos of the earth from the Moon, Gilles Clément conceived the idea of the Planetary Garden.

With Marco Martella, writer and director of the French magazine *Jardins*, Clément will be at Orticolario 2017, presented by Moritz Mantero and moderated by publishing director of Gardenia Emanuela Rosa Clot

Clément will be awarded "Per un Giardinaggio Evoluto 2017". The price is crafted by Francesco Mazzola | FDM F.lli Mazzola.

Among speakers

Adriano Gaspani, archaeoastronomist. He has been on the staff of the Osservatorio Astronomico di Brera in Milan, regulated by I.N.A.F. (Istituto Nazionale of Astrofisica - Rome) since 1981. Since its foundation, he has been member of S.I.A. (Società Italiana of Archeoastronomia), and he is researching in the field of Archaeoastronomy, in particular into the European prehistoric and medieval periods.

Eva Boasso, naturalist, researcher and specialist hydrangea collector, author of books like "Ortensie e idrangee. La storia, la varietà, la coltivazione" and, in collaboration with Orticolario, "Le mie Ortensie". She participated in the drafting of the Soil Map of Italy (Carta dei Suoli d'Italia) and she also worked on various publications regarding the Natural Park of Piedmont.

Patrizia Ianne, biologist, is a professor of floriculture for specialists, a fuchsia' collector and Breeder. The first time she saw fuchsias was in the early '90s at the Botanical Garden of Pavia, during an exhibition of the Italian Fuchsia Association. She then rapidly made the jump from collector to hybridizer. In 2008 she set up an exhibition of her Botanical fuchsias collection and cut hybrid flowers at the Castello da Peraga, Vigonza (PD). For the Bassano del Grappa (VI) City, she set up other single-issue exhibitions such as hollies, camellias and irises. Her hybrids are registered on International Fuchsia Registry of San Francisco (American Fuchsia Society). She is the supervisor of Veneto-area in A.di.P.A, association which has the goal of increasing the numbers of plants lovers.

Claudia Zanfi, art historian and garden enthusiast. In the 2001 she found and supervised the Green Island International programme to add value to public spaces and urban ecology. She created the editorial series Green Island. In 2010 she founded the "Atelier del Paesaggio", focusing on redesigning green areas and spaces. She is collaborating with both Unesco Heritage and the Council of Europe's 'European Landscape

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Convention'. Her other works are varied and include projects from "Vigna in Giardino" dedicated to Leonardo da Vinci for "Expo in Città" to "Alveari Urbani" with artists and designers from all over the world. She was also placed first, awarded the "Parco dell'Arte" at Mantova. She was finalist for Lausanne Jardins project in Switzerland and for the Biennale Spazio Pubblico in Rome.

Conapi, Consorzio Nazionale Apicoltori, is the most important beekeepers' cooperative in Italy and one of the most important in the world. The Apiculture cultural divulgation and ethical commitment are the goals of their training and education activities, as well as the numerous projects for schools and the project "Parco delle Api e del Miele". All of this goes much further than production, although the partners - *biodiversity farmers* - average annual production exceeds 2.500 tonnes of Italian, high quality honey. Partners of Mielizia, Conapi's brand, have been the first in Italy to use biological production techniques and currently they are the largest producers of biological honey in Europe.

Roberto Ferrari, entomologist, works as a biological control sector researcher, and is a specialist in diseases of ornamental plants for the Associazione Centro Agricoltura ed Ambiente "Giorgio NICOLI", close to Bologna. Since 2002 he has been the technical manager for agriculture and urban forestry management. Among many agricultural activities, he was the technical manager for the project "Activities to improve the bees' livelihood protecting high-quality agricultural productions." Supported by the Province of Bologna, he was the technical manager of an operating unit, for the CAA, inside the project APENET – BEENET on behalf of DiSTA, University of Bologna. In 2014 and in collaboration with Conapi, he coordinated the project "verde urbano", to reduce pesticide use in private and public gardens via agreements with public administration, including specific communication and education.

