

# PER UN GIARDINAGGIO EVOLUTO ORTICOLARIO™

## PRESS RELEASE

THE ESSENCE / "EVERYONE FOR SAGE!"

THE GUEST OF HONOUR / ROY LANCASTER, STORIES OF PLANTS

CREATIVE SPACES / PLAYING IS A SERIOUS MATTER

ART / THE INFECTION OF INSPIRATION

THE PLANT OF THE YEAR / SAGE AND SOUND

SURPRISES / BEFORE THE UNEXPECTED

DESIGN / DEHOR. DESIGN YOUR HORIZON

CHILDREN / LEARNING BY PLAYING

EXHIBITORS / THE DETAIL THAT MAKES THE DIFFERENCE

EVENTS / THE SENSE OF WONDER

BIO / MORITZ IS

GREEN CULTURE / LONG LIVE RHODODENDRONS

NOTES FOR THE PUBLIC / ORTICOLARIO 2018 AT A GLANCE

ORTICOLARIO 2018  
"EVERYONE FOR SAGE!"

*According to tradition, in the welcoming Ethimo house in Milan, Moritz Mantero, founder and President of Orticolario, reveals the essence of the tenth edition of the cultural event dedicated to the passion for nature and its ability to convey emotions and beauty. From 5th to 7th October at Villa Erba on Lake Como, a refined interweaving of suggestions and wonder will take place*

*Take life lightly. As lightness is not superficiality,  
but gliding on things from above, with no weights upon your heart. [...]*

Italo Calvino, *Lezioni americane*, 1988

"Orticolario is more and more inspiration and elegance for a new relationship between man and the surrounding environment. The coexistence between the love for nature and the passion for beauty as a way of life". Few but intense are the words that **Moritz Mantero**, founder and President of **Orticolario**, chose to define the **tenth edition** of the event, scheduled **from Friday 5th to Sunday 7th October in the historic park of Villa Erba in Cernobbio (CO)**, a nineteenth-century villa overlooking the shores of Lake Como and formerly the home of director Luchino Visconti. Today the essence of Orticolario is clearer than ever, distinctly visible in all its details, **it is the plot of a story built around nature: gardening, botany, landscape, art and design** are all elements that help tickle a certain sensitivity, create **an evolved idea of the garden**, either outside or inside the walls of our homes, without conceptual boundaries.

And here are the features of the tenth edition: the title is "**Everyone for sage!**" and the theme is "**Playing**", with **sage (Salvia)** as the starring plant. "Playing" is a complex and fascinating concept capable of generating fantasy, irony, mystery and sense of wonder. **Sage (Salvia)**, a magical, purifying and divinatory plant is a species that can boast a great biodiversity and counts in fact **about 1,000 species and hundreds of varieties from all over the world**.

The guest of honour of Orticolario 2018, **Roy Lancaster**, Vice-President of the **English Royal Horticultural Society (RHS)**, plant discoverer, writer and journalist, will make our story even more "salvific" and will receive the "**Per un Giardinaggio Evoluto 2018**" award ("Avant Gardening 2018 Award").

To celebrate the tenth edition, a giant inflatable art installation will be placed in the heart of Orticolario, the square, in the central pavilion of the exhibition centre. An immersive experience created by using Mantero silk. A heart beating for art, the starting point of the gardens and installations set up in the park, inspired by the theme of the year and selected through the

International Competition "Creative Spaces". The jury will be composed of members of different nationalities and the winner will receive the "La foglia d'oro del Lago di Como" Award. As usual, the event will be enriched by a wide display of plants and flowers (including unusual and collectible plants), proposed by selected national and international nurserymen, and also by artistic craftsmanship, art and design installations (in particular the "DehOr. Design your horizon" project, exhibition and relaxation areas created by designers). Over time, the programme of the cultural meetings and the educational and creative workshops for children considerably expanded, making Orticolario the main event dedicated to the culture of beauty.

Detailed information on the proposals and initiatives of Orticolario 2018 can be found on the constantly updated website: <http://eng.orticolario.it/category/visitors/>

We finally remind you that Orticolario has an environmental and social value: since the first edition, during the three-day event, funds will be raised and donated to Larian associations involved in social issues and which contributed to the realization of the event.

Orticolario 2018 is implemented with the support of Mantero Seta and the contribution of Elmec Solar and Ethimo, and has an agreement with FAI - Fondo Ambiente Italiano and the Touring Club Italiano.

#### ORTICOLARIO IN NUMBERS

30,000 expected visitors

25% of visitors at their first visit

270 exhibitors

## ROY LANCASTER, STORIES OF PLANTS

*"Gardeners are the happiest people – explained Roy Lancaster with a smile in the interview during which he presented his book *My life with plants – All they need is a packet of seeds and patience. The whole world can blossom in their hands, from a bean to a tree*".*

The guest of honour at Orticolario 2018 will be **Roy Lancaster**: "A true discoverer, a plant seeker who, with his research, has modified the appearance of contemporary gardens. As **Moritz Mantero** remarks - with his work, Lancaster has been able to hand down a passion, daily motivating many people to increase their knowledge about plants".

On Friday 5th October, in the morning, he will receive the "**Per un Giardinaggio Evoluto 2018**" award ("Avant Gardening 2018 Award"), created by **Francesco Mazzola** of FDM F.lli Mazzola, which last year was awarded to the French landscaper, writer and agronomist **Gilles Clément**. The award will be given to him by **Gianfranco Giustina**, curator of the gardens of the Borromean Islands and one of the most famous gardener in the world. In the afternoon Lancaster will participate in a meeting at **Spazio Gardenia** presented by Moritz Mantero.

Roy Lancaster and Orticolario 2018 will celebrate the beauty of the passion for plants.

## BIOGRAPHICAL NOTES

An English leading plant expert, Lancaster is a gentle man, a thinker, a prolific writer and journalist. A universally recognized and appreciated master. His first memory of plants refers to the dahlias, the chrysanthemums and the roses grown by his father in his childhood garden. His passion blossomed later, by chance, during adolescence.

