



ORTICOLARIO "THE ORIGIN"

SUGGESTIONS FOR A CHRISTMAS THAT SMELLS OF NATURE

The digital, immersive and ongoing version of Orticolario is a container of ideas for original, sustainable Christmas gifts, and for all tastes: numerous proposals on a single platform among design, art, craftsmanship, indoor and outdoor plants.

But The Origin is also a constantly evolving schedule. Among the novelties, the Cinesalotto and a poetic short film for children.

*May no gift be too small to give,
nor too simple to receive,
which is wrapped in thoughtfulness and tied with love
Franz Kafka*

Cernobbio (CO), December 3rd, 2020 – This year more than ever, without rhetoric or emphasis, we really need the magic of Christmas, the simple and authentic atmosphere that warms our soul and gives hope. A thought that led **Orticolario** to implement some new features in **The Origin**, the virtual project created on October 15th. Since beauty is always the bearer of positive sensations, the platform has been **significantly improved from a graphic and aesthetic point of view**, with the aim of offering a **more fluid, engaging and intuitive navigation**.

In addition, in December and during all holidays, the delicate background music that accompanies the experience of each visitor is made even more impressive by the unmistakable tinkling of the Christmas bells.

WHAT IT IS ABOUT. Orticolario "The Origin", the digital, immersive and ongoing version of the event, to be enjoyed as a true source of inspiration and wonder, is **the first and only free cultural-commercial online platform, created in an exhibition centre located in a historic park**. A "walk" in front of the lake and among ancient trees, while events and proposals from nurserymen, craftsmen, designers meet, accessible from anywhere in the world from computers (recommended) and any device, including VR (virtual reality) viewers.

Thanks to an experimental and pioneering mapping, it allows the user to take a **3D virtual tour in any corner of Villa Erba and its park**, even in the most hidden ones. But that is not all: you will be given the possibility to take a "closer" look at the nurseries, the workshops of the craftsmen, the private gardens, extraordinary

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places where the exhibitors of Orticolario live, work and create - spaces that during the physical event cannot be known and appreciated. How? Through the **video contents** that will be gradually uploaded to the platform and will reveal the story and essence of the exhibitor. May we remind you that in fact **The Origin is constantly enriched with new experiences**, thus giving life to a **constantly evolving schedule**.

VIDEOS THAT TAKE YOU AROUND THE WORLD. And so, in December you can "travel" along the Peninsula, **going to Rino** (antoninimila@gmail.com), **basket maker of Gassano** (MS), who produces baskets with willows, dogwood, olive, chestnut, carrying on an ancient craft learned from his father, to Como and around the world with **Antonella Fontana** (etsy.com/it/shop/papijoux), who enchants with her "Alchemies of seduction" and tells the **magic of creating a perfume**. You will be charmed by the sweet and whispered voice of Luna, a faithful four-legged companion, that **tells of Althea Vivai** (elleboro.com), where Anna and Claudio, with poetry and skill, produce, sell, select and hybridize hellebores, rebellious and generous flowers, capable of offering nectar to bees even under the snow (have a look on "The Origin": insert link). And then you can literally **"fly" in Anna Peyron's Piedmontese nursery-garden** (facebook.com/vivaioannapeyron), where roses, hydrangeas, Clematis and many other beloved plants are grown, or arrive as far as **Japan**, in the Gifu Prefecture, where the **landscape architect Enzo - Satoru Tabata** (enzo-garden.net) **composes and recites a Tanka**, a kind of ancient Japanese poetry, in this case inspired by maple, plant of the year and inspirer of his project.

CHRISTMAS GIFTS. The Origin is also an eclectic "container" of **ideas for original, sustainable, nature-inspired gifts**, and for all tastes: there are truly numerous proposals including **design, art, crafts, indoor and outdoor plants**, many inspired by the "Seduction", theme of the 2020 edition and leitmotiv of the 2021 one. After choosing, you will also have the opportunity to buy from exhibitors, by contacting them directly from the web platform.

But that is not all: **DHL Express**, specialized in the delivery of documents and goods to over 220 countries around the world, **collaborates with Orticolario** allowing the exhibitors to ship their products quickly and safely. As part of the DHL Deutsche Post group, DHL aims to achieve the goal of zero emissions logistics by 2050 and supports Made in Italy in the process of international growth.

Below, a selection of ideas for a tailor-made wish list for those who experience nature as a lifestyle.



FOR CHILDREN. And for Christmas you must not miss a [video for children](#) (and for anyone who believes in the power of fantasy), to whom the event has always devoted a great deal of attention: it is a [poetic short film](#), in which the puppets will lead you on a journey into the woods to discover the master trees, among legends, stories, fire, magic and the secrets of nature. Shot by [Paola and Dario Tognocchi of the Teatro dei Burattini di Como](#) (teatroburattinicomо.it) it joins the workshops held throughout the year, and is among the activities supporting the [Amici di Orticolario Fund](#), which collects donations for the development of cultural projects and charitable associations in the area. For info: laboratoribambini@orticolario.it.