Giorgio Baracani, land surveyor ('perito agrario'), he is an autodidact beekeeper who works nomadically in the Emilia Romagna, in the Lombardy and in the Marche to produce honey from mixed blossom and acacia-blossom honey. With his brother, specialized in the breeding of queens with approximately 300 fixed beehives, Giorgio Baracani is a member of "Noi Apicoltori" and one of the producers of Mielizia, the historical Conapi brand where partners share an idea of nature respectful agriculture. Attached to the area where they live, all partners have signed procedural guidelines which are respectful towards bees and set forth the best way to collect honey, pollen, royal jelly and propolis.

Maurizio Gallo of "Apicoltura Biologica Maurizio Gallo". He is an expert beekeeper who produces ICEA-certified, strongly biological oriented honey. He has been an exhibitor since the first edition of Orticolario.

Judith Baehner designs extraordinary green experiences. She is a freelance editor and stylist at her company Het Groenlab and shares her passion for green on her website, in books, magazines, workshops and lectures. In the past five years she has written books about food and plants. In April 2015 the book Het Plantenlab (The Plantlab) was published and recently the book Wonderplants was launched in Dutch and English.

During the writing of the book Het Plantenlab, to get her friends and other people more into green and plants, she started to make the mini-ecosystems in bottles for those who do not have green thumbs. The love for these bottles grew and she even developed her own hand forged tools for making the bottles with the Dutch company Sneeboer. Now Judith gives workshops and talks about bottle gardening to inspire others to make them.

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Pietro Testori, doctor, and an experienced specialist on Como and the surrounding vegetation and its history. He is the author of books such as “La consolazione delle piante. Medici, speciali ed erboristi del territorio comense tra Ottocento e Novecento”, “Le piante del cuore e della mente. Ovvero delle erbe velenose e psicoattive del territorio lariano e dell’arco alpino” and " Scalcinati Fiori. Osservazioni sulla flora muraria comasca".

Valerio Gaeti, is a Mantuan sculptor who is living and working at Cantù, close to Como. His artistic research is flanked by a long teaching activity: from the Accademia di Belle Arti di Brera to the Accademia Aldo Galli - IED in Como.

Clark Anthony Lawrence born in Manassas, Virginia (USA). He lives and works in Italy, at Macchina Fissa, an old water pump along the Mincio River . Since the (take out "the") 2012 he has lived in Castel of Galeazza, surrounded by a spectacular garden which has been featured in magazines and on television. In the (take out "the") 1996 he founded the Cultural Association "Reading Retreats in Rural Italy" , planning exhibitions, concerts, shows, and getting involved with thousands of people all over the world. In the last twenty years he has been a gardener for pleasure or by chance. He writes for the English quarterly 'Hortus', published by David Wheeler.

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SPECIAL GUEST

GILLES CLÉMENT, PLANETARY GARDENER

“It is after the release of the first images of Earth seen from the Moon that Gilles Clément began to think about the Planetary Garden idea.” The inspiration to Orticolario 2017 originates just from this sentence taken from *Little pedagogy of the grass - Reflections on the Planetary Garden* by Gilles Clément, a book edited by Louisa Jones (DeriveApprodi, 2015).

Gilles Clément, the Moon, reaching out to the Moon: all these elements are part of a work in progress. And **Moritz Mantero**, in excited and grateful words, has announced **Gilles Clément’s presence at Orticolario 2017**:

“Looking at the Earth from the Moon, Gilles Clément will discuss together with us on Friday September 29th, in Villa Erba's main pavilion. Having at Orticolario such an important guest, considered a genius by all of my landscaper friends, makes me really proud and happy.”

On the occasion of his participation, on September 29th (11:00 am) Clément will receive **“Per un giardinaggio evoluto”** award (For an Evolved Gardening), created by Maestro **Francesco Mazzola, FDM F.lli Mazzola**. Last year the prize was given to landscape designer **Fernando Caruncho**.