A curious gardener, he travelled the world searching for plants. He searched for them (and found them!) in **England**, where he was born in 1937, as well as in Malaysia during his military service or in Nepal during a botanical expedition. First curator of **Hillier Arboretum** (now Sir Harold Hillier Gardens, in Hampshire), Roy Lancaster also explained and talked about plants in a way that was accessible to the general public and has been the star of many **memorable BBC television and radio programmes**. His expeditions in search of plants have been well documented in his numerous books, which trained and inspired generations of gardeners.

Roy Lancaster received numerous awards for his contribution to horticulture, including the **Veitch Memorial Medal** in 1972 and the prestigious **Victoria Medal of Honour** in 1989, as well as two of the most important honours in the UK, namely the title of **Officer** (OBE - Officer of the Order of the British Empire) in 1999 and of **Commander** (CBE, Commander of the Order of the British Empire) in 2014. Finally, he holds important roles in the botanical world, including that of Vice President of **RHS, the UK Royal Horticultural Society**.

## THE GUEST OF HONOUR

His infinite knowledge, his introductions of plants that subsequently became popular, and the continuous curiosity for nature make him a stimulating figure for gardeners and young horticulturists. And when he is asked about his greatest success, he answers: "*I encouraged young people*".

## GARDENS AND INSTALLATIONS IN THE PARK

### PLAYING IS A SERIOUS MATTER

"You can deny, if you like, nearly all abstractions: justice, beauty, truth, goodness, mind, God. You can deny seriousness, but not play". This is what the Dutch historian **Johan Huizinga** wrote in 1938 in his famous essay *Homo Ludens. "Playing"*, the theme of Orticolario 2018, tickled the fancy of the participants in the **International Competition "Creative Spaces"** for the design and creation of gardens and artistic installations. **The eight finalists** were evaluated by the Awarding Commission among numerous proposals sent by **architects, designers, landscapers, artists, gardeners and nurserymen from all over Italy and Europe**. Eight "fantasists" who will literally play the game realizing their own project in the park and competing for the **"La Foglia d'oro del Lago di Como" Award**, a vase sculpture made exclusively by **Gino Seguso** of the historic **Vetreria Artistica Archimede Seguso** of Murano (VE), currently exhibited at Villa Carlotta (Tremezzina, CO). In 2017 the designer **Roberto Landello** won the prize with **the Spazio Garden Lignano "Ciclicità lunare" (Lunar Cyclicality)**.

These are original and innovative, liveable and usable spaces, where you can also have fun. New ideas for gardens and artistic installations, which while respecting the *genius loci*, will offer a different relationship to nature and to others.

## THE SELECTED PROJECTS

### 1. "spLaYce ship"

Designed and made by Miro Colzani. Paina di Giussano (MB) . [mircocolzani.com](http://mircocolzani.com)

A sea of ornamental grasses and perennials surrounds a sinuous "living tunnel", from which a dome of intertwined branches emerges, accessible from two circular labyrinths. And then the wireless telephones that allow the visitors to talk to each other from different points.

### 2. Spazio Fratelli Leonelli Manutenzione e cura del Paesaggio "Good Vibrations..."

Project by Stefania Pluchino . Castelletto Sopra Ticino (NO) . [fratellileonelli.it](http://fratellileonelli.it)

An interaction between space, instruments and the visitor, who plays with mysterious drums from which "good vibrations" come out. The craftsmanship of the sculptor, Marcello Corrà, gives lightness to the solidity of the iron perfectly integrating with the vaporousness of the grasses and the autumnal herbaceous perennials. And then Anemones, *Aster*, *Buxus* and *Salvia jamensis*. A

path ending in a rest area from where to contemplate the park.

### 3. Spazio Vivai Piante Battistini "Meet me halfway"

Project by Andrea Camassa. Bologna . FB: Andrea Camassa

The project metaphorically tells the spiral of life, its contradictions and difficulties, oscillations and beauty. A life worth living while playing in good company and sharing. The uphill path can be walked on both sides and is marked by frames meeting on a two-seater swing.

### 4. Spazio Associazione Animum Ludendo Coles "Chi semina gioco raccoglie un animo fiorente e rigoglioso" (Those who sow the plays, reap a strong and blooming soul)

Project by Furio Ferri. Lodi. ludendo.it

A "salvific" path along which you go beyond the fascinating web of virtual reality, led by the most natural instinct of the human being: playing a free, costless and inclusive game.

Having a direct and real experience with the traditional games that are carved in stone, discovering the scents and colours of the sages and aromatic herbs, in the harmonic sounds of nature.

### 5. Spazio Green Passion "La Topitta"

Project by Leonardo Magatti. Cernobbio (CO) . green-passion.jimdosite.com

An intuitive garden, where plants are the main characters of a pleasant and controlled disorder. The "Topitta" is a small house, a refuge in the woods, the result of pure imagination made by using reclaimed wood planks. The atmosphere is fabulous, the style is harmonious among *Verbena, sages, Achillea, Gaura, Aster, Veronica, Anemone, Echinacea, Cleome* and natural flowering meadow seeds.

### 6. "Il gioco è il tempo" (Play is time)

Designed and made by Metallifilati. Cremona . metallifilati.com paolomezzadri.com

It is made with very light metal structures reminding us of the suggestions experienced when we played with coloured "sticks" to create fantastic castles and impossible bridges. And when the pieces collapsed? The infinite desire to try again and to risk infinite worlds with unconscious creativity was unleashed. Yielding to the play and rediscovering spirit and moments.

## 7. Spazio Figli dei Fiori "Castelli di salvia" (Sage castles)

Designed and made by CIRIBÌ. Como . [figlideifiori.com](http://figlideifiori.com)

The soap bubbles (polycarbonate spheres), blown by a fairytale character (wire mesh), push the sage towards the sky, then lay it on a carpet of leaves. Some bubbles contain a large sage leaf made of interweaving fabrics. Others, as if in a spell, turn into living plants. A habitat suspended between earth and sky, where the salvific power of sage strengthens and soothes the spirit.

