



## ORTICOLARIO 2020 THE ART OF SEDUCTION ... IN THE GARDEN

*The International Competition notice "Creative spaces" 2020 has been opened for the design and creation of gardens and artistic installations to be set up for Orticolario 2020 taking place from October 2nd to 4<sup>th</sup>, at Villa Erba on Lake Como. The theme of the twelfth edition will be "Seduction" and the protagonist plant the Maple. Orticolario 2019 was definitively closed with the extraction of the winner of the "Travel with Orticolario" competition.*

*It is not enough to conquer; one must learn to seduce.  
Voltaire*

Cernobbio (CO), November 21st, 2019 – After achieving almost 30,000 visitors, Orticolario starts preparing to enchant again, to offer new wonders. Once the maps have been put away and the bags unpacked, the cultural event dedicated to an evolved concept of garden and gardening is moving towards its twelfth edition, scheduled from October 2nd to 4th, 2020, at Villa Erba in Cernobbio, on Lake Como.

And here is a glimpse of the appearance of the next edition: the theme of the year will be "Seduction" and the protagonist plant the Maple.

The International Competition "Creative spaces" 2020 has been opened for the design and creation of gardens and artistic installations which, inspired by the theme of the year, will be selected for the setting up in the historical park of Villa Erba: the jury will evaluate original space projects, liveable and usable gardens, which consider a dialogue with the surrounding space, respecting and enhancing it. The projects shall interpret the pre-existing landscapes applying creative freedom and material choices and with the possibility of using the most diverse languages and artistic/cultural references. The commission will pay special attention to the quality of the inspiration behind the project, and the use of contributions other than pure "Art of gardening" may be a distinctive feature. In the notice it is specified that the interpretation of the theme is binding for the realization of the project. By tradition, the competition is intended for creative artists, architects, designers, artists, landscapers, gardeners and nursery farmers.

*"The theme of 'Seduction' can be read in infinite ways, not only as a spell and ritual among living beings, but also as a social and cultural fact capable of inspiring and shaping arts and thoughts – explains Anna Rapisarda, curator of Orticolario. – We invite the artists, the designers and anyone who wants to participate in the international competition 'Creative Spaces', to unleash their fantasy and senses, to be "seduced by seduction". To scan the theme, deepen it and not stop on the surface".*

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The selected projects, created as part of Orticolario 2020, will be evaluated by an **international jury**: the winner (in 2019 the "Move n 'meet" space, designed by **Mirco Colzani**, created in collaboration with the students of the **Fondazione Minoprio**) will be awarded the "La Foglia d'oro del Lago di Como" award created exclusively by **Vetzeria Artistica Archimede Seguso in Murano (VE)**. The prize is unique and will be kept by the winner for a limited period, after which it will remain on display at Villa Carlotta in Tremezzo on Lake Como until the next edition of Orticolario. The names of the winners will be included in the Roll of honour displayed next to the prize.

Registration to the competition is free and must be sent in writing by and no later than **January 31st, 2020** to Orticolario's Organizing Secretariat, email address [info@orticolario.it](mailto:info@orticolario.it). The complete regulation, the notice and all the details are available on the Orticolario website at this link: <https://eng.orticolario.it/international-competition-creative-spaces/>

*"The plant of the 2020 edition is the Maple which, with its over 200 species, represents one of those botanical realities admired for the shapes and colours of its leaves and trunks, and for the 'winged' fruits – comments the **founder and President Moritz Mantero**. – Just when autumn settles in, the chromatic mutation of the Maple represents a show, a destination for tourist pilgrimages. And just at Orticolario, a few years ago, in 2015, during the seventh edition, its seed, the samara, was depicted in Arabescato Cervairole marble by the expert hands of the Valtellina artist Alex Bombardieri".*

And while Orticolario 2020 is already beginning to seduce, the eleventh edition finally closed with the draw of the **winner of the "Travel with Orticolario" competition**, Lina Stefania Romano from Como, who won a weekend for two people in Sardinia, in collaboration with Benetti Viaggi Como and Resort Valle dell'Erica Thalasso & SPA, exclusive 5-star hotel in Santa Teresa di Gallura.

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.

## **ABOUT ORTICOLARIO**

Orticolario, now in its twelfth edition, is the cultural event dedicated to those for whom nature is a lifestyle. Scene of the event will be the historic park of Villa Erba in Cernobbio (CO), a nineteenth-century manor house overlooking the shores of Lake Como, the summer residence of the director Luchino Visconti. Essence of Orticolario: the theme gardens set up in the park, inspired by the theme of the year and selected through the International Competition "Creative Spaces". The theme of the 2020 edition is "Seduction" and the protagonist plant the Maple.

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The event is enriched by a wide range of rare, unusual and collectible plants, artistic craftsmanship and design, an intensive calendar of meetings and numerous educational and creative workshops for children. At the centre of the exhibition there is art, which is able to go beyond and break down the borders between inside and outside. During the three-day event funds will be raised and donated to Larian associations involved in social issues. Lastly, the 2019 edition achieved almost 30,000 visitors.

### **ORTICOLARIO 2020 AT A GLANCE**

2nd - 4th October 2020 Villa Erba, Cernobbio (CO), on Lake Como

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

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