Clément will spend the rest of the day rewarding the winner of the international competition **“Creative Spaces”**. At 4:00 pm he will be attending a meeting with **Marco Martella**, author and director of **“Jardins”** French magazine. The event will be introduced by **Moritz Mantero** and coordinated by Emanuela Rosa-Clot, director of **“Gardenia”** magazine. The presence of Gilles Clément at Orticolario 2017 will represent an opportunity to see a preview of *Gilles Clément, Le Jardin en mouvement*, a movie directed by Olivier Comte.

BIOGRAPHY

Gilles Clément is a gardener, landscape writer, botanist and entomologist. His creative energy and hard work have cultivated (and continually does) the minds of thousands of people all over the world. He was born on October 6th, 1943, in Argenton-sur-Creuse, in the heart of France. As a child, he used to watch his father and uncle hunting the moles in the garden. In 1977 Clément moved to Crozant, in the Creuse department in Limousin, on a small property in the bottom of a valley: to this place he dedicated *La Vallée* book (1991).

After graduating as an agricultural engineer (1967) and as a landscape designer (1969), he devoted himself to the creation of parks, public gardens and private spaces, teaching at the **École Nationale Supérieure de Paysage in Versailles**. He pursued theoretical and practical work in three areas of research:

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The Garden in Motion - a theory originated from his gardening experience in Creuse, applied to public space both in France and abroad since 1983. The first French publication on this topic dates back to 1991. The first realization in public space took place in 1986, in Parc André-Citroën in Paris.

The Planetary Garden - a political project of humanistic ecology, a concept initially brought to the public's attention thanks to *Thomas et le Voyageur* novel (1996). Then it spread out in the large exhibition at La Grande Halle de la Villette (1999) as well as in numerous studies including: *The Planetary Garden of Shanghai*, *Sketch map of Lac de Vassivière in Limousin* and *The Planetary Garden, Colloquium in Chateauvallon*.

The Third Landscape - a concept developed experiencing a landscape in Limousin, defined as “*an undetermined fragment of the Planetary Garden*”. This definition covers all the left behind (délaissé) urban or rural sites, considering the Third Landscape forms a privileged area of receptivity to biological diversity.

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GARDENS

"CREATIVE SPACES" IN THE PARK

Taking care of every single detail is essential to Orticolario. Being head and heart of the event, it is exactly what visitors are expecting once they pass the park's entrance: they want to experience an overall sense of beauty and elegance. We need only think of the excellent culinary delights of **Ristorante Tarantola** and the installation created by **Rattiflora** inside Villa Erba: this edition is entitled "**On tip-Fuchsia**", dancers in blooming skirts ready to welcome the public.

In the heart of Orticolario there's space for competition too. Even in 2017, many **landscape designers, gardeners, architects, designers, artists and nursery farmers** will take part in the **Creative Spaces international contest**. The eight selected projects will be realized in the park and will compete for the **Lake Como Golden Leaf** award, currently exhibited at Villa Carlotta. In 2016, the winner was the Japanese landscape designer **Satoru Tabata**, with his *Spazio Floema* garden: "**seeing with ears, listening with eyes**".

These are original and innovative spaces, enjoyable and useable gardens, *genius loci*-friendly and able to reveal the unspoken words of a garden to the public.

SELECTED PROJECTS

1. Spazio Materia Mista "Che fai tu luna in ciel, dimmi che fai...?" (*Why are you there, moon, in the sky? Tell me why are you there...?*)

Project by Gheo Clavarino Giardini e Terrazzi. Milan. gheoclavarino.it

Finding yourself relaxing in a bamboo grove, contemplating a large and bright Moon, wondering what she is doing up there... Overwhelmed by the initial poem's lines of *Canto notturno di un pastore errante nell'Asia* (by Italian poet and philosopher Giacomo Leopardi).