## 8. Spazio Jolly PVC "V. Rubik, l'orto modulare" (The modular vegetable garden)

Project by Marco Bellotti. Traona (SO) . [marcobellotti.com](http://marcobellotti.com)

Previewed at Orticolario 2018, this project creates snap-fit modular units made of recyclable and wear resistant PVC that can be chromatically customized. The area dedicated to the garden with sage (*Salvia*), chairs and floral arrangements, alternates with the lounge area for a relaxing view on the lake.

In addition to "La Foglia d'oro del Lago di Como" Award, the jury will award other prizes: the "Experience Award" for a space that tells, communicates and moves; the "Art Award" for a space where art and nature coexist in balance and where different languages are effectively synthesized; the "Great Italian Gardens Award" for a space of lights and shapes that communicates tradition and innovation; the "Footprint Award" award for the innovation of materials and the eco-sustainability; the "Villa d'Este Award" where style and elegance combine in a timeless tradition; the "Visitors' choice Award" for the garden or the artistic installation voted by the public and finally the "Villa Carlotta Award" to promote art in the garden.

The awards for the 2018 Creative Spaces, with the exception of the "Visitors' choice Award" and the "Villa Carlotta Award", are ceramic sculptures signed by "Le Terre della Torre", designed and produced exclusively for Orticolario.

This year the "Gardenia per Orticolario Award" was introduced, dedicated to the Creative Space as well as to the nursery, exhibitor or installation regarded as "memorable".

The awards ceremony will be held on **Friday 5th October at 2.00 pm at the Gazebo in the park**. Finally, may we remind you that Orticolario will reward not only the Creative Spaces, but also the exhibitors.

For detailed information on the Creative Spaces and all the prizes, please visit our website [eng.orticolario.it](http://eng.orticolario.it)

## THE INFECTION OF INSPIRATION

How could we best celebrate the tenth edition? Putting art at the heart of it. Metaphorically and not. *"For Orticolario, art has always represented an important part of its essence, which just comes from the way of conceiving the garden, creating by taking inspiration from nature - explains the curator Anna Rapisarda - Art that, thanks to nature, is inextricably intertwined with one of the distinctive signs of our territory, silk".*

And it will be widespread art in Orticolario, from the Central pavilion to the Park, up to the Cinesalotto in the dungeons of Villa Antica that will open exclusively for us.

### IN THE CENTRAL PAVILION WITH "OOOMM" BY SOB STEFANO OGLIARI BADESSI

The Central pavilion is the heart of Orticolario, where the event begins and where visitors pass to reach the various areas of the park and the exhibition centre. This year's great news is that, for the first time, it will not be animated by plants, but by a **giant work of art**, which will dominate the space, attract the visitors and literally envelop them.

**"oomm"** by S.O.B. Stefano Ogliari Badessi ([stefanoogliaribadessi.com](http://stefanoogliaribadessi.com)) will be entirely made using **Mantero signed silk** ([mantero.com](http://mantero.com)). A monumental, **inflatable and immersive installation** that, playing with light, transparency, shape and colour, will create a new perspective in sculpture: **in fact, the visitors entering the work of art will be completely surrounded by it.**

*"Installations become interactive and immersive. The work of art has not only come down from the pedestal but is physically accessible. It is all around you, above you and under your feet. Sensations multiply and open new cognitive doors. Colours become even more valuable and stimulate the imagination and the synapses - explains the artist, Stefano Ogliari Badessi - Why silk? It is a very noble and ancient material whose manufacture is deeply linked to the Como area. It can be considered a representative material of the territory".*

The silk logical line is nonetheless projected **eastwards**, where the technical traditions of silk spinning and silkworms breeding originate. The installation tries to speak to a different mental level, where you are not guided by the facts but by the emotions to which you let yourselves go. *"I like the reference to Buddha not from the religious point of view, but rather for the spiritual state of meditation where the less one thinks, the less one reasons, the less words one uses, the more the mind can travel far. In my opinion, this is making art",* concludes Stefano.

**"oomm"** is a tribute to the **"silkeness" of the Larian territory** inviting you to yield to your emotions.

A long thread that goes along the Silk Road and arrives at Villa Erba.

And here is the intertwining of **Mantero Seta, Orticolario and Art**, which without nature would have never happened.

**Claudia Ferretti and Alessandro Pedretti** created a **sound environment** specifically for "ooomm", which will envelop the entire central pavilion. It consists of **four movements linked to each other** and inspired by silk and play, as knowledge of one's senses and a moment of transition and inner discovery, and by nature and its importance within a growth path.

The physical passage from inside to outside the work inspires a **sound path leading to a suspended atmosphere**. The sensory experience becomes a guide to meditation and self-knowledge.

#### IN CINESALOTTO WITH THE "PICCOLA BOTTEGA DEGLI EROI" BY FOTO MARVELLINI

The series of portraits of fantastic heroes, made by the collective **Foto Marvellini**, joins the refined "playing" theme. The exhibition includes items from "**La Piccola Bottega degli Eroi**", an imaginary laboratory of Milanese photographers and graphic artists from an imagined past. These works are attributable to **an indefinite period of time**, because they are made by mixing the taste of past ages with the themes of the most Pop contemporary. Illusory images that become real to the visitor's eyes thanks to the authors' imagination, technique and research. Sometimes ironic, sometimes troubling, yet always refined.

**The vintage setting** of the Cinesalotto, in the dungeons of Villa Antica, is perfect for enjoying the Marvellini characters and their fantastic stories.

[fotomarvellini.com](http://fotomarvellini.com)

#### IN THE PARK, LAGHETTO DELLE CARPE, GALP - GALLERIA LA PERLA PRESENTS "SUPERHEROES SERIES" BY SILVIA TRAPPA

The theme of childhood as a metaphor of life: a constant state of growth in which, to overcome doubts and fears, sometimes we have to be the superheroes of ourselves. An installation with the sculptures "**I wanna be a superhero**" and, as a preview, "**Super Red**".

