



# ORTICOLARIO 2018

## 5<sup>TH</sup>-6<sup>TH</sup>-7<sup>TH</sup> OCTOBER

### VILLA ERBA, LAKE COMO

## INTERNATIONAL COMPETITION “CREATIVE SPACES”

#### 1. SELECTION PROMOTER

S.O.G.E.O. S.r.l. Impresa Sociale, L.go L. Visconti 4, 22012 Cernobbio (Como)

#### 2. HEADQUARTERS

Orticolario's Organizing Secretariat

c/o Villa Erba S.p.A., L.go Visconti 4 – 22012 Cernobbio (Como)

Tel. +39 031 3347503 . Fax +39 031 340358 . [info@orticolario.it](mailto:info@orticolario.it)

#### 3. SUBJECT OF SELECTION

S.O.G.E.O. S.r.l. Impresa Sociale publishes the following notice with the aim of setting up *creative spaces* for Orticolario 2018.

The subject of the selection is the **design and creation of** themed gardens and/or art installations, creating a connection with Villa Erba spaces.

Designers must cover a space that can be from 20 to 200 m<sup>2</sup>. Areas will be allocated by the Awarding Commission after having examined the drafts submitted and selected during the evaluation phase. Different materials may be used to create the project. The purpose of the initiative is to identify innovative projects that present inspiration for designs, techniques and materials, in line with the premises, aesthetic objectives and quality standards of the event.

Designers are given the creative freedom to choose the most diverse artistic and cultural influences and the way they interpret these.

Every exhibit, unless otherwise stated by the Awarding Commission, compete for the “**La foglia d'oro del Lago di Como**” Award and the other awards and special mentions stated as in article 25 of the Competition Notice.

#### 4. TYPE OF SELECTION

The selection process is announced internationally as an open competition for ideas.

#### 5. LEGAL BASIS

The legal basis of the competition is constituted by the text of this notice and respective attachments, in addition to responses to technical queries and the communications that will be sent, by e-mail, by the Organising Secretariat.

#### 6. CONDITIONS FOR ADMISSION

The selection is open to anyone who, at the sole discretion of the Awarding Commission, can design and decorate spaces, closer to the theme of Orticolario exhibition. The selected entity must guarantee the obligation to implement the project in compliance with the presented project, along

with the technical and safety rules set out in the General Terms and Conditions (see Attachment A “Extract of Orticolario 2018 General Terms and Conditions) of the event and any amendments that may be requested by the Awarding Commission.

### 7. CAUSES FOR EXCLUSION OF PARTICIPANTS

Those who have been directly involved in drafting this notice and the preliminary examination of projects, members of the Scientific Committee, Creative Group and the Awarding Commission, spouses and relatives of 1st and 2nd degree, their partners or employees, and those who have been direct superiors and collaborators of the before mentioned may not participate in the competition.

### 8. LANGUAGE AND MEASUREMENT SYSTEM

Languages of the selection are Italian and English. The French version is available on request. In any attachments or documents prepared in relation to this notice, decimal metric system must be used. Responses to written questions (to be sent to Orticolario's Organizing Secretariat [info@orticolario.it](mailto:info@orticolario.it)) will be provided individually, in writing via e-mail.

### 9. EXHIBITION SPACES

Pre-selected creative spaces will be located in the gardens of Villa Erba/ Orticolario's areas and are identified on the attached map (the General Map. Att. B.1). Dimensions and details of the individual spaces are indicated on the area maps. Where the Awarding Commission deems it opportune, it may suggest to the candidate an area not present on the General Map in order to better integrate the design into the existing context. Specifically, the space may be in the Exhibition Centre or outside as part of the “Beyond the Borders” scheme (see the appendix to this notice).

### 10. PLANT AND TOPIC OF THE EDITION

Orticolario celebrates its tenth edition with *Salvia*, plant of the year and with “*Playing*”, the theme. “Seed the spirit of fun”. “*Playing*” is intended as: games, experience of relationship with spaces and others, discovery, surprise and wonder, irony, pleasure, illusion and vision, entertainment and amusement, testing, rule and freedom, imagination, resourcefulness, sharing, paradox and reality, *otium*, art, joke, fun and word-play.

**An interpretation of the theme is very important for the project of creative spaces.**

### 11. ATTACHMENTS TO THE SELECTION NOTICE

Attachments to this notice may be downloaded from the website <http://eng.orticolario.it/> in the relevant area.