2. Spazio Archiverde "Moonlight Garden"

Project by Leonardo Magatti. Cernobbio (CO). archiverde.it

An intuitive garden where plants become the protagonists of a nicely controlled disorder. Overlooking a pool of water, special furniture is immersed in flowers inspired to the candid Moon's beams: Monte Cassino Aster, anemones and other white wonders.

The project was created listening to Beethoven's *Moonlight Sonata* and combining the beauty of the melody with a vision of peace and lightness.

3. "Dark Side of the Moon"

Project and realization by Rateni Costruzioni. Campobasso. FB: Marco Rateni (Architecture)

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Many years ago, while I was sleeping, a song awakened me. My father was staring at the darkness listening to “The Great Gig in the Sky”, daydreaming. This project of mine combines music and gardens, with the intent of reproducing the same dreamlike effect. Pink Floyd’s album has inspired the choice of the plants whose natural blooming recreates the beam of light dispersed from the prism on the famous album cover.

4. Spazio Green Bricks “Allunaggio” (*Moon Landing*)

Project by Monica Botta. Bellinzago Novarese (NO). monicabottacom

The Moon lands and we land on her.

“Moon landing” is a picture of Vassily Kandinsky: it reminds of a garden, with a full Moon that reflects anything and where you can see yourself. She is crescent and accommodating, a guest of a transformed plant world: bleached, flushed, scuffed, and vertically raised.

5. “Profusion”

Project and realization by DAMD. Aarhus (Denmark). FB: Bob Trempe

Profusion is inspired to the Fuchsia flowers and their petals’ spiral movement, which forms a series of domes you can sit under. Just as in Nature the petals are alongside each other, even in “Profusion” the spaces are close and invite to a dialogue among the visitors.

6. Spazio Garden Lignano “Ciclicità lunare” (*Lunar Cycles*)

Project by Roberto Landello. Lignano Sabbiadoro (UD). FB: Roberto Landello

A microcosm where the spectator “flies” between Earth and Moon. This way, the observer can rediscover the links between the two planets. Also, he is reminded of our satellite’s importance both on Nature and on human life, as a line of thinking on ourselves. Without Moon, Earth wouldn’t exist; and without Earth, we wouldn’t exist. Opposing the Fuchsia and other broken perennial plants stands the elegance of Boxwood and Fastigiata.

7. Spazio Green Service “Metamorfosi” (*Metamorphosis*)

Project by Il papavero blu. Longone al Segrino (CO). TW: [@robertoducoli](https://twitter.com/robertoducoli)

A crescent-moon-shaped pool of water with some flowers blooming in the evening and others blooming in the morning embrace a pavilion where the sky is divided into meridian and parallel arcs, as if it were in a planetarium. Inside, a swing hanging from the sky invites the child hidden in all of us to look around with “new” eyes. This is the wonder of discovery: Moon and Nature awaken our most emotional and sensitive side.

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8. “Dentro alla Luna” (*Inside the Moon*)

Project and realization by Daniela Piazza. Balerna (Swiss). dentroallalunatumblr.com

An ark of *Lunaria* is suspended among silken threads over a circular parterre of delicate Stipa. And it is still the translucent and silvery *Lunaria* that draws the invitation to a warm and sensual presence: a Fuchsia. A large knitting sculpture hanging in the centre of the vault, conjuring an exotic imagine, encloses a light in its heart, a luminescent lantern.

In addition to “Lake Como Golden Leaf”, the jury will also give other awards: “**Empathy**” award to an area able to tell, communicate and evoke feelings; “**Printing**” award to innovative materials and eco-sustainability; “**Art**” award to a space where the balance between art and nature perfectly coexists, where different languages find effective synthesis; “**Great Italian Gardens**” award to an area rich in lights and shapes able to communicate tradition and innovation; “**Essence**” award to the space that perceives this edition theme at its best; “**Visitors**” award to the most voted by the public garden or artistic installation.