CINESALOTTO. Among the news not to be missed in December we remind you also of the [Cinesalotto](#), a [selection of visionary short films, for a trip around the world and in other worlds](#), just like it happens in the Secret of Villa Erba during Orticolario: an original idea for spending evenings and the long Christmas holidays. Here are some of the titles: [“Great Gardens: Las Pozas” by Toby Amies](#) (UK, 2017, 5’), inspired and artistic; [“Symphony No. 42” by Réka Bucsi](#) (Hungary, 2014, 9’), experimental and surprising; [“Great Gardens: Trematon Castle” by Johnnie Shand Kydd](#) (UK, 2016, 4’), libertine, funny and irreverent.

Orticolario “The Origin” 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](#), and 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](#), present on the platform with a [video presenting some enchanting places](#).



IDEAS FOR AN ORIGINAL GREEN WISH LIST

Here is a selection of ideas from Orticolario "The Origin" for those who want to give nature at Christmas. It is just a small "anthology": you can let yourself be inspired and then continue in The Origin, walking among the over 120 exhibitors (not only Italians), who are ready to fulfil all your wishes (you can also explore the platform through the categories in the menu navigation, under the heading "search").

ITALIAN STYLE

Luxury textile accessories. **Mantero 1902**
Como . mantero.com

Mantero, main sponsor of Orticolario, with more than 100 years of history, creates fabrics and scarves by studying every detail and following all stages of development. Silk, print and colour: magical ingredients for Mantero 1902 models. Shawls, turbans, bags, clothing and silk cushions with patterns taken from the incredible Archive, interpreted in a contemporary way and made entirely in Italy.

Until 31/12 on mantero.com just enter the ORTICOLARIO2020 code and you will be able to buy the new collection and the timeless icons, with a 20% discount.

Have a look on "The Origin": <https://mpembed.com/show/?m=XBPXJex7ULX&mpu=650&=-.37,.41&ss=186>

Furnishings by **Ethimo**
Milano . ethimo.com

News from Ethimo, "historical" supporter of Orticolario, a company that has in its DNA the passion for the garden and promotes the culture of living outdoors with style and elegance. In December, just warm the atmosphere with the Carrè lamp which, available in two colours in a wired or rechargeable version, will light up Christmas while respecting the environment. So a patio, a garden, a living area will turn into special places, where the materiality of wood becomes the cradle of a warm and enveloping brightness.

Have a look on "The Origin": <https://mpembed.com/show/?m=XBPXJex7ULX&mpu=650&=-2.96,.57&ss=229>

ART

Art and custom frames. **Galleria Galp**
Olgiate Comasco (CO) . galleria-galp.it

Galp art gallery proposes contemporary artists, both Italian and foreign, some emerging, others already known by the public, with an eye to the latest news and a particular focus on figurative art. Among the works presented on The Origin, "Testa" by Stefano Bombardieri, an internationally renowned artist, a metaphor for the complexity of human existence, harsh criticism of selfish and exploitative humanity.

Have a look on Orticolario "The Origin": <https://mpembed.com/show/?m=XBPXJex7ULX&mpu=650&=-2.73,.44&ss=452>

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Gift decor. **William Zanotto**
Asolo (TV) . evadesign.it

In the creations by William Zanotto, interior designer, the central character is the apple, a symbol of desire and seduction *par excellence*, which becomes an original interior and exterior design element. Among other things, in the 2021 edition of Orticolario, William's works will be the protagonists of the Creative Space 3 "Seduzione à L'enverse", designed together with the garden designer Kristian Buziol (kristianbuziol.it), where you will be seduced to let yourself be seduced.

Have a look on "The Origin": <https://mpembed.com/show/?m=XPXJex7ULX&mpu=650&=.21,-.31&ss=408>

CRAFTSMANSHIP

Soaps. **Bianca and me**
Cenate Sotto (BG) . biancandme.com

Bianca and Me is a laboratory where soaps inspired by beauty and nature are made, with cold saponification and natural aging of at least four weeks. The base is of extra virgin olive oil produced in the Abruzzo olive groves with strictly seasonal recipes. The novelty: limited edition of soaps with maple syrup, for an extra dose of creaminess and sweetness.

Have a look on "The Origin": <https://mpembed.com/show/?m=XPXJex7ULX&mpu=650&=-2.92,1.02&ss=351>

Tailor creations. **Chianti Shine**
Rapolano Terme (SI) . [instagram.com/chiantishine/](https://www.instagram.com/chiantishine/)

Elena and her husband Paolo grew up in a mix of personal passions. Fabrics, colours, brocante; the social, the theatre and friends: this and much more are part of their research. Among the ideas for a special gift, vintage hemp overcoats updated with semi-artisan dyes, clearly visible in the video shot by Irene Stracciati with her group of young dancers.