A.1 “Orticolario 2018 General Terms and Conditions” Extract

B.1 Generic plan of the garden and individual areas

C.1 Application form

D.1 Descriptive outline of the preliminary project. Each entrant can submit up to two different project set-up ideas. The presentation of a second project is encouraged.

## 12. APPLICATION PROCESS

Application is free and may be submitted exclusively in writing by sending the application form (Att.C.1) duly completed and signed, along with the descriptive outline of the preliminary project (Att. D.1) **by 31/01/18**, identified in Art. 16 of this notice, to the attention of Orticolario's Organizing Secretariat. Projects must be sent to the email address [info@orticolario.it](mailto:info@orticolario.it) in pdf format.

## 13. DOCUMENTATION REQUIRED

Participants, selected and accepted following the preliminary examination, must submit a digital copy of the documents listed below, in PDF format, which must clearly represent the project idea for the exhibition space using any graphic technique or drawing. The forms and documentation must be sent within the deadline specified in art.16 of this notice. The texts for the communication will be translated by the organization in English. After that the translation is made, it can't be changed.

Documents required for participation must be submitted **by 15/04/18**, by e-mail, at the address [info@orticolario.it](mailto:info@orticolario.it)

For the official submission of projects, the following documents are required:

### TECHNICAL REQUESTS:

- A plan of the project in scale
- A visual representation of one or more cross-sections
- Perspective view or Axonometry or 3D image of the project
- Technical report detailing the creation of the project and the materials to be used
- A completed Project Publication Form (Annex E.1) providing a description of the project for publication and promotional purposes. Form must be returned in Word format and in PDF format signed by the designer responsible for the project. All fields are mandatory.
  - DESIGNER PRESENTATION: short interview
  - SUPPLIERS: If chosen, further information on suppliers (Nursery farmer, Main sponsor, Constructor)
  - DESCRIPTIONS: two descriptions are required, the first an abstract of the project providing a description of the concept and of the philosophy behind the work and the second, a more complete description with significant details.  
These two texts will be published at different times during the marketing and promotion of Orticolario.  
Both descriptions will be used for the promotion of the project, through the available communication media so they must not be structured as technical reports.
- Completion of the list of suppliers (Att. G.1 – List of suppliers). All fields of the form are mandatory.

When compiling this Annex, please indicate where the suppliers are directly involved in the setup operations and where technical sponsorships are present. This Annex must be returned to the Secretariat whenever there are any changes in the supplier list. When compiling, please pay attention to the correct insertion of the required data according to the instructions given.

**COMMUNICATION REQUESTS:**

- Two high resolution photos of the designer (300 dpi). From all the material sent in the correspondence only one of the images seen will be chosen to represent the project.
- Two meaningful images of the project in high resolution (300 dpi). A single image between those two will be included inside communication and promotional material to represent the project. We ask that particular consideration be given to the realization of the image as well as the technique chosen to represent it (any technique is permitted).

**All documentation requested is mandatory. Incomplete projects will not be accepted.**

Visual images can be attached to documents to provide further detail of the construction process, materials and plants used. We ask that the entrants send in an actual design for structures, materials and furnishings that will be present in the exhibit. A mood-board is permitted provided its elements will actually be present in the creative space.

**By 27/07/18** it will also be necessary to produce the following documentation, in compliance with the Consolidated Law on Safety Italian Legislative Decree no. 81 dated 09/04/2008, Appendix 17 and self-certification of verification of requirements of technical and professional suitability in accordance with Art. 26, Paragraph 2 of the Consolidated Law on Safety Italian Legislative Decree no. 81 dated 09/04/2008:

- 1) Chamber of commerce company registration (only for companies/businesses);
- 2) DURC (single insurance contribution payment certificate) (only for companies/businesses)
- 3) Appendix F – Self-declaration of professional suitability

**By 30/08/18** a final, updated list of chosen suppliers for the exhibit space is required to be submitted, on forms provided by the Organization. After this deadline, no further updates will be accepted, other than those of technical nature.

In addition, exhibitors and competitors are required to produce the following technical documentation **by 14/09/18** set-up/dismantling schedule:

- list of personnel for set-up/dismantling
- request for activation of additional technical services
- Appendix G.1 – Supplier list (last technical update)
- If required, a list of botanical specimens used. We recommend a correct and proper labelling of botanical names written correctly, with upper and lower case as well as Bold or italic writing. The list, in fact, will be given to Creative Spaces Committee, along with the other material produced.

