



ORTICOLARIO "THE ORIGIN"

INSPIRATIONS AMONG GARDENS, LANDSCAPES, ART AND DESIGN

Orticolario "The Origin", the digital, immersive and continuous version of the event that every year on Lake Como seduces thousands of visitors is online. An innovative platform, accessible for free from all over the world.

The 3D virtual tour allows you to visit the most secret corners of Villa Erba and its park, while the sheets with curiosities and short films introduce the nurserymen, artisans, designers and artists of Orticolario.

*I think that I shall never see a poem lovely as a tree.
Alfred Joyce Kilmer*

Cernobbio (CO), November 5, 2020 – *"The garden is the place that recreates the contact between man and nature. And this year Orticolario can only be a digital garden, where we try to bring back the emotions that a visitor normally experiences while crossing the gate of Villa Erba".* With these words, **Moritz Mantero, President of Orticolario**, summarizes the creative expression of **Orticolario "The Origin"**: 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. And he explains that right in **"The Origin"**, in the **welcome short film** where he tells about the power of the garden on the five senses.

Orticolario "The Origin is a **free digital platform**, an international showcase, which will be active until the next edition of Orticolario, from October 1 to 3, 2021 at Villa Erba on Lake Como. It is an **immersive experience**, developed by Tiziano Pedrazzoli of Tievent using **Matterport 3D technology**, accessible in any part of the world from computers and any device, including VR (virtual reality) viewers. It projects the user anywhere in Villa Erba and beyond, breaking down any geographical barrier. It is a **pioneering project involving the experimental potential of 3D mapping**, still little used in such extensive outdoor environments. A real first time, and the numbers speak for themselves: **1,247 scans carried out and 23,000 m2 mapped**.

The eclectic personality of Orticolario - between **gardening, landscape, art and design** - is respected and takes the form of a **"cradle" of different languages, ingenuity and talents**, where many creative souls express themselves, from artists to landscape architects, from nurserymen to craftsmen: to bind them together the common thread of the event, **the cult of beauty and the culture of the landscape**. And as happens every year during the "physical" event, each interpreted **the theme**

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and the plant of the year, "Seduction" and the Maple, which will then be the leitmotif of the 2021 edition.

When you enter Orticolario "The Origin" on the [new orticolario.it website](http://new.orticolario.it), you will be enjoying 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 in corners never opened to visitors before and now only visible on the platform](#). Along the route there will be linkable points of interest: each one is an [exhibitor presenting a sheet with the products and the news of the year, a project, a thought](#). Numerous sheets show [unreleased short films, experiential videos](#) inspired by nature that can transport the visitor to nurseries, private gardens, artisan shops, even within the creative process of a project or a work of art. The macro-categories represented are: artisans and experts, supporters, events, nurserymen, designers, organizations and collaborators.

An important detail: lovers of plants and craftsmanship also have 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.

Orticolario "The Origin" is 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](#).

Please note that all the experiences and activities proposed are possible thanks to the [Amici di Orticolario Fund](#), which each year supports [projects for the promotion of landscape culture](#) and for [five local charities](#) 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 contribution and patronage of the [Chamber of Commerce of Como-Lecco](#), the patronage of the [Municipality of Como](#), the [Municipality of Cernobbio](#) and the [Province of Como](#). In addition, [Regione Lombardia](#) sponsored and recognized Orticolario as an international event. To be mentioned finally the collaboration with [FAI - Fondo Ambiente Italiano](#).



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": up to the 2021 edition

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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