



ORTICOLARIO BECOMES "WIDESPREAD"

AND COMPETES FOR THE 2022 COMPASSO D'ORO AWARD

The edition at Villa Erba will be postponed to October 2022. But Orticolario will be there, in another form. Until the end of the year, in fact, the cultural event chose to spread without limits of time and space on the territory, proposing events and initiatives, "in presence", to discover the nature and knowledge of the Lake Como lands.

To be noted, the selection in the prestigious ADI Design Index of ADI - Association for Industrial Design and the qualification as an international event.

*A man is made of choices and circumstances.
No one has power over circumstances,
but everyone has power over their choices.
Eric-Emmanuel Schmitt*

Cernobbio (CO), June 2021 - Some decisions are particularly difficult to make. But deciding means expressing respect towards one's interlocutors and giving value to what one does. This is the case with the **next edition of Orticolario, postponed to October 2022**. Nevertheless, **Orticolario is there, and how**. The event, in fact, was selected by the ADI Permanent Design Observatory - Association for Industrial Design in the **ADI Design Index**, the annual preselection of the prestigious Compasso d'Oro Award. Furthermore, until the end of the year, it will turn into a **calendar of events in the area**, "in presence", to discover the nature and knowledge of the Lake Como lands.

2021 EDITION POSTPONED TO 2022. The reasons for the postponement are various. First and foremost, for obvious reasons related to the evolution of the pandemic situation, as we cannot guarantee exhibitors the usual number of visitors (may we remember that in 2019 there were close to **30,000 admissions**). There is also the risk of not being able to meet the visitors' expectations: Orticolario involves **more than 230 exhibitors, as well as designers, artists, scholars, researchers**, and includes a **full calendar of cultural events**. If it were not possible to offer a multifaceted proposal - and at the moment there are still many unknowns - many of the components that characterize and make the event unique in its kind would be missing. There is also an equally important motivation: the strong willingness to respect the consolidated choices of the other events (sectoral and non-sectoral), regarding the season in which they take place, and of the exhibitors themselves, for many of whom taking part in an



event is a business choice. Orticolario will not invade someone else's garden, it is an autumn event and so it wants to remain.

"The decision to postpone to 2022, taken reluctantly, is a form of respect towards all our interlocutors: exhibitors, visitors, artists, designers, partners – explains Moritz Mantero, President of Orticolario. For us it is really essential to be able to organize an event that is at the level of the 2019 'Phantasmagoria' edition, for which we were selected by the prestigious ADI Permanent Design Observatory. Orticolario wants to continue to be an event that surprises and excites, not a distorted version of it".

Anna Rapisarda, visual designer e curator of the event, continues: "This recognition strengthens in us the belief that we have taken the right path, creating culture in an innovative way, through research and the beauty of form. A design philosophy that is a fundamental component of the essence of Orticolario. For a designer, being selected and published on the ADI Design Index is a source of pride and satisfaction. And it's not just for me, but for the whole team, where professionalism and passion coexist".

THE SELECTION IN THE ADI DESIGN INDEX. Quality understood as intelligence, competence, rigor, aspiration for the common good and beauty. Always with the aim of sustainable and responsible development. Based on these criteria the **ADI Permanent Design Observatory** selected the best products, research, services, events and social initiatives that can aspire to the famous Compasso d'Oro Award and collected then in the new edition of the **ADI Design Index**, recently presented. Among these, in the "Exhibition design" category, **Orticolario with its 2019 "Phantasmagoria" edition**, dedicated to berries and small fruits and to the theme of "travel", and with the innovative virtual project **Orticolario "The Origin"**.

Furthermore, it should not be forgotten that Orticolario 2022 obtained the recognition of an international event by the Lombardy Region.

WIDESPREAD ORTICOLARIO. Faced with the decision not to organize the edition at Villa Erba, Orticolario did not sit idly. Just as last year we invented a new form and launched the virtual and immersive version The Origin (which can be accessed from the site orticolario.it), this year we chose to spread without limits of time and space on the territory and propose events and initiatives that will accompany us towards autumn and continue until the end of the year.

To inaugurate this new way of proposing, the "Mal d'Intelvi" event, on Saturday June 19, a walk in Val d'Intelvi in the enchanting Foresta del Maggiociondolo (Laburnum forest) in bloom, unique in Europe, in the company of the landscape architect Vittorio Peretto.

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Sede Legale: L.go Visconti 4, 22012 Cernobbio . P. IVA/C.F. 03200630139 . N° REA: CO-301286 . Capitale Sociale 236.000,00 i.v.
Segreteria organizzativa c/o Villa Erba . Cernobbio . Tel. +39 031 3347503 . info@orticolario.it . www.orticolario.it



More info: <https://orticolario.it/19-giugno-2021-lincontro-mal-dintelvi-si-avera/>

On June 27 "Lanterne" will follow, a ceramic workshop for children and teenagers to create an exclusive terracotta lantern, organized with **Como Raku**, an art studio and exhibitor of Orticolario.

More info: <https://orticolario.it/laboratorio-di-ceramica-per-bambini-e-ragazzi-27-giugno-2021/>

And again, on July 3 it is the turn of "Sulle tue tracce" (On your tracks), writing workshop on the way, discovering oneself in nature. Write, walk, pause among the trees of the Bioenergetic Wood of "Tenuta de l'Annunziata", where the eco-designer and bio-researcher Marco Nieri (former speaker at Orticolario) has identified different bioenergetic areas favorable to the organism. The meeting will be led by **Daniela Stasi**, a journalist expert in biographical and autobiographical methodologies.

More info: <https://orticolario.it/3-luglio-2021-sulle-tue-tracce-per-una-scrittura-in-cammino/>

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, 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.

NOTE ABOUT ORTICOLARIO "THE ORIGIN"

In 2020, due to a 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,

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accessible in any part of the world from computers and any 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](http://www.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 126,900 views, while the newsletter has over 17,700 subscribers. The Origin platform has reached 45,148 views since October 15, the day it was activated.

ORTICOLARIO AT A GLANCE

Orticolario "The Origin", the online version of Orticolario

Orticolario 2022: 30 September-2 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

Alessandra Perrucchini . Mob. +39.340.4212323

press@orticolario.it

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