**14. REQUESTS**

Any further information should be addressed to:

- in relation to technical questions, surveys or in case of requests for further materials please contact Laura Acquistapace, Orticolario's Organizing Secretariat, [info@orticolario.it](mailto:info@orticolario.it)

- in relation to information on presentation texts, drawings, communication and aesthetic aspects of projects please contact Anna Rapisarda, Exhibition curator, at [anna.rapisarda@gruppointercom.net](mailto:anna.rapisarda@gruppointercom.net), titling the e-mail: *Orticolario 2018 – International Creative Spaces*.

Information will not be provided verbally or by telephone. Responses will be sent individually by e-mail.

### 15. PROVISION OF DOCUMENTS PREPARED

Documents prepared should be sent by e-mail to the address [info@orticolario.it](mailto:info@orticolario.it)

### 16. TERMS AND DELIVERIES

Notice publication date and application open date	16/11/2017
Application closing date	31/01/2018
Preliminary examination	15/02/2018
Delivery of documents by	15/04/2018
Selection of admitted projects	28/04/2018
Confirmation of participation	05/05/2018
Press conference official presentation of 2018 Orticolario edition	27/06/2018
Presentation of events in every exhibition space	27/07/2018
Provision of documentation (Art. <u>13</u> )	27/07/2018
Latest update on suppliers for communication	30/08/2018
Submission of technical communications	14/09/2018
Communication of vehicle entry (Art. 23 G T&Cs)	21/09/2018
Set-up	from 01/10 to 03/10/2018 (8-20) 04/10/18 (6-14)
Preview opening	04/10/18 (from 15.00)
Public opening	05-06/10/2018 (9-19.30) 07/10/2018 (9-19)
Dismantling	07/10/2018 (19.30-22) 08/10/2018 (8-20)

During the event, will be possible to access exhibition spaces for cleaning and maintenance purposes from 7:00 to 8:00 a.m.

\*Press Conference will be held as usual at Showroom Ethimo in Milan.

### 17. ASSESSMENT PROCEDURES AND CRITERIA

The Awarding Commission will examine exhibits preliminarily: admitted projects will access the second stage of the selection procedure and therefore the delivery of documents prepared (as set out above in Art. 13).

The final selection of admitted projects will occur by 28/04/2018 based on following criteria:

- quality of creation and planning
- innovative idea
- feasibility of the project

- particularities of botanical species and of materials used

The Awarding Commission will pay specific attention to the quality of the concept at the basis of the project.

Cultural references and the ability to draw from different fields other than gardening will be looked upon favorably by the Committees in the selection process.

We recommend providing seats for visitors to the exhibition, to allow visitors to give the exhibit the proper attention needed.

When preparing the design, it is **essential to contextualize the exhibit within the Villa Erba Compendium and the chosen area, in respect of the existing landscape, or the 'genius loci'**.

Concerning this aspect, it will be possible to make inspections upon appointment prior to the event.

Five important concepts Orticolario wishes to see in projects are:

- Liveliness: energetic and lively concepts able to express an idea are preferred to concepts which are overly conceptual, impersonal and didactic;
- Originality: soliciting curiosity, involving visitors on an emotional level as well as making them aware of how landscapes affect and enhance our existence;
- Simplicity: making the message of the exhibit easy to be understood, almost effortless as well as clear;
- Connection: remembering that the landscape is the weave where everything is entwined and connected both horizontally and vertically, geographically and culturally, historically and socially;
- Communication: expressing a healthy passion for our surroundings. An exchange of beauty. Landscapes come alive depending on how we approach and view them;

During the selection phases, the Awarding Commission is entitled to complete these assessment criteria and define them more deeply.

## 18. PRELIMINARY EXAMINATION

By 15/02/18 a preliminary examination will be performed with the aim of assessing draft projects received and to select those admitted to the second phase.

## 19. AWARDING COMMISSION

The Awarding Commission's decisions are final. The Awarding Commission reserves the right to admit a lower number of participants where the quality of projects does not achieve the standard required by the event.

The Awarding Commission shall identify the best projects in accordance with criteria established in Art. 17 of this notice.

