



A GIANT THRONE ON LAKE COMO SIGNED ORTICOLARIO

One of the installations presented on the virtual platform Orticolario "The Origin" comes true. And here is "Delenimentum", the titanic version of the legendary Adirondack Chair, a few steps from the landing stage on the "tip" of the Cernobbio shore. To be seduced by the landscape in a unique way.

*A man without a landscape is devoid of any resources.
Patrick Modiano*

Cernobbio (CO), August 2021 – Orticolario continues to spread its vision of the landscape on the territory, transforming another of the projects presented on the virtual platform Orticolario "The Origin" into reality. And here is a giant raspberry red throne, a few steps from the elegant Liberty-style landing stage on the "tip" of the Cernobbio shore, on Lake Como, where you can meet until the Autumn.

The throne is called "Delenimentum", which means attraction, charm, enchantment, and is the titanic version of the legendary Adirondack Chair, created in 1903 by the designer Thomas Lee during a holiday in the Adirondack mountains, in the state of New York.

See the sheet on The Origin:

<https://mpembed.com/show/?m=XBPXJex7ULX&mpu=650&=-2.67,.52&ss=399>

The one wanted by Orticolario is handcrafted with recycled wood from the Venetian laboratory Limperfetto (www.limperfetto.design), and will be surrounded by a flowerbed set up by Piedmontese nursery and garden design studio Fratelli Leonelli (www.fratellileonelli.com): very comfortable for everyone, but ideal for two Gardenlovers - as the organizers of Orticolario call those who love life in the garden - who let themselves be seduced by the landscape. Symbolising our returning to being together in the open air.

The installation has been completed with the support of Ethimo (www.ethimo.com), the contribution of Wide Group (www.widegroup.eu) and the patronage of the Municipality of Cernobbio.



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, childhood summer residence of 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.

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, 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 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

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Website: www.orticolario.it

Facebook: <http://www.facebook.com/Orticolario>

S.O.G.E.O. srl Impresa Sociale

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

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

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