



PRESS RELEASE

ORTICOLARIO PLAYS IN THE GARDEN TO CELEBRATE ITS TENTH EDITION

The “Creative Spaces 2018” international competition is now open for entries: the participants will contribute to gardens’ design and creation, and artistic installations on the occasion of Orticolario 2018. The event will take place on October 5th- 7th, at Villa Erba (Lake Como). 2018 leit motiv will be “Playing”, while the main plant will be the Sage. The 2017 edition has ended up with the proclamation of the Visitors Award’s winner, “Moonlight Garden” realized by Spazio Archiverde

Cernobbio (CO), November 17th, 2017 – Let the game begin! There is no sentence more appropriate to pull back the curtain of **Orticolario 2018**, the event dedicated to new ways of living the garden and new practices of evolved gardening, scheduled **from October 5th to 7th, in Villa Erba at Cernobbio**, on the shores of the **Lake Como**.

Orticolario 2017 has just ended, but the first seeds of the next edition are already well planted: the theme of the year will be **“Playing”**, while the main plant will be the **Sage**.

The international competition **“Creative Spaces 2018”** is open for entries: gardens’ design/creation and art installations based on the yearly theme will be selected to be set up on occasion of **Orticolario tenth edition**, in the historic park of Villa Erba. The Jury will examine projects reproducing original spaces and more liveable gardens that involve a dialogue with the surroundings, respecting and enhancing it.

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The projects should interpret the already existing landscape, and explore freedom in creativity and materials, in order to use the most diverse languages and artistic-cultural references. The Jury will pay a particular attention on the inspirational wave giving birth to the project; the use of various contributes to “The Art of Gardening” may be preferential. It is specified that the theme interpretation is a must for the project implementation.

“The theme of playing is a creative and conceptual endeavour if you don’t want to trivialize it. The playing should not be considered only as fun, but also as discovery, surprise, amazement, irony, delusion, an experience of relationship between Nature and humans”, Anna explains. (Anna is Orticolario curator) “We ask anyone desiring to take part in the international competition Creative Spaces to experiment with a new idea of garden and artistic installation. Basically we are asking the participants to bring to Orticolario a certain sense of wonder”.

The selected projects will be set up for Orticolario 2018 and evaluated by an international jury: the winner will be given the **“La foglia d’oro del Lago di Como” Award**, made exclusively by the **Vetrina Artistica Archimede Seguso** in Murano (VE). **(the winner of 2017 Creative spaces international contest was “Lunar cycles”, conceived by Roberto Landello)** The prize is unique and can stay with the winner only for a limited period: then it will be exhibited at **Villa Carlotta** in Tremezzo (Lake Como) until the next Orticolario edition. The winners’ names will appear in the **Albo d’oro** (Golden Register), displayed next to the prize.

The competition’s application is free and should be emailed no later than **January 31st, 2018** to Orticolario administration office at info@orticolario.it.

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The regulation, the notice and all the details are available on Orticolario website at <http://eng.orticolario.it/international-competition-creative-spaces/>

As the next edition begins to take shape, the previous one has just ended with the announcement of 2017 “Visitors’ Choice Award” winner. The winner was chosen thanks to the “**Vote your favorite creative space**” contest and it was **Moonlight Garden, created by Spazio Archiverde**. The designer was **Leonardo Magatti**, who also received “**Big Italian Gardens Award**”, “**Footprint Award**” and **President’s award**. Among all the voting visitors Fabrizia Romanatti was chosen as a winner: she lives in Como and she received a silk accessory from Be Me line by Mantero Seta, a supporter of the event. The accessory was specifically created for Orticolario, reproducing 2017 edition’s colours and logo.

*“In 2018 Orticolario will celebrate its tenth edition with Sage and Playing, a theme that lends itself to be declined and interpreted in multiple ways”, Orticolario founder and president **Moritz Mantero** commented. “Orticolario wants to stimulate creativity in living your own space in direct contact with Nature. No more idle talk now! Waiting for you at Villa Erba next October to play with the sage...”*

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NOTES

Orticolario, now in its tenth edition, is the event dedicated to the passion for the garden, a real celebration of Nature in all its multiform expressions. Theater of the event is the historic park of Villa Erba in Cernobbio (CO), a nineteenth-century villa. Overlooking the shores of Lake Como, it was also home to the famous movie director Luchino Visconti. Orticolario's key features: the gardens set up in the park, inspired by the theme of the year and selected through Creative Spaces international competition. The event is enriched by a wide range of rare, unusual and collectible plants, artistic craftsmanship and design creations, a rich calendar of meetings and numerous educational and creative workshops dedicated to children. During the three days' event, 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 of the Larian territory involved in social work. 2017 edition involved 280 exhibitors and 25,000 visitors.

ORTICOLARIO 2018 KEYPOINTS

October 5th - 7th October 2018, Villa Erba, Cernobbio (CO), Lake Como

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