



ORTICOLARIO 2018

28,000 VISITORS, LES JEUX SONT FAITS

Once again a major success for the cultural event dedicated to those for whom nature is a lifestyle. The organizers expressed their satisfaction about the three thousand more guests than last year. But apart from the numbers, there is the sense of wonder cultivated and cultured during the three days

*I've made an odd discovery.
Every time I talk to a savant I feel quite sure that happiness is no longer a possibility. Yet when I talk with my gardener, I'm convinced of the opposite.*

Bertrand Russell

Cernobbio (CO), October 11th, 2018 – "Satisfaction", in the dictionary: "State of mind of those who are satisfied, contentment; happiness, pleasure; episode, situation that inspires fulfilment; a gratifying result". No term is better suited to close the tenth edition of Orticolario, held at Villa Erba from October 5th to 7th. The organizers expressed their satisfaction about the 28.000 visitors, a major increase compared to previous years. Among them a greater number of people coming from foreign countries (in addition to the well-established Switzerland and France, this year walking through the park you could also hear a lot of people speaking in English and German). The visitors were also satisfied and noticed the quality of the exhibitors and the arrangements: a meticulous attention to details and a high-level and never predictable offer, with real "goodies" as far as vegetables and artistic craftsmanship are concerned.

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«We are really satisfied; it was an edition worthy of the tenth anniversary. Beauty and elegance among artistic installations and highly significant botanical proposals – comments **Moritz Mantero**, founder and president of Orticolario. With 28,000 visitors we almost achieved the ambitious goal we had set; too bad for the unfavourable weather forecasts that, until the very end, discouraged those who came from very far. However, we did better than in the previous editions. Beyond the numbers, we were told by so many visitors that this was the most beautiful of the ten editions; it was really gratifying for the staff and rewarded them for a whole year of work and research».

«In 2018, even more than in other years, we worked very hard so that the atmosphere of Orticolario could be different from all the other events, not just for the place, but for what happens, for the structure of the event itself – adds **Anna Rapisarda**, the curator – And living the event as it unfolds, observing the expressions of visitors and exhibitors, reading the numerous comments on social media, well, I have to admit with deep satisfaction that this year we managed to create a unique atmosphere that could be perceived as soon as one crossed the entrance gate».

Among the highlights, on Friday 5th the highly successful meeting with **Roy Lancaster**, who received the "Avant Gardening 2018 Award": the vice-president of RHS, Royal Horticultural Society, a familiar face of BBC, real plant hunter, literally conquered the public during a fascinating dialogue with **Gianfranco Giustina**, curator of the gardens of the **Borromean Islands**, presented by Moritz Mantero, and **Emanuela Rosa-Clot**, director of **Gardenia magazine**. Lancaster told his life, full of adventurous trips around the world in search of new varieties, and expressed his unconditional love for nature: «It is important to constantly give examples, we are the guardians of our natural heritage. And it's never too



late to start. In my house, in my garden in England, I host young people who want to learn, but also people who in their old age decide to change their lives and become gardeners. I return what I learned from my great masters, it's never too late to become gardeners. It is with deep conviction that I state: gardeners can change the world". During the awarding of the prize, he expressed once again his admiration for Orticolario: «I am very surprised to see so many children and so many disabled people participate in an event dedicated to the green; in England it is not so frequent, not even at the Chelsea Flower Show, the most important of the garden shows. That's why I think Moritz Mantero is a king, a farsighted person able to understand how important it is to bring the new generations closer to the respect for nature».

The awards ceremony for the installations made in the park was also of great interest; they were selected by the jury of the **International Competition "Creative Spaces"**. **"La Foglia d'oro del Lago di Como" Award** was given to **Spazio Green Passion "La Topitta" by Leonardo Magatti**, 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: the atmosphere is fabulous, the style is harmonious among *Verbena, Salvia, Achillea, Gaura, Aster, Veronica, Anemone, Echinacea, Cleome* and natural flowering meadow seeds. The jury appreciated the ability to create a space that evokes **the world of fairy tales and childhood**, through the use of natural materials that have always been used for the construction of games in the woods and gardens, **recycled materials with an antique charm**.

"La Topitta" also received the **"Gardenia Award"** and the **"Footprint Award"**.



We would like to remind that the purpose of Orticolario is to promote the culture of the landscape and to raise funds for local associations involved in social issues and which also contributed to the realization of the event.

The game is over but the organizers are already looking at 2019, when the eleventh edition takes place from October 4th to 6th. A new chapter, a new dream to make true.

INFORMAZIONI PER LA STAMPA

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