



ORTICOLARIO IS THERE AND PROMOTES CULTURE FOR ALL AGES

Orticolario continues to propose ideas. It is close to children, with activities for schools and families also with the Carnival theme, and continues to enrich the Orticolario platform "The Origin", its digital and ongoing version, a cultural schedule dedicated to nature, continuously updated. Among the novelties of February, new videos of some of the protagonists of the next edition, as well as visionary short films in the Cinesalotto.

*The ideas enclosed in themselves dry up and die out.
Only if they circulate and mix, they live, make live,
feed each other
and contribute to common life, that is, to culture.
Gustavo Zagrebelsky*

Cernobbio (CO), February 2021 – **Orticolario exists, resists and insists.** Just like that. The **cultural event** dedicated to those who experience nature as a lifestyle continues to promote **beauty and inspiration for all ages.** How? In different ways. To be mentioned, first of all, the series of online activities for children, aimed at schools and families, to spread the importance of nature for our lives among young people: as for Christmas specific contents were created, there is also a special proposal for Carnival, as always intertwined with the social soul of Orticolario. Then there is the update of **The Origin platform, the digital, immersive and ongoing version of the event,** developed in collaboration with TiEvent: **new experiential videos** to get to know, through unusual points of view, nurserymen, artisans, designers and artists of Orticolario, a humanity in constant search, capable of excite; in addition to **new titles in the Cinesalotto,** the selection of visionary short films that will take you around the world and into other worlds. Here all the details.

FOR NEW GENERATIONS. The attention to children and young people is in the heart and soul of Orticolario: during the exhibition, numerous workshops are organized for school groups and children visiting with their families, and students from some secondary schools in the area are actively involved. To show closeness to the little ones in such a complicated period, in **collaboration with Paola and Dario Tognocchi** of the Teatro dei Burattini di Como (teatroburattinicomо.it) the **project "L'Albero Maestro" (The Mast)** was promoted. Taking its title from a poetic short film always **visible on The Origin**, it is **aimed at**



schools and families and includes **online activities** varying according to the period: in February, on the occasion of the Carnival, a hilarious puppet show on Harlequin and Pantalone is offered, a video tutorial for the creation of a bird beak mask, another guide clip to create a crown and educational cards. For all the classes involved, who will send the works carried out by the students to the staff of Orticolario, prizes are foreseen to embellish the school garden. To participate in the project a small contribution is requested to support the **Amici di Orticolario Fund**, at the Fondazione Provinciale della Comunità Comasca, which collects donations for the **development of cultural projects and local charitable associations**.

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*"Orticolario will always be there for children and propose activities and workshops that will continue throughout the year – explains **Elena Mantero**, head of the Orticolario children's program. We have always paid a lot of attention to the little ones, and since we deal with nature we could not do otherwise: we try to stimulate them in a creative and educational way so that, as they grow up, they can love and respect the environment. The new generations are our hope for a better future!"*

INSPIRATIONAL VIDEOS. The Origin is a platform designed as a real **continuously updated schedule**. Numerous **unpublished 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. **Four novelties for February**. Let us start from the **mini-documentary "Il micromegamondo delle farfalle" (The micromegaworld of butterflies)** shot in the Casa delle Farfalle and in the Bosco delle Fate of Butterfly Arc in Montegrotto Terme (Pd) (micromegamondo.com): the founder **Enzo Moretto**, naturalist entomologist, tells of his great passion for these creatures, with their proverbial beauty and ephemeral existence. From wings in the wind to **"OrologiSenzaTempo" (Timeless Clocks)** by **Giuseppe Giudici** (orologisenzatempo.com), who offers another vision of time with frescoed sundials, armillary spheres and solar garden clocks. **"Il cielo in una stanza" (The Sky in a Room)** is the title of the project by **Carla Testori** (ctstudioverde.it), landscaper and member of the Creative Group of Orticolario: a tribute to the landscape and its guardian spirit. Finally, here we are at the **Spazio Creativo 5**, a project by **Sgaravatti Group** (sgaravattigroup.it), present on the platform in the dual role of designer and nurserymen. This video invites you to recover the concept of the sacredness of the tree and the earth.

CINESALOTTO. The selection of short films for an experience of vision, fantasy and metamorphosis, just like it happens in the dungeons of Villa Erba during



Orticolario. Here are some of the new titles: “Illustration (The Finest Occupation)” by Temujin Doran – Studiocanoe (UK, 2012, 2’), artistic and funny; “Until there - A Mongolian tale” by Lea Amiel and Nicolas Libersalle (Mongolia and France, 2016, 7’), poetry and discovery; “Way of Giants - Caminho dos Gigantes” by Alois di Leo (Brazil, 2016, 12’), exciting and narrative.

A CALL TO THE INSTITUTIONS. Orticolario exists, resists and insists. It was not paralyzed by the general situation, and with The Origin has kept the attention on the event high by giving voice to its protagonists. But like all other events it feels the **need to be represented and supported by the institutions**: the lack of support can cause irreparable damage to a key sector for the economy. **Event organizers work and invest in the future**, shape something to come. **To do this, both guidelines that allow planning and scheduling** – two essential activities for those involved in exhibitions – and concrete supports that ensure their continuity are needed.

May we remember that Orticolario “The Origin” is implemented with the support of **Mantero Seta** and the contribution of **Elmec Solar** and **Ethimo**. It also has 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.

ABOUT ORTICOLARIO

Orticolario, now in its twelfth edition, is the cultural event dedicated to those for whom nature is a lifestyle. Scene of the exhibition 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. A distinctive feature is the proposal of thematic gardens and art installations inspired by the theme of the year, among which the creations of the artists selected in the international competition “Creative Spaces” stand out. The title of the 2020 and 2021 edition is “Hypnotic”, the theme is “Seduction” and the protagonist plant the Maple. The exhibition, which in 2019 counted 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

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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.

NOTE ABOUT ORTICOLARIO "THE ORIGIN"

In 2020, due to the health emergency, the event became Orticolario "The Origin": a new virtual and ongoing 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 in any part of the world from computers and any other device, including VR (virtual reality) viewers. This is the first and only free cultural-commercial online platform, created in an exhibition centre located in a historic park. Developed by TiEvent with Matterport 3D technology, 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, to stroll in front of the lake and among ancient trees, while meeting events and proposals from nurserymen, artisans, designers. And the numbers from which the project started are more than generous: in 2019 the orticolario.it website recorded about 460,600 pages viewed, the followers on the social networks (Facebook and Instagram) exceeded 24,000, the YouTube channel obtained more than 123,500 views, while the newsletter has over 17,700 subscribers. The Origin platform has almost reached 30,500 views since October 15, the day it was activated.

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
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Instagram: <https://instagram.com/orticolariocomo/>
Twitter: <http://twitter.com/Orticolario>
Pinterest: <http://www.pinterest.com/orticolario13>
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