



ANNA GASTEL'S STORY FOR ORTICOLARIO THE NEW STORIES OF VILLA ERBA

On The Origin digital platform, exclusively for Orticolario, the voice of Anna Gastel, Luchino Visconti's niece, will guide you through the history of the Villa and the director's family, while "strolling" room after room, up to the dungeons and the park. Among curiosities and special contents.

*It was the kind of voice that the ear follows up and down,
as if speech is an arrangement of notes
that will never be played again.
Francis Scott Key Fitzgerald*

Cernobbio (CO), October 19th, 2021 – Having the opportunity to **get to know Villa Erba like never before**, listening to the story told by **Anna Gastel, Luchino Visconti's niece**. This is the **new immersive experience in The Origin**, the virtual version of **Orticolario** accompanying visitors and exhibitors while waiting to be able to meet again live.

Created thanks to the **contribution of Banca Generali Private (bancageneraliprivate.it)**, **LariolN (larioln.it)** and **KPMG (home.kpmg)**, the project reveals the most authentic essence of the Villa in a sincere and passionate way. And it is also available in English, with the story of Anna Gastel played by an actor. A unique experience that can fulfil, in any part of the world, the desire to know the story of a family intertwined with that of a home that is its theatre and co-star. The landscape and architecture of **one of the most famous villas on Lake Como** join the story, where every year, since 2009, the event dedicated to those who experience nature as a lifestyle has been held.

THE PROJECT. Exclusively for Orticolario, the voice of Anna Gastel will guide you through the history of the Villa and the director's family, while "strolling" room after room up to the dungeons and the park, following a numbered itinerary among **new historical, architectural curiosities** and archive images. So you can breathe **moments of life really lived by the young Luchino**, still far from his fame: for example while he was climbing the plane tree next to the pier or when he sought in vain attention from his father immersed in reading.

"I was happy to accept the invitation of my friend Moritz Mantero, president of Orticolario, and to lend my voice to the accurate and truthful account of the 'Villa Grande', built for my great-grandparents Luigi Erba and Anna Brivio – comments Anna Gastel, president of the MITO SettembreMusica International Festival. We love and defend with conviction what we know; therefore, preserving and

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narrating the places of those who preceded us with love and emotion is the best way to honour their memory and pass on their values, in a word not to forget”.

THE “VILLA GRANDE”. As Gastel tells in the guided tour on The Origin (accessed from orticolario.it), the building, built between 1898 and 1900 and now known as "Villa Antica", **in the family was called "Villa Grande"**, demonstrating the economic power and social importance of the Erba family, who had it built.

The **Park represents a rarity in the area**, because it still remains a rare example of an entirely flat garden on Lake Como, **almost