The Awarding Commission can grant admission to a greater number of projects by increasing areas available or make use of the initiative "Beyond the Borders"

## 20. PUBLICATION OF RESULTS

The entrants whose projects are selected will be informed by e-mail about results at the end of the last meeting of the Awarding Commission.

Upon request, the outcome of Awarding Commission deliberation will be communicated in writing.

## **21. CREATION OF PROJECT AND DEADLINE FOR IMPLEMENTING OF WORKS**

The provision of the physical space for the creation of the projects will be granted free by the Sogeo Srl Impresa Sociale. Selected entrants are responsible for the creation of their own projects and this must be done using their own funds. There is no provision for contributions of any nature. For the creation of their projects, designers may contact sponsors who will be identified directly by them.

The implementation of the project is binding and it is a necessary condition for participation in the selection. Selected designers must guarantee the feasibility and the implementation of their project by 05/05/18.

After that deadline a discontinuance of participation will result in following penalties:

- by 15 June –exclusion from future exhibitions run by the Organization
- by 15 July –exclusion from future exhibitions and a fine of € 500.00
- after 15 July –exclusion from following exhibitions and a fine of € 1,000.00.

The organization may reserve the right to apply penalties even if:

- the selected one is pedestrian copied from other projects (in obvious plagiarism the project will be disqualified);
- the freshness and maintenance of the exhibit are not ensured during the event.

S.O.G.E.O. will provide, for each exhibit, an electrical connection (1-2,5 kw range). It is the participant's responsibility to submit any request of additional kW. Requests must be sent to the address [info@orticolario.it](mailto:info@orticolario.it) along with any other request for activation of services by 14/09/2018.

Any additional service activated will be at the designer's cost. The Orticolario's Organizing Secretariat reserves the right not to activate the service where the request has not been received in the method and within the time established above.

It will be the care and responsibility of each participant to ensure that systems and processes are implemented in accordance with the law (Art. 19 of the General Terms and Conditions).

Designers must take care of implementation works and everything necessary to manage set-up, dismantling and material disposal operations and they will be at the designer's cost.

At least 15 days before the beginning of the works, scheduled for 01/10/2018, designers must advise the Orticolario's Organizing Secretariat on how the scheduled works are expected to proceed (operating methods, time schedule).

Except in case of special waivers granted by organizers in agreement with Villa Erba S.p.A., designers will be required to respect the timeline scheduled for the set-up and dismantling. Any requirement must be communicated in writing to the Orticolario's Organizing Secretariat at the address [info@orticolario.it](mailto:info@orticolario.it).

Maintenance works rules and methods of the exhibition space are all the same for all exhibitors of Orticolario (see Att. A.1 - "Orticolario 2018 General Terms and Conditions").

During the event, we recommend maintaining the freshness of the exhibit.

## 22. PROMOTION

Creative spaces will be opportunely publicized by S.O.G.E.O. S.r.l. Impresa Sociale through press releases, news and contents on the internet website <http://eng.orticolario.it/>; <http://orticolario.it/>, on Orticolario's Facebook, Twitter, Pinterest, LinkedIn and Instagram pages. Newsletters sent to over 15.000 contacts will also be dedicated to selected projects.

Each project will have a presentation outline which will be published online, indicating: title of project, description, credits of designer and any sponsors or partners. In the presentation, there will also be a summary presentation from the designer in the form of an interview.

Name of the main sponsor (if there is one), as well as the title, the name of the designer and a brief description of the exhibit will appear on a panel right to the side of it. Panels will be created by the Organization. Designers are required to communicate further information requested above within deadlines that will be indicated by the Orticolario's Organizing Secretariat.

Any invasive forms of advertising, such as signage, posters or roll-ups, are not allowed within arranged exhibits. Promotional supports such as postcards, brochures and leaflets are permitted, subject to Organization prior viewing and approval.

**The promotion of creative spaces must be performed jointly with the Organization. Designers may not spread information linked to the project if not previously publicized by the Organization itself, limited to communicated contents.**

During the event, creative spaces may be the venues for individual events hosted by the designer, provided that these events are approved in advance by the Organization and comply with the General Rules of the event.

## 23. ACCESS TO THE EVENT

One car pass will be awarded for each creative space, plus 10 tickets valid for one day. There will also be 5 entrance tickets valid for the afternoon of preview (from 3 pm to 7 pm).

Anyone will be present in the space during the event, must have a named pass, provided by the Organization. It is also required a passport photo which will be used for each named pass.