[galleria-galp.it](http://galleria-galp.it)

IN LARIO WING, SERRA PLATANI WITH "SALVIA IMMORTALIS" BY STÉPHANE CASALI AND PHILIPPE CLAUDEL WITHIN THE COLLECTION OF AROMATIC SAGES IN THE PROJECT BY BARBARA NEGRETTI

Usually **Stéphane Casali** takes pictures, **Philippe Claudel** takes pictures and creates masks with vegetables, **Barbara Negretti** designs and creates gardens ... For Orticolario 2018 they chose to meet around sage and mix their experiences. So Philippe created sage masks, flowers, seeds, roots coming to life on dancers, bodies, nudes ... Stéphane caught the moment of the fusion in a photograph: the sage is on the bodies and its soul invades them, so much so that they will carry its trace, forever. Barbara created the setting for the meeting: masks and photographs populate Serra Platani with a collection of aromatic sages having intense aromas and colours. The style is bohemian, between old velvets and furnishings. A relaxed and sociable place where you can dedicate time to the pleasure of art and nature.

[casali.photo](http://casali.photo) | [philippe-h-claudel.fr](http://philippe-h-claudel.fr) | [barbaranegretti.it](http://barbaranegretti.it)

## SAGE AND SOUND

Much has been done, said and cultivated during the previous Orticolario editions. In fact, over the years, various species have been promoted, from the *Asters* to the *Hydrangeas*, from the *Dahlias* to the *Anemones*, with the aim of spreading the green culture and letting visitors discover the richness of the selected species and their multiple uses. The plant chosen to celebrate Orticolario's tenth edition is **sage (*Salvia*)**. A choice that for the first time involves an entire genus. As well as many other genera belonging to the **Lamiaceae** family, sages comprise many species, depending on the growth area, and show **simple characteristics and a great adaptability**. The great varietal richness makes this plant appreciated by many peoples. Blossoming sages can be found in the pre-alpine meadows as well as in the grassy and dry areas of the Mediterranean coasts. A rich genus that, **from Brazil to the American prairies, from Malta to England, from the Middle East to Japan**, whether spontaneous or cultivated, has become part of all the gardens: from the aromatic ones to the most modern ones. A true passion for collectors, who cultivate herbaceous as well as shrub sages, with brown flowers such as *Salvia africana-lutea*, resistant to saltiness, and *Salvia dominica*, a spontaneous herbaceous plant from the Middle East with bright white flowers. It is said that the features of the inflorescence of this Sage are at the origins of the form of the Jewish candlestick.

With the aim of showing, in an ideal tour of the world, many of the species that make up the genus *Salvia*, Orticolario involved public and private organizations able to support this ambitious project. This is how the "**Salvia per Orticolario 2018**" collection was born.

Sages were chosen to promote this beautiful genus that in Italy is known by the general public especially because of its aromatic value. Many varieties of *Salvia officinalis* (common sage) will be shown; in addition to the food and aromatic value, it also has a great ornamental value, with leaves of different colours and fragrances. The story of Orticolario will range from *Salvia hispanica*, from which Chia seeds are obtained, to *Salvia splendens* (scarlet-flowered sage) that have been decorating the western gardens for hundreds of years. Some botanical curiosities will also be shown, such as the *Salvia apiana* (bee sage) used by American shamans to get rid of evil spirits or negative energy. A wide and energetic path that, for the first time, involves a national research institute such as **CREA (Council for Agricultural Research and Agricultural Economics Analysis)**, a large company that produces young plants such as **Florensis** and a keen grower like **Daniele Spinelli of Green Service**, a young and lively Lombard company that, thanks to Daniele's great passion and professionalism, is establishing itself in the perennial plants sector.

## ORTICOLARIOS' "SALVIFIC" AREAS

### CREA

Orticolario and CREA from Sanremo signed an agreement whereby the collection gathered and managed by Dr. **Claudio Cervelli** will be exhibited during the event. Also through his numerous technical and popular publications, including his book *Salvie: caratteristiche, usi e coltivazione*, (Sages: characteristics, uses and cultivation), Cervelli continues to work towards preserving and enhancing a unique and exclusive collection of species and varieties. Unique in its richness of elements, the CREA collection was made available to Orticolario, which divided the research into two main areas: the **tropical sages** and the more or less **rustic ones in the Mediterranean climate**. The tropical varieties will be exhibited inside the spectacular **Serra Platani**, while the Mediterranean varieties will enliven the **flowerbeds of the park of Villa Erba**.

The two collections will give the fitting tribute to sages, to their fragrance and many colours, showing the richness of a genus and the long research and collection work.

The collection also includes many species used for centuries for medicinal purposes in various parts of the world. Many sages have aromatic leaves, with fruity, balsamic and bitter shades; the scent is due to **the essential oils contained in the glands in the leaves and in the young stems**. The antimicrobial properties of these oils have been known for a long time and have been exploited in herbal remedies and medicines over the millennia.

**Among the sages of CREA at Orticolario:**

*Salvia leucophylla*, a collector's pearl from Baja California, featuring a pure aromatic green and rosy inflorescences; *Salvia dolomitica*, a vigorous, fast-growing and very aromatic shrub with silvery leaves and an intense balsamic scent; *Salvia buchananii* (Buchanan's sage), probably of Mexican origin, with thin and herbaceous stems; *Salvia madrensis* (forsythia sage), a botanical rarity with a yellow flower that can reach up to 2m in a single year and produces curious inflorescences to 60cm in length.

### Florensis

A family-owned Dutch company founded in 1941, Florensis have a worldwide reputation as producers of young plants for professional plant growers (they produce over 900 million young seedlings and cuttings every year). The collection chosen for Orticolario is based on **ornamental flowering species**, such as the series of *Salvia farinacea* 'Sullyfun', *Salvia nemorosa* with a unique collection of 13 varieties belonging to the **Sensation® selection** and flower bed sages, such as the *splendens* and *superba* and the beautiful sages of the **Wish selection**, which have already been proudly displayed during Orticolario 2017. The collection of aromatic sages is also rich and includes *Salvia officinalis* and *Salvia elegans* **Pineapple** (pineapple-scented sage). The Florensis

## THE PLANT OF THE YEAR

collection has been cultivated by **Pironi Floricoltura** in Vertemate con Minoprio (CO), who have been working with Orticolario for many years.

