

“ORTICOLARIO THE ORIGIN”. ORTICOLARIO ALL YEAR ROUND

The event takes on a new form: virtual and continuous. "Orticolario The Origin" will be a "breeding ground" of languages, brains and talents, an experience of the landscape and for the landscape, capable of preserving the purest essence of the event, going beyond the uncertainty about the future and becoming a precious opportunity to make ourselves known to a wider and more international audience.

Symbolically, the new project will be presented on October 2nd, the date on which the event was expected to begin.

*The measure of intelligence is the ability to change.
Albert Einstein*

Cernobbio (CO), June 30, 2020 - When times change unexpectedly and very fast, there are two possible actions to be taken: standing by and watch the change or transforming, by interpreting the limit as a possibility. So, after long and very careful thoughts, and with still few practical answers from the competent authorities, **Orticolario** is going to change: we decided to present a **new, virtual and continuous form throughout the year**, replacing uncertainties with real possibilities to raise the interest of our fans. This is how **“Orticolario The Origin”** was born, a version in which **the cult of beauty and the landscape culture – the pure essence of Orticolario - can become manifest to a wider and even more international audience**. For all those who, in every corner of the planet, experience **nature as a lifestyle**.

Too restrictive measures, currently not yet defined, could be highly detrimental to both the public and exhibitors. The organizers have therefore decided to postpone the physical event, in Villa Erba, to 2021, and to offer a virtual experience, worthy of the high expectations of the visitors of the event.

And here is **“Orticolario The Origin”**: online all year round and available anywhere in the world until the next edition, scheduled from 1 to 3 October 2021. A virtual and immersive **experience of the landscape and for the landscape**, which will evolve over the months with a **constantly developing programming schedule**: the eclectic personality of the event will be respected taking the form of a **macro “cradle” of different languages, brains and talents**, where multiple creative souls will express themselves, from artists to landscape architects, from nurserymen to artisans. Just like it happened every year on Lake Como.



"As an ancient Chinese proverb says: 'When the winds of change blow, some people build walls and others build windmills' – states **Moritz Mantero, President of Orticolario**. – We never thought we would have to postpone the twelfth edition to 2021, but not being sure to be able to organize it in respect of our exhibitors and visitors, as well as our supporters, with a heavy heart we were forced to make this choice. Now we will enthusiastically build 'Orticolario The Origin', our windmill that, following the tradition of Orticolario, will respect our aesthetic standards and contents".

Symbolically it has been chosen to **present the new project on October 2nd, the starting date of the 2020 edition**, keeping as a common thread "**Seduction**" and **Maple**, the theme and the plant of **Orticolario 2020**.

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". Title of the 2020 edition is "Hypnotic", the theme is "Seduction", while the protagonist plant is the Maple. The event, which in 2019 reached almost 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, a dense 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.

This year, due to the health emergency, the event will become "Orticolario The Origin": a new virtual and continuous form, but always and in any case a "breeding ground" of languages, brains and talents, an experience of the landscape and for the landscape . Hence, Orticolario all year round, accessible by a wider and more international audience. And the starting numbers of the new project are more than generous: in 2019 the orticolario.it website registered about 347,000 page viewed, the social media (between Facebook and Instagram) exceeded 22,000 followers, the YouTube channel obtained almost 105,000 views, while the newsletter has over 17,700 subscribers.

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ORTICOLARIO 2020 AT A GLANCE

Presentation of "Orticolario The Origin": October 2, 2020

Orticolario 2021 1 - 3 October 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

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