## 24. SELLING

No kind of selling is permitted in the creative spaces.

The whole or parts of each exhibit may however be sold, with a suitable reservation, during the event as long as the collection of purchased material will happen at concluded event, and will not prejudice the quality of exhibits. Any liability in civil, criminal or administrative law or of any other nature arising from the sale, exchange etc of exhibits will lie solely with the individual designers and will in no way involve Villa Erba S.p.A. and S.O.G.E.O. S.r.l. Impresa Sociale

The buyer can bring his material on Monday, October 8th, compatible with the dismantling of the event and in accordance with the rules of the General Rules of the Event (Safety Regulations Art. 16-19 - Insurance and liability Art. 36).

## 25. AWARDS

During the preview of the event, a dedicated jury will assess projects created based on following criteria:



- Consistency between the submitted project and the exhibit
- Quality of the exhibit and attention to details
- Balance of the whole composition (shapes, volumes, lights and colors)
- Empathy/ability to communicate (the core of exhibit communication process resides in its ability to express feelings)
- Innovation in materials
- *'genius loci'*: the ability to communicate with surroundings. The relationship between place and identity.
- Concept of the project
- Eco-sustainability
- Coherence with the theme
- Historic-artistically references

The jury will award “La foglia d’oro del Lago di Como” to the creative space that best interprets the above mentioned criteria.

The jury will also have the opportunity of assigning:

**“Experience Award”**

For a space that tells a story, communicates and elicits emotion

**“Art Award”**

A space in which the balance between art and nature coexists, where different languages find effective synthesis

**“Great Italian Gardens Award”**

A space of light and forms in which tradition and innovation unite with each other

They will also be assigned:

**“Footprint Award”**

The creative space voted by the accredited press.

For material innovation and eco-sustainability

**“Visitors’ Choice Award”**

Creative space voted by the public

This prize is awarded after the event, in accordance with the deadlines provided for in the Rules of the associated prize competition.

After having viewed exhibits and in any case after having awarded the winner, the jury members will be available for participants to seek clarifications in relation to the assessments.

## 26. COPYRIGHT

Documents created by the award winners will become the property of the Organization. The Organization reserves the right to publish their contents, indicating the name of the author, but without paying any fees; in any case, artists retain the copyright over their ideas and may publish

them without limitation. The Organization is granted the possibility, during implementation, to condense into a general concept the ideas of the award winners.

## 27. ACCEPTANCE

By participating, competitors accept all terms and conditions that regulate this notice.

By signing the application, competitors declare to be aware of and to approve the text of the Orticolario 2018 General Terms and Conditions and, more specifically, the articles set out in Attachment A.1 "Orticolario 2018 General Terms and Conditions" attached to this notice (Articles 1-3 Date and Times; Art. 8-9, 30-33 Services, Advertising and Promotion; Articles 12-26 Exhibition Spaces, Exhibition Features, Rules and Internal Logistics; Articles 36-39 Liability, Insurance and Privacy)

Cernobbio, 15<sup>th</sup> November 2017

### APPENDIX: "BEYOND THE BORDES"

During the preliminary assessment, the Awarding Commission may decide on the merits of allocating some designs to an outside area as part of the "Beyond the Bordes" project, in collaboration with the city authorities, companies and private citizens.

The "Beyond the Bordes" creative spaces could be place in a different period from Orticolario. Terms and opening times will be notified later.

The designers are liable for all the works carried out and for their suppliers. The forms and the times indicated for deliveries, like the terms and conditions, are the same as those provided for in the competition notice and in the event's General Rules, just as the rules are the same as in the competition notice and General Rules, except as regards any other requirements from the representative in relation to the areas that they themselves may make available.

Any request for the connection of utilities such as water and electricity must be made together with the submission of the final project so that suitable connections can be arranged. Please also indicate the kW necessary and state the purpose of use.

The structures involved may decide to establish *ad hoc* Rules to regulate these initiatives and if so these must be signed by way of acceptance.

Designers of the projects shall be required to maintain, for the whole period the design is in place, the integrity and freshness of the exhibit as well as ensure that they are personally present some of the time at the space concerned. By way of support, maintenance and protection, agreements could be made with some of the schools in the local communities.

The projects of "Beyond the Borders" will not be running for the "Como Lake Golden Leaf" Award.

Cernobbio, 15<sup>th</sup> November 2017