Have a look on "The Origin": <https://mpembed.com/show/?m=XPXJex7ULX&mpu=650&=-2.87,.29&ss=459>

Jewels. **Jocabilab di Bocalini Giovanna & C.**
Fabbrico (RE) . jocabilab.com

Jocabilab is an Italian artisan laboratory where eclectic jewels, inspired by nature, poetry, literature and art are designed and made. The collection dedicated to Adam and Eve in the Garden of Eden embodies the theme of seduction: Eve, innocent and pure, is tempted by the serpent and becomes a sinner; transformed and adorned with jewels, she seduces Adam.

Have a look on "The Origin": <https://mpembed.com/show/?m=XPXJex7ULX&mpu=650&=-2.87,.29&ss=459>

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Raku ceramics . **Le Terre della Torre**
Alta Valtidone (PC) . [etsy.com/it/shop/leterredellatorre](https://www.etsy.com/it/shop/leterredellatorre)

Le Terre della Torre project, from the Piacenza Apennines, creates artistic ceramics with the fascinating Raku technique and with the red earth cooked in wood that gives intense shades blending together. Leaving room for improvisation and taking inspiration from the surrounding environment, lamps, sculptures, vases, household objects are created.

Have a look on "The Origin": <https://mpembed.com/show/?m=XPXJex7ULX&mpu=650&=-2.91,.44&ss=467>

Vases. **The Bis: Monica Bispo**
Carpenedolo (BS) . [thebis.it](https://www.thebis.it)

Monica Bispo, artist, restorer and landscape architect, creates vases in Terra Cruda®, a natural and sustainable blend, inspired by the Japanese biologist and philosopher Masanobu Fukuoka, a pioneer of "do-nothing-farming" featuring a low water impact. The Terra Cruda vase does not need cooking, breathes and does not require primary energy nor a lot of water to be made. Among the gift ideas proposed, the box with what you need to make a vase with this material.

Have a look on "The Origin": <https://mpembed.com/show/?m=XPXJex7ULX&mpu=650&=-2.38,1.41&ss=260>

PLANTS

Succulent plants and cacti. **A&G Floroortoagricola**
Sanremo (IM) . [agsanremo.it](https://www.agsanremo.it)

A historic cactus and succulent company that, thanks to their passion and high quality, managed to expand even outside of Italy. For years they have also been involved in the construction of gardens and terraces, one more idea for a truly tailor-made gift.

Have a look on "The Origin": <https://mpembed.com/show/?m=XPXJex7ULX&mpu=650&=-.19,.15&ss=195>

Acidophilous plants, maples and camellias. **Compagnia del Lago Maggiore**
Verbania . [compagniadellago.com](https://www.compagniadellago.com)

They grow maples, azaleas, camellias, rhododendrons and other shrubs suitable for the gardens of the pre-alpine lakes. In recent years they became aware that they had to put more wisdom into their work and use cultivation methods that are more respectful of natural cycles. So to move forward they have taken a step back. And they saw that it works.

Have a look on "The Origin": <https://mpembed.com/show/?m=XPXJex7ULX&mpu=650&=-.91,.17&ss=253>

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Succulents and green environmentally sustainable projects. **Piantando**
Milano. piantando.it

Piantando is a benefit company founded in 2019 by Andrea Evangelista and Chiara Riente, which launches social and environmental projects around the world. By purchasing Piantando products, you contribute to environmental protection projects: environmental and social regeneration and protection of biodiversity; each product is linked to a unique and certified contribution to the various initiatives.

Have a look on "The Origin": <https://mpembed.com/show/?m=XPXJex7ULX&mpu=650&=-2.38,1.41&ss=266>

TASTE

Craft beer. **Birrificio Italiano**
Limido Comasco (CO) . birrificio.it

Pioneer of the Italian craft scene since 1996. The personality of the products is evident both in the reinterpretation of the classics, which reinvent stylistic dogmas, and in the experimental productions that bend wild yeasts, fruit, flowers, spices to the ultimate goal: the creation of harmony. Since 2016, in a limited edition, they have been creating the Orticolario beer, inspired by the theme of the edition.

Have a look on "The Origin": <https://mpembed.com/show/?m=XPXJex7ULX&mpu=650&=-2.76,.13&ss=176>

Agricultural and food products. **Gastronomia Botanica Bistrot PioppoTremulo**
Seregno (MB) . pioppotremulo.it

With love and passion they make products processed with advanced methods that enhance the characteristics of the spontaneous flowers and herbs. They offer fruit and vegetables, kimchi, fermented drinks such as jun and kombucha, flower and fruit teas and various wild herb preserves. A true edible garden for a life led in time with nature.

Have a look on "The Origin": <https://mpembed.com/show/?m=XPXJex7ULX&mpu=650&=-2.91,.44&ss=465>

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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", 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 more than 117,000 views, while the newsletter has over 17,700 subscribers.

ORTICOLARIO AT A GLANCE

Orticolario "The Origin", the online version of Orticolario

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

PRESS INFORMATION

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