



ORTICOLARIO 2020 HYPNOTIC SEDUCTION

The seven finalists of the International Competition "Creative Spaces" have been chosen. They will exhibit their gardens and installations in the historic park of Villa Erba on Lake Como, on the occasion of the twelfth edition of Orticolario from 2nd to 4th October 2020

*The opposite of what I think seduces me as a fabulous world.
Leo Longanesi*

Cernobbio (CO), March 12th, 2020 – A powerful spell capable of shaping thought and leading towards unusual directions. This is the broader concept of seduction: it means seducing and letting yourself be seduced, creating rituals between living beings, intertwining links between different ideas and cultures.

"Seduction", the theme of Orticolario 2020, has fascinated the participants in the International Competition "Creative Spaces" for the design and construction of gardens and artistic installations. The seven finalists were evaluated by the Awarding Commission among numerous proposals sent by architects, designers, landscapers, artists, gardeners and nurserymen; they are seduced seducers, who fully grasped Orticolario's invitation to unleash imagination and senses, to fathom the theme and not to stop on the surface.

The selected participants will carry out their projects in the historic park of Villa Erba in Cernobbio, during Orticolario, scheduled from Friday 2nd to Sunday 4th October 2020. As always, original and innovative spaces, liveable and usable gardens, new ideas for gardens and artistic installations will define a different experience of the relationship between man and nature.

The creations will be evaluated by an international jury that will assign the sculpture award "La Foglia d'Oro del Lago di Como" ("Lake Como Golden Leaf") to the best work. The prize is a sinuous-formed vase on which a large leaf flutters with "hints" of pure gold (24K), designed and made by Gino Seguso of the historical Vetreria Artistica Archimede Seguso di Murano (Venice). The prize will be kept by the winner for a

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limited period of time, after which it will remain on display at **Villa Carlotta** (Tremezzina, CO) until the next edition: the **re-awarding ceremony for the 2019 award**, assigned to the **garden designer Mirco Colzani** with the space entitled "**Move n' meet**", will be held in line with tradition at **Villa Carlotta on Friday, April 17th, at 11.00 a.m.**

*"The selected projects play with the different interpretations of the concept of seduction. The theme, in fact, has crept into the designers' imagination, modelled it, leading to proposals that are very different from each other - comments **Anna Rapisarda, curator of Orticolario**. - The aspects addressed are truly manifold: from the myth to the sensuality of the landscape forms, from the reflection on how seduction can take on negative meanings in today's society to that on how man today lets himself be seduced by nature compared to the past. The garden in Orticolario becomes more and more an ethical and aesthetic space, in which to cultivate nature and imagination. A space in which the 'gardenlovers', people for whom nature is a way of life, get lost to find themselves".*

In addition to the "La Foglia d'Oro del Lago di Como" Award, the jury will award other prizes: the "**Art Award**" for a space in which the balance between art and nature coexists, where different languages find effective synthesis; the "**Journalists' Award**" for the innovative materials and eco-sustainability (the "Art" and "Journalists' Award" are designed and made exclusively for Orticolario 2020 by **Paolo Mezzadri** of **Metallifilati**); the "**Great Italian Gardens Award**" for a space that can interpret the opening of a garden to the public also through accessible seats and places of reflection, with botanical collections and spectacular blooms; the "**Villa d'Este Award**", where style and elegance combine in a timeless tradition; and the "**Villa Carlotta Award**" to promote art in the garden, where nature and human ingenuity may harmoniously coexist; the "**AIAPP Matilde Marazzi**" Award for an innovative space and contextually consistent with the themes of Simplicity, Beauty, Sustainability, which are fundamental qualities in landscape design; the "**Gardenia Award**" to the "memorable" nursery, exhibitor or installation of the Orticolario edition; and the "**Visitors' choice Award**" for the garden or installation most voted by the public.

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Sede Legale: L.go Visconti 4, 22012 Cernobbio . P. IVA/C.F. 03200630139 . N° REA: CO-301286 . Capitale Sociale 236.000,00 i.v.
Segreteria organizzativa c/o Villa Erba . Cernobbio . Tel. +39 031 3347503 . Fax +39 031 340538 . info@orticolario.it . www.orticolario.it



THE SEVEN FINALISTS' PROJECTS

1. **"La Natura seduce la Città"** (Nature seduces the city)
Designed and made by Mema Giardini (Pistoia)
memagiardini.it
2. **"2"**
Designed and made by Mario Mariani (Galliate, NO)
mariomariani.studio
3. **"Seduzione à L'enverse"** (Seduction à l'envers)
Designed and made by William Zanotto (Asolo, TV)
evadesign.it
4. **"La seduzione che va oltre"** (The seduction that goes beyond)
Designed and made by Archileaves (Milano)
archileaves.it
5. **"Il ritorno al bosco sacro"** (The return to the sacred wood)
Designed and made by Sgaravatti Group (Capoterra, CA)
sgaravattigroup.it
6. **"Viaggio nell'illusione"** (A Journey into Illusion)
Designed and made by Arianna Tomatis (Mondovì, CN)
ariannatomatis.it
7. **"Nemesi"** (Nemesis)
Designed and made by Terradice (Castelfranco Veneto, TV)
terradice.com

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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 botanical 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 title of the 2020 edition is "Hypnotic" and the theme is "Seduction", while the protagonist plant is Maple. The event, which in 2019 touched the threshold of 30,000 visitors, is enriched by a wide offer of rare, unusual and collectible plants, artistic craftsmanship and design with more than 290 rigorously selected exhibitors, an intensive calendar of meetings and numerous educational-creative workshops for children, as well as performances, film screenings in the dungeons of the Villa Antica and floral shows. 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.

Finally, the boat trip from Como to Villa Erba on Saturdays and Sundays is available to visitors and included in the ticket price.

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

Website: 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

PRESS OFFICE

Itaca Comunicazione

Alessandra Perrucchini . Mob. +39.340.4212323

Sara Vitali . Mob. +39.335.6347230

press@orticolario.it

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