

ORTICOLARIO 2017

25,000 VISITORS: MISSION ACCOMPLISHED!

Once again, the event dedicated to Nature and beauty has been a complete success. With 25,000 more visitors than last year, the event's organisers say they are really satisfied and already looking to the future, to the tenth edition

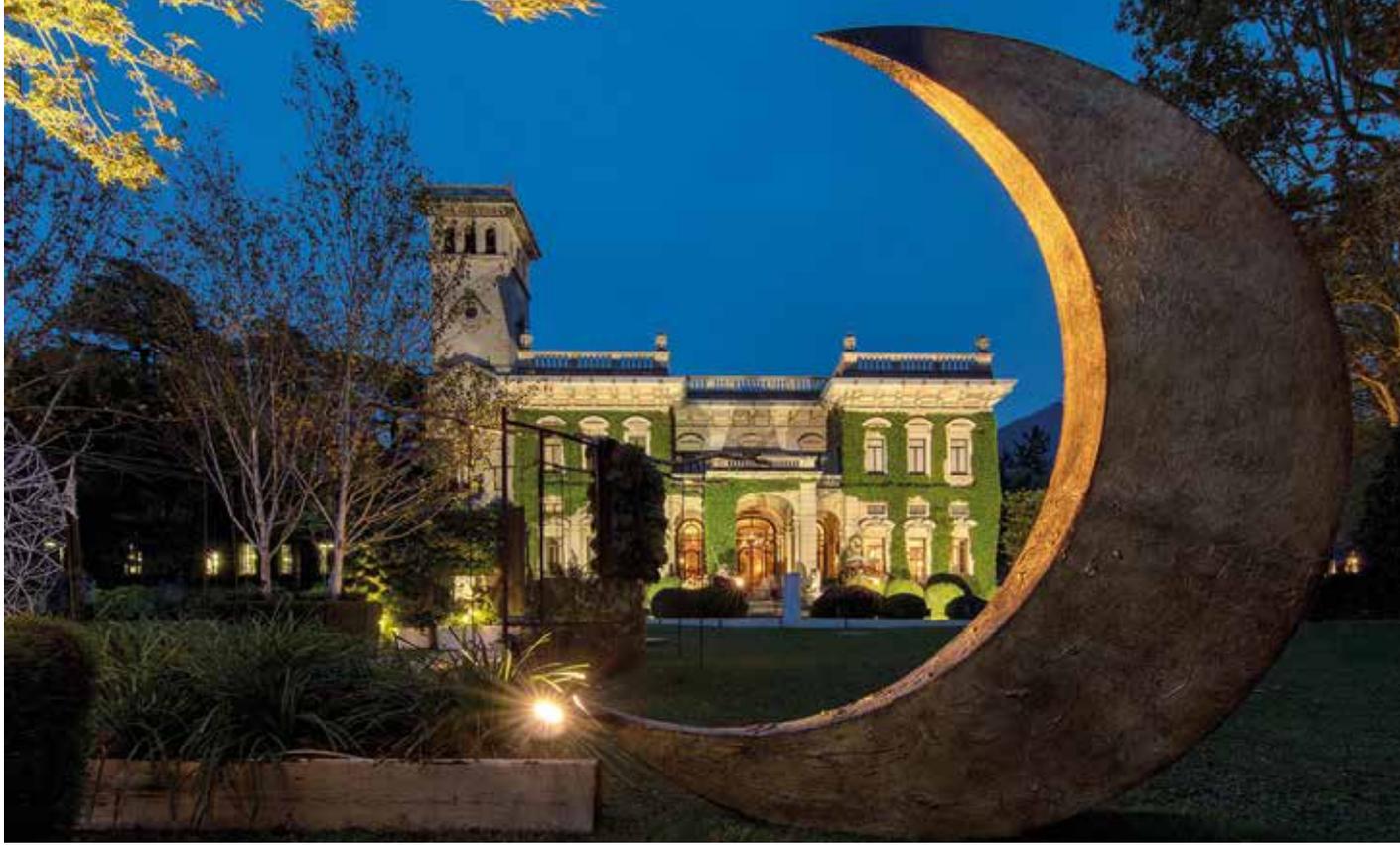
Cernobbio (CO) - October 5th, 2017 - Expectations confirmed and organisers satisfied. Orticolario 2017 (in its ninth edition) took place at Villa Erba between September 29th and October 1st, gaining an overwhelming consensus and increase in visitor numbers than in previous years. **25,000 people came to the exhibition, with a significant increase in foreigners** (especially Swiss and French).

Not only numbers increased, but also the **overall quality of both exhibitors and instalments** did: a meticulous attention to detail, a wide and original range in products, little gems of plants and artistic handicrafts. And the visitors confirm it with all their warm-hearted comments: "I feel like Alice in Wonderland", "Orticolario is something special: I come back every year and each time is like the first time", "All these green shades should leave the event and go out to the streets", "You never get tired of beauty, and Nature is pure beauty", and so on.

The event curator **Anna Rapisarda** commented: "Orticolario lasts three days but its 'behind the scenes' begins one year before: a whole year spent in researches and attention to any detail". Also: "At Orticolario nothing is left to chance: we are not allowed to improvise. We start from choosing the main theme and this year we selected the Moon: this is the starting point from where everything else is built on, covering all the aspects, from exhibitors to creative spaces, besides artists and designers who pick Villa Erba as the perfect setting for their creations".

Of course, a particular attention was paid to the special guest of this edition: **Gilles Clément**. The French landscape designer received "**Per un giardinaggio evoluto**" prize (For an evolved gardening).

The winner of "**Creative spaces**" international contest was "**Lunar cycles**", created by **Garden Lignano** conceived by **Roberto Landello**. The jury said: "Simplicity and efficacy, the perfect balance between the elements, the inner thoughts expressed by the garden, the relationship between Earth and Moon. A spectacular planting was created in respect of this year main flower, the Fuchsia. As they say in English, less is more".



Last but not least, Orticolario won the hearts of children too: every year, Friday is dedicated to the region's schoolchildren. During the weekend, children can participate in countless labs and creative workshops: the hype was high in the families who came to visit.

The organisers are already thinking about 2018: **between October 5th and 7th the tenth edition will take place.** Given the importance of the anniversary, this will definitely be a special edition.

PRESS INFO

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