### **Green Service**

A great effort was also made by **Daniele Spinelli's Green Service** nursery, who for Orticolario has cultivated a particular selection of hybrids of sage called **Wish**. A unique selection and an Australian genetic line that aims at continuously providing new supporting elements to the Australian **Make-A-Wish** Foundation for children affected by rare diseases. His work has been that of gathering the varieties of this collection such as **Ember's Wish™** and **'Wendy's Wish'**. Averagely vigorous and very floriferous garden sages that extend their flowering period from late May to cold months.

## BEFORE THE UNEXPECTED

What is play, if not the amazement before the unexpected? Orticolario is a play and a surprise. And enchantment. The visitors will be amazed by the plays and the installations. In preparing this edition we let ourselves to be carried away by tales and stories, past and current emotions: the result is the **Sorprese di Orticolario 2018 collection**.

We will start from the Central hall in *Villa Antica*, where the "**Flotta Aerea**", a precious wooden model for a funfair open to the public, belonging to the **Museum of the Royal Palace of Caserta** ([reggiadicaserta.beniculturali.it](http://reggiadicaserta.beniculturali.it)), will be exhibited exclusively at Orticolario.

Then we will go down in the dungeons of *Villa Antica* where we will be welcomed by the installation "**I colori del buio, ad un passo da Ybor**" (The colours of the dark, close to Ybor) by TiEvent ([tievent.it](http://tievent.it)), in which technology perfectly interacts with time, light, music and voice. After that we will move towards another jewel of the past: the sophisticated and enchanting water shows of **Ninfeo in Villa Visconti Borromeo Litta** ([www.villalittalainate.it](http://www.villalittalainate.it)). In a magical setting inside the dungeons, participants in period costume will accompany you in a real journey among the most characteristic elements of Ninfeo: the "**Atrio dei Quattro Venti**" (Atrium of the Four Winds) and its water game, the arched water jets of the **Fountain of Galatea**, the "**Gallina dalle uova d'oro**" (The golden goose), the bathing Venus and the "**Viale delle Romane**" (The Romand boulevard) with its dancing water walls.

In *Golfo Platani*, there will be the most awaited surprise for the Como people as well as for all visitors. **Lariosaurus** is legend, history and reality. Among sightings, historical paintings and fossil findings, with "**Sabbia tra le dita**" (Sand between fingers) Massimo Caporali reinterprets in an artistic key this creature from the Como mythology.

The surprises will continue in the park, around the Gazebo a Lago that transforms itself and expands with the installation "**Rimbambire. Tornare bambini**" (Back to childhood) by **Amalia Tarantola** ([ristorantetarantola.it](http://ristorantetarantola.it)), **Laura Nelzi** (IG: @lauranelzi) and **Giorgio Schiavio** ([ilgiardinodeisemplici.biz](http://ilgiardinodeisemplici.biz)). Emotions will be emphasized also by the installation "**Sogno di una notte d'inizio autunno**" (Early autumn's dream) by **Studio Verde e Paesaggio** by **Carla Testori** ([www.ctstudioverde.it](http://www.ctstudioverde.it)), who use sages to draw the labyrinth of the Chartres Cathedral. *At the entrance to the Central pavilion*, with its bizarre appearance and provocative name, "**Giardino da sballo**" (The high garden), (also by **Carla Testori**) is an invitation to reflect on the therapeutic use of *cannabis*. Together with *cannabis*, the Amazonian *Acmella* promises to be an elixir of youth. Finally, how can the game of the goose missing in the edition dedicated to "Playing"? The artist **Julia Artico** ([juliaartico.it](http://juliaartico.it)) proposes it, in the Park under the *Ginkgo biloba* in front of the lake, in a **large interactive installation**, highlighting its ancient symbolism.

But the surprises do not end here ...

## DEHOR – DESIGN YOUR HORIZON

Orticolario is also design, because Avant Gardening includes all the components of beauty, from plants to furnishings, objects and accessories. Starting from the last edition, the **“DehOr Design your horizon”** spaces made their debut: here design coexists with nature and the boundaries between inside and outside cancel each other out.

The project involves numerous designers and includes exhibition areas that become a real exhibition of ideas and suggestions. For a concept of garden which is increasingly universal and understood as a way of life.

### IN CERNOBBIO WING

**“Gioco d'Intrecci” (Intertwining play). Project by Ethimo in cooperation with UN pizzo**

[ethimo.com](http://ethimo.com) | [unpizzo.it](http://unpizzo.it)

Large rope handwoven walls create discreet transparencies, concealing iconic seats with a sophisticated now-you-see-it-now-you-don't effect. Intimate areas, where the intertwining process speaks of contemporary craftsmanship and folk art design. Among the comfort and functionality of the furnishings and the completely new material combinations.

**“Superfici, foglie e tessuti: omaggio all'Art Decò” (Surfaces, leaves and fabrics: a tribute to Art Deco). Project by Lariosaurus Design**

[lariosaurusdesign.com](http://lariosaurusdesign.com)

The reinterpretation of sage in a view inspired by Art Deco.

Colours, leaves textures and plant varieties find a new expression in the decoration of surfaces, fabrics and installations. Cement, resins and yarns play with imagination and generate two different creative worlds: a dream space, where imagination dares and is free to express itself in different artistic languages as the first part of the creative process.

**“Fronde” (Foliages). Project by Gianmaria Aprile**

[sentimentoinatteso.tumblr.com](https://sentimentoinatteso.tumblr.com) | FB: Gianmaria DrCapricorn

Printing the leaves of a garden to make it eternal and immortal. And when some of them come from the park of Villa Erba, the play becomes special. Studying their botanical geometry to create forms in which even imperfections acquire a value and a meaning. To generate a unique and

unequaled print created with a personal technique inspired by the Japanese Mokuhanga.

