



ORTICOLARIO 2019 TRAVELLING WITH 30,000 VISITORS

With two thousand more visitors than last year, the cultural and artistic event dedicated to those for whom nature is a lifestyle has been once again a success.

Winner of the International Competition "Creative Spaces" is the installation "Move n 'meet", designed and created by Mirco Colzani

*The garden is philosophy made visible.
Erik Orsenna*

Cernobbio (CO), October 7th, 2019 – Reaching large numbers by creating culture: when you succeed in doing it, the formula is a winning one. This is what happened in **the eleventh edition of Orticolario**, the cultural and artistic event dedicated to those for whom nature is a lifestyle, held at Villa Erba on Lake Como **from October 4th to 6th**. With great satisfaction on the part of the organizers, the threshold of **30,000 visitors was reached, 2,000 more visitors than last year**, with an increase in visitors **from foreign countries**. It is not just the numbers that determine the success of the event, but also the quality of the exhibitors and installations, thanks to the meticulous attention to details and to high-level and never predictable proposals.

*"We are very happy about reaching the threshold of 30,000 visitors in the edition dedicated to Emilio Trabella, a great landscape architect, one of the founders of Orticolario. We are also very satisfied to have welcomed more than 3,500 children, of which at least half attended the educational-creative workshops: these children, who learn while having fun, will become the future we need - commented **Moritz Mantero, President of Orticolario**. – Visitors and exhibitors have defined this as the most beautiful edition from a qualitative point of view. When you think about it, though, they say it every time. Therefore, it means that every year we grow and successfully propose a well-balanced mix between nature, art, design and culture".*

Among the highlights, the awarding of the **"Per un giardinaggio evoluto" Award 2019 to Paolo Bürgi**, one of the most internationally appreciated landscape architects, who received the "Per un giardinaggio evoluto" Award 2019. The prize is a sculpture by the **artist Nicola Salvatore** depicting a Calla and entitled "Kalos", a Greek word meaning "beautiful", from which the name of the flower derives.

*"Here at Orticolario everything is so extraordinary; many thanks for the recognition and for the wonderful hospitality - declared **Paolo Bürgi** - Calla is the favourite flower of my wife Cristina, who has always supported me and to whom I dedicate the prize. Emilio Trabella is present and continues to 'collaborate' with us. I will always remember when he told me that he had heard eight different*

S.O.G.E.O. srl Impresa Sociale



sounds of water in a Japanese garden: behind this observation there is the sensitivity of those who can see, know how to translate, know how to look, know how to hear and transmit. There are two extraordinary aspects of Orticolario: the exhibitors who, smiling, show the result of their work, and the thousands of visitors hunting for plants, which remind me of the 'Oaxaca Diary' by Oliver Sacks".

The awards ceremony of the installations made in the park was also of great interest; they were selected by the jury of the International Competition "Creative Spaces". The "La Foglia d'Oro del Lago di Como" award (conceived and created by Gino Seguso of the historic Vetreria Artistica Archimede Seguso in Murano) was given to the space entitled "Move n 'meet", designed by Mirco Colzani, created in collaboration with the students of the Fondazione Minoprio. This is the jury statement: "For the great skill in the use of different materials and in the search for plants. The audacious combination of common and unusual plants in a contemporary context creates a travel through space and time".

Among the "Creative spaces", "Time Travel" by Nicoletta Matteazzi wins the "Experience Award", "Villa Carlotta Award", "Villa d'Este Award" and "AIAPP - Matilde Marazzi Award", the latter ex aequo with "Move n' meet", while "5" by Mario Mariani was awarded the "Art Award", "Gardenia Award" and "Journalists' Award". The "Visitors' Choice Award" went to "Tree of Knowledge [Tok]" by the New York Nomad Studio.

Finally, the Creative Spaces jury gave a special mention to the installations "Musa Ventosa" by Il papavero blu, "Black Garden - viaggio negli Inferi" (Journey to the underworld) by Lefty Gardens and Denori, "Tree of Knowledge [Tok]" and Spazio City Garden "Parametric Russian Garden" by the Russian Zelënka Studio.

Honourable mention to Bus Garden, the travelling garden by ASF Autolinee designed by Leonardo Magatti, which inaugurated its first stop in Orticolario.

May we remember 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 contributed to the realization of the event.

The organizers are already looking at the twelfth edition, scheduled from October 2nd to 4th, 2020. A new chapter to write, a new travel to make.

PRESS INFORMATION

Itaca Comunicazione

Alessandra Perrucchini . Mob. +39.340.4212323

Sara Vitali . Mob. +39.335.6347230

press@orticolario.it

S.O.G.E.O. srl Impresa Sociale