



ORTICOLARIO THE ORIGIN

12 MONTHS OF BEAUTY AND LANDSCAPE CULTURE

From October 15, Orticolario The Origin will be online: the virtual and continuous version of the event that every year on Lake Como is a source of wonder and inspiration for all those who experience nature as a lifestyle. A technologically innovative platform, accessible for free, which opens the doors of Villa Erba and its park to an international audience, giving the opportunity to live unique immersive experiences to garden, art and design enthusiasts.

*And then, I have nature and art and poetry,
and if that is not enough, what is enough?
Vincent Van Gogh*

Cernobbio (CO), October 2, 2020 – Have you ever dreamed of entering Luchino Visconti's secret rooms, understanding what inspired him, feeling his emotions on the skin? Or experiencing landscape design, art and culture in an immersive way in a centuries-old botanical park? Or being able to admire rare, unusual and collectible plants and objects in a single showcase proposed by selected national and international nurserymen and artisans? If the answer to at least one of these three questions is yes, your dream will soon come true. **From October 15, Orticolario The Origin will be online: the continuous virtual version of the cultural and artistic event that seduces and excites thousands of visitors every year on the first weekend of October, on Lake Como.** To react to the forced stop, the organizers have decided to offer visitors and exhibitors a different experience but consistent with the style, intentions and expectations of the "physical" event. **To give beauty and wonder and make themselves known by a wider and international audience.** Et voilà Orticolario The Origin.

What it is about. Orticolario The Origin is a **free digital platform, active for 12 months** until the next edition of Orticolario, from October 1 to 3, 2021 at Villa Erba on Lake Como. It is an **immersive experience developed with Matterport 3D technology**, usable by computer and any device, including VR (virtual reality) viewers. It will project the user anywhere in Villa Erba and beyond, breaking down any geographical barrier. Characterized by intuitive graphics, Orticolario The Origin is a project where the **cult of beauty and the culture of the landscape – the essence of Orticolario – can appear to all those who, in every corner of the plant, live nature as a lifestyle.** The eclectic personality of the event - a "journey" between gardening, landscape, art and design - is respected and takes the form of a **macro**

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"cradle" of different languages, ingenuity and talents, where many creative souls express themselves, from artists to landscape architects, from nurserymen to craftsmen. Just as it happens every year on Lake Como, everyone was inspired by their own way of relating to nature and interpreted **the theme and the plant of the year, "Seduction" and the Maple**. Theme and plan that will then be the leitmotiv of the 2021 edition.

Why Orticolario The Origin. Anna Rapisarda, curator of the event, explains the reason for the name: *"The virtual project of Orticolario will accompany us while we wait to meet you again at Villa Erba, with constantly updated content until September 2021. The Origin is the story of the origin, of the spark from which an idea is born, of how Seduction and Maple, the themes of the year, are the inspiration of all participants"*.

What and how. You can enter Orticolario The Origin on the orticolario.it website and thus enjoy different experiences. First of all, the **3D virtual tour at Villa Erba, a walk in the park, in the exhibition centre, in Villa Antica and its dungeons**. Even **corners never opened to visitors before** and now only visible on the platform.

Along the route there will be **linkable points of interest**, each of which is an exhibitor (from the nurseryman to the craftsman, from the artist to the landscape architect, from the designer to the partners) presenting a **sheet with the products and the novelties of the year, a project, a thought**.

Numerous sheets present **unreleased short films, experiential videos** that, as if they were portals, open on landscapes in Italy and in the world: unexpected places in the mountains of Lake Como, nurseries, private gardens, among maples in Japan, the park of a castle in France and much more ... Each video proposes **nature as inspiring muse**, beyond the boundaries of time and space.

A precious gem for lovers of **plants** and **craftsmanship**: the possibility to purchase what is proposed from the exhibitors, by contacting them directly from the website.

At the moment **over 120 exhibitors** have joined the platform and the number is constantly updated.

*"Technology has made great strides and Orticolario experiments with an innovative platform never used in similar events - says **Moritz Mantero, President of Orticolario**. The Origin is an international showcase that appears in October and will not stop. In fact, it will continue over the seasons in a virtual version, just like the garden, always moving"*.

The intent of the organizers is to make Orticolario The Origin a **living and constantly evolving space**, a schedule that month after month will be enriched with contents, also featuring **a show and an interactive workshop for children**.

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Segreteria organizzativa c/o Villa Erba . Cernobbio . Tel. +39 031 3347503 . info@orticolario.it . www.orticolario.it



Technology. Orticolario The Origin is based on **Matterport technology**, a 3D platform on which a scanned mapping path is developed. A **pioneering project for the experimental potential of 3D mapping**, still little used in such extensive outdoor environments. This is a **real first time**, and the numbers speak for themselves: **1,247 scans carried out and 23,000 m2 mapped**.

It should be noted that the **3D Virtual Tour** is inserted and is **visible in geolocation on Google Maps**, therefore the mapped tour (Google Street View) appears for each targeted search, both territorial and international.

*“To map we used a scanner adopted mainly in real estate, commercial and cultural sectors – explains **Tiziano Pedrazzoli of Tievent**, who carried out the project. We dared use it for large outdoor spaces, taking it to the limit of its possibilities by making use of a very advanced **Leica technology** to obtain perfect micrometric alignment. With **The Origin** we do not aim exclusively at the technological outcome, but above all at the artistic and emotional one”.*

The experiences and activities proposed in Orticolario The Origin are possible thanks to the **Amici di Orticolari Fund**, which every year also donates contributions to **social projects of five local associations** actively engaged in the realization of the event.

The project is implemented with the support of **Mantero Seta** and the contribution of **Elmec Solar** and **Ethimo**. It also obtained the patronage of the **Chamber of Commerce of Como-Lecco**, the **Municipality of Como**, the **Municipality of Cernobbio** and the **Province of Como**. And **Regione Lombardia** sponsored and recognized Orticolario as an international event. Finally the collaboration with **FAI - Fondo Ambiente Italiano** should be noted.



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", the theme is "Seduction" and the protagonist plant the Maple. The event, that in 2019 achieved almost 30,000 visitors, is enriched by a wide range of rare, unusual and collectible plants, artistic craftsmanship and design with more than 290 carefully selected exhibitors, an intensive calendar of meetings and numerous educational and 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 and for the rest of the year, contributions are collected for the Amici di Orticolario Fund, which supports projects for the promotion of landscape culture and for five local charities.

This year, due to a health emergency, the event will be Orticolario The Origin: a new virtual and continuous form, but always a "factory" of languages, ingenuity and talents, an experience of the landscape and for the landscape. Hence, Orticolario all year round, accessible to a wider and international audience. And the numbers of the new project are more than generous: in 2019 the orticolario.it website recorded about 347,000 pages viewed, the followers on the social networks (Facebook and Instagram) exceeded 22,000, the YouTube channel obtained almost 105,000 views, while the newsletter has over 17,700 subscribers.

ORTICOLARIO AT A GLANCE

Orticolario The Origin: from October 15, 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>

Instagram: <https://instagram.com/orticolariocomo/>

Twitter: <http://twitter.com/Orticolario>

Pinterest: <http://www.pinterest.com/orticolario13>

YouTube: Orticolario

LinkedIn: https://www.linkedin.com/company/orticolario?trk=top_nav_home

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