### **"Oltre" (Beyond) by FG Art and Design**

[fgartanddesign.com](http://fgartanddesign.com)

Artistic solutions and design elements achieved through the continuous research and experimentation of new shapes and materials. The subtle limit between reality and imagination overcomes the appearance and the surface of things with plays of lights and reflections immersed in greenery, delimiting the space but breaking down their borders.

### ***"SalviAmo". Project by Laura Mantegazza made by Martin Design***

[martin-design.it](http://martin-design.it)

A place of contemplation and imagination at the centre of which there is a planter tub filled with water: a pond surrounded by the sages in which the steel, aluminium, iron, and COR-TEN "fish to be saved" fell. In the simple and immediate forms that create space, a new functionality is searched for inside the contemporary garden.

## **IN LARIO WING**

### ***"Junk Town". Project by Vittorio Peretto | Hortensia***

[hortensia.it](http://hortensia.it)

A reflection on the use of resources, waste recycling and unscrupulous development.

*Vittorio Peretto chose to surprise and proposes just a clue for this DehOr: darkness and light and darkness and light. Spying between warp and weft leads to discovering.*

### **"The Sage Temple" Project by OLO creative farm**

[olocreativefarm.com](http://olocreativefarm.com)

After the success at the Journées des Plantes in spring, "The Sage Temple" presents itself at Orticolario 2018 in the autumn version. A temple with essential lines dedicated to the sacredness and magic of *sage*, which here lives in vertical gardens and invites you to listen to its voice (literally, thanks to the special sensors put on the roots and the leaves transforming the impulses of the plants into sounds, this being the result of the continuous research by Music of the Plants). Here are the sages contained in the installation: *Officinalis*, *Purpurea*, *Tricolor*, *Icterina*, all nurtured by Vigo Gerolamo.

***"Giocol(um)iere". Project by Loredana Di Cosimo for Luci di Seta by Annalisa Falasco***

lucidiseta.com

Nature offers the opportunity to decorate lampshades of unique quality and originality: sage, with its shapes and colours, is the playing theme. On the fabric of the lampshade, printed or embroidered, micro and macro, or on a background paper, painted or photographed, the garden is the undisputed leading character of the space.

***"Scacco Matto" (Checkmate). Project by DALIA dimensional wall art***

daliawallart.it

Hand-painted paper walls surround the space, enclosing art scenarios, street performances and games.

A timeless space, inhabited by tightrope walkers, acrobats and bizarre characters.

Play is everywhere: in details, interactive furniture, objects and even in the shadows - sometimes it is audacious, sometimes it is hidden and to be spied upon. And sage? In the colours and the perfumes that envelop everything. The space will house artistic performances.

## LEARNING BY PLAYING

Passing on the love and respect for nature to the little ones. A real commitment for Orticolario, which since its debut in 2009 has always dedicated **projects and spaces to the future gardeners**. Also the tenth edition, scheduled **from Friday 5th to Sunday 7th October at Villa Erba**, in Cernobbio on Lake Como, will be enriched by an ad hoc program.

**Friday**, as usual, will be dedicated to the **kindergartens, primary and secondary schools** in Lombardy: following a **recreational and educational itinerary** designed specifically for the occasion, about 550 students will experience firsthand what thinking, designing and creating a garden means, and they will immerse themselves completely in the world of nature, approaching its rules and peculiarities.

On **Saturday and Sunday** a space in the Regina Wing will be dedicated to **children aged 3 to 13 years visiting with their families**, a real creative workshop where **thematic educational and creative workshops** will be organized to let them discover the magic of nature. **Educators and animators will** cheer up children with creative and sensory activities, tickling their imagination and curiosity, and letting them discover how many stories are hidden behind the leaves.

Through the **Orticolario Fund**, specifically created to collect donations for cultural and social programmes, the proceeds of the laboratories will help support the projects presented by the local associations which deal with people in need and contributed to the realization of Orticolario.

This space, among other things, **allows parents to visit the exhibition independently and in all tranquillity**. *"On the eve of the tenth edition, I can say that Orticolario is the only event in the sector to offer children an extremely rich and unique cultural programme that also involves the social sphere - explains **Elena Mantero**, head of Orticolario's children programme - I would also like to point out that our laboratories, which allow parents to visit the exhibition comfortably entrusting their children to educators, are not 'parking lots': children leave Orticolario with something more, have had fun and have learnt something they did not know".*

To understand its success, suffice it to say that in 2017, **almost 2,500 children** visited the exhibition (either in school groups or in the weekend workshops), most of whom showed great interest in the programme specifically designed for them.

The programme is rich and varied and includes activities to be carried out mostly indoors. **About fifteen laboratories are repeated several times during the two days** following a common thread, the bond with nature.

## CHILDREN

Just to give some examples: they will become little herbalists, discovering the properties of aromatic sage, and little vegetable gardeners with a "mini-vegetable garden" in a box to take home; they will make clay tiles with high-relief figures and portraits and sage-flavoured paper

spins with the Origami technique; they will make real sand sculptures, they will become poets and give life to the Orchestra della Natura by playing stones, woods, bones, shells, seeds, leaves, feathers and much more; and again, thanks to an infrared camera located in the park of Villa Erba at night, they will find out which animals are not afraid of the dark. A special treasure hunt and an adventurous tree climbing in the park are also foreseen. Among the highlights we must not forget the show of traditional puppets by the Teatro dei Burattini di Como.

Finally, as every year, the children's library "Fiori da leggere" will be set up in collaboration with the Brunate Municipal Library, with readings dedicated to nature. In this space on Sunday 7th October, Carthusia Edizioni will present the book *Il respiro di tutti* (Everyone's breath) by Sabina Colloredo with illustrations by Marco Brancato: exciting pages in which, through nature, environments and their inhabitants, we will speak to the children about acceptance and diversity.

The complete programme will be soon online at <http://orticolario.it/>

## NOTES FOR THE PUBLIC

The workshops are for a limited number of participants. The online reservation (from the beginning of September until Thursday October 4th at 8.00 p.m.) will allow you to secure the seat and access to the fast track for registration, avoiding queues. The cost of the participation in the full-day workshops is of Euro 10.

## THE DETAIL THAT MAKES THE DIFFERENCE

The exhibition area is undoubtedly one of the distinctive features of Orticolario with its wide range of rare, unusual and collectible plants, artistic craftsmanship and design. What distinguishes the exhibitors are the peculiar and varied proposals, but above all the sharing of the Orticolario spirit, that is working for an evolved concept of gardening (and garden).

The number of exhibitors has always been significant, as many as 161 in the first edition, in 2009. A constant growth, not only in the **plant sector**, but also in the **craftsmanship**, **art** and **catering** ones. A development that helped Orticolario obtain the qualification of **National Exposition** since 2013. The last edition was attended by **270 exhibitors from 17 Italian regions and four European countries**.

## AMONG THE PARTICIPANTS, NURSERYMEN AND OTHERS

### Geel Floricoltura

Aromatic, medicinal, alimurgic and melliferous plants. Among the proposals: *Rosmarinus officinalis x mendizabalii* is a hybrid species growing spontaneously in the Granada area, *Withania somnifera*, also known as Ashwagandha, has been known and used since ancient times in the Indian medicine (particularly the Ayurvedic one), as a tonic and adaptogen. Among the sages: *Salvia pratensis*, *Salvia repens*, *Salvia canariensis*.

[geelfloricoltura.it](http://geelfloricoltura.it)

### Le Essenze di Lea

More than 400 types of ornamental sages from all over the world and other kinds of *Lamiaceae*, such as oregano, *Phlomis*, rosemary, *Thymus*, etc.

[leessenzedilea.com](http://leessenzedilea.com)

### Limperfetto

Furnishings and accessories that encourage you to spend time for yourself and to enjoy it. They are not only proposed in the exhibition space, but also here and there in the park in the "Otium" areas, where reclaimed wooden relaxing and amusing seats and the three-dimensional game will be available.

[alessandrostevanin.com](http://alessandrostevanin.com)

## AT ORTICOLARIO FOR THE FIRST TIME

**Daniele Righetti**, called the "Lord of the Carnivorous plants", a collector and breeder of rare plants from all over the world. Among his rarities: *Huperzia*, similar to a giant moss, *Mimosa albida*, growing into a tree, with its small purple pompom flowers, and *Desmodium gyrans*, a Vietnam shrub with leaves that continuously move by themselves.

FB: Daniele Righetti

**Sgaravatti Group**, a historical Sardinian nursery that will play at Orticolario 2018 presenting the collection of *Hibiscus rosa-chinensis*, the passion of Rosi Sgaravatti, and *Salvia desoleana*, an exclusive endemic species from Sardinia.

[sgaravattigroup.it](http://sgaravattigroup.it)

**Althea Vivai** is Orticolario's reference for hellebores, a plant flowering in spring ready to be planted. Anna and Claudio's large assortment also includes the rare interspecific hellebores, of the Rodney collection, with variegated leaves and large and colourful flowers.

[elleboro.com](http://elleboro.com)

## Fleurs des Thes

A sculpture workshop in Brignoles (France) where, with light and paper, luminous sculptures inspired by flowers and plants are created. Plants do not make noise but speak with lights and colours. For Orticolario a collection of bright blooms.

[fleurs-des-thes.com](http://fleurs-des-thes.com)

**Jeff Gleich** with "The Cosmic Garden" and the works by artists from all over the world: from Nikita Alexeev (RU) to Susanna Bauer (GB), from Eunice Choi (US) to Enza Galantini (IT), to name but a few.

A fantastic horticulture made through various techniques, from watercolours, painting, photography to collage and stitching. You will admire evolved and bizarrely hybridised plants or the blossoming of a species never seen before.

[jeffgleich.com](http://jeffgleich.com)

With **Flob** each plant has its own pot, thanks to a wide selection from the best Italian and European producers combined with a vast array of pots.

## EXIBITORS

[flobflower.com](http://flobflower.com)

**Mouillère** from Paris (France) with their shoe covers to protect from mud, water and snow. For gardening with a touch of fun and colour. Visitors will have the opportunity to try them in different environments and to play the "Game of the bell".

[mymouillere.com](http://mymouillere.com)

## THE SENSE OF WONDER

Suggestions, surprises, curiosity. A rich programme of experimentations, meetings, activities, photo workshops, botanical demonstrations and shows. Do not miss the "Cinesalotto" in the dungeons of the Villa Antica with the short film and feature film screenings about nature. All the meetings and the activities proposed at Orticolario are unique: despite being held by distinguished experts in the field and having an excellent technical-scientific level, they are characterized by a non-academic yet passionate and emotional approach, which invites to "read" the stories behind the leaves, to go deeper but with grace, to capture beauty anytime, anywhere.

## AMONG THE EVENTS

Here are some of the macro-issues dear to Orticolario and some of the protagonists of the programme in the year dedicated to play.

**Photography.** The traditional appointment with the photographic workshop curated by Lello Piazza, organized by Gardenia ([cairoeditore.it/Gardenia](http://cairoeditore.it/Gardenia)) and Orticolario, will be led by Maurizio Galimberti ([mauriziogalimberti.it](http://mauriziogalimberti.it)), one of the most important stars of Italian snapshot photography. What will we "play" with? Interchangeable optical cameras and some Fujifilm Instax cameras.

**Sage.** The darling of 2018 will be presented by Claudio Cervelli, researcher at CREA - Council for Agricultural Research and Agricultural Economics Analysis ([crea.gov.it](http://crea.gov.it)), who will accompany the visitors to the rediscovery of the infinite qualities of *Sage in a walk among the CREA collections* for Orticolario, to learn about biodiversity and understand something more about the garden of sages.

The theme of the year, "Playing", with its importance in the garden and in the landscape, will be debated with Rete dei Giardini Storici - ReGiS ([retegiardinistorici.com](http://retegiardinistorici.com)). Laura Sabrina Pelisetti, President of ReGiS and garden historian, will take you on a historic journey in the play, among some of the installations set up in the park. In the end, the theatrical performance "Questioni di Stile" (A matter of style) with the voluntary actors from "Amici di Villa Ghirlanda".

In its complexity, playing is also making theatre. Orticolario 2018 will propose a theatre that rediscovers the jester as, etymologically speaking, "the one who plays". In the park, the "Giullari del Diavolo" will make you laugh, impressing and amazing you. Between juggling and magic, entertainment and the "Danza delle sfere di cristallo" (The dance of the crystal balls).

**Curiosity.** Natale Torre ([torrevivai.com](http://torrevivai.com)), agronomist, nurseryman and one of the last plant seekers, will lead visitors in two sensory itineraries in the plant world, to discover its novelties, oddities, original and secret aspects. You want an example? The miracle fruit of *Synsepalum*

## EVENTS

*dulcificum* that, after being eaten, makes all flavours sweet, even that of lemon, or *Petrea*, whose ripe fruits, when coming off the plant, rotate like helicopter blades before touching the ground.

**Well-being and art.** A unique work like the one that invades the central pavilion, “*ooomm*” by **Stefano Ogliari Badessi**, will talk with the events dedicated to yoga. With **Paola Fontana and Veronica Coduri**, founders of **Arindaa Yoga** ([arvindaayoga.com](http://arvindaayoga.com)), the participants inside the silk sculpture will practically create a work in the work. To become artists of themselves.

The complete programme will be soon online.

## MORITZ IS

Entrepreneur, philanthropist, involved in politics and social life, husband, father and grandfather. A keen gardener. Many are the labels that have been attached to Moritz Mantero. What matters most is not to call him "the patron of the kermesse", he really does not like it. He prefers to be defined by what he is: founder and President of Orticolario, and Orticolario is neither a kermesse nor a fair or an exhibition-market. It is a cultural event dedicated to the passion for the garden and the beauty of nature.

About Moritz Mantero, born in 1946, much has been said and written. We have been told about his family company, Mantero Seta, leader in the silk industry in Como for 116 years. This activity taught him professional rigour, punctuality, respect for people, and ethics. He saw the company grow and internationalise.

Since Orticolario was born, the plot of the story has thickened and, just as it happens in the novels, has taken directions until then unthinkable. Orticolario started like this: from a passion exploded as a child, while secretly observing the family gardener. A never dormant passion which has remained silent for so many years, like a coin in the pocket that occasionally reminds you of something. It then became real in 2009, when Moritz decided to weave its concept of gardening, garden, nature and beauty with charity, to raise funds and donate them to Larian associations involved in social issues. Orticolario reflects Moritz Mantero's soul, heart and brain. An articulated event that is not easily understandable and contains so many visions, having as its purpose the inspiration of an atypical look at the garden.

## LONG LIVE RHODODENDRONS

Talk about good news. A simple gesture that may go unnoticed, but which is a positive sign of the enhancement of the territory. A small step towards a real and genuine green culture. Orticolario recovered a **hundred specimens of *Rhododendron*** destined for disposal and **donated them to Villa Erba to further qualify and adorn the historical park**. Marked by a wide variety of colours, the collection was planted along one of the alleys leading to exhibition centre.

An act of great sensitivity that contributes to the enhancement of the historical park of Villa Erba as a territorial asset. A fact that highlights the double value of Orticolario, both environmental and social (the aim of the event is indeed to raise funds for the local associations involved in social issues, whose volunteers actively cooperate to ensure the success of the event).

A gesture of generosity towards the Park of Villa Erba, normally not much coloured, with the intention of embracing a **path of botanical enrichment**.

*"If, as can be seen from the intentions of the current presidency, the park should be made more available to the public, it will be necessary to enrich the range of colours and fragrances - Moritz Mantero, President of Orticolario, remarks - Orticolario would like to spread beauty and create an atmosphere respecting those who loved to go back to that villa and that park every summer. We are positive in thinking that, over time, a more attractive park will be good for Villa Erba, to start new projects".*

In short, in the celebration of the tenth edition of Orticolario, the friendship and collaboration with Villa Erba will make the park flourish. A plant donation to confirm the common roots.

*"The collaboration with Orticolario fits perfectly into the new development plan of Villa Erba - claims Filippo Arcioni, President of Villa Erba - The donation of the rhododendrons was a noble gesture that helped make our park even more varied and attractive. One of our short-term goals is in fact to open and make the entire complex of Villa Erba (Villa Storica, park and riding track) more usable by the public, including a space dedicated to beauty and culture. Adorning the historical park is, without any doubt, a strong signal of attention and enhancement of our territory".*

## ORTICOLARIO 2018 AT A GLANCE

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

### OPENING TIMES

Friday 5th, Saturday 6th, Sunday 7th October: 9.00 a.m. - 7.00 p.m

### THE SHUTTLE BOAT

A free shuttle boat service to and from Villa Erba will be operating on Saturday 6th and Sunday 7th October, starting from Como.

### ENTRANCE

At the cash desks: full ticket price Euro 18,00 - reduced ticket price and corporate ticket Euro 15,00

Online: Euro 12,00 if purchased on 3rd September, Euro 15,00 if purchased from 4th September to midnight of 30th September, Euro 18,00 if purchased from 1st October

Special reduced afternoon ticket price: Euro 12,00 starting from 4 p.m.

Free entrance for disabled visitors and their helper

For children under 14, the ticket is offered by "San Carlo"

A free shuttle service is available from the Cernobbio and Maslianico parking areas.

**Visitor info:** tel. +39 031 3347503, mail: [info@orticolario.it](mailto:info@orticolario.it)

**Website:** [www.orticolario.it](http://www.orticolario.it)

**Facebook:** <http://www.facebook.com/Orticolario>

**Twitter:** <http://twitter.com/Orticolario>

**Pinterest:** <http://www.pinterest.com/orticolario13>

**YouTube:** Orticolario

**Instagram:** <https://instagram.com/orticolariocomo/>

**LinkedIn:** [https://www.linkedin.com/company/orticolario?trk=top\\_nav\\_home](https://www.linkedin.com/company/orticolario?trk=top_nav_home)

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To register for Orticolario 2018, please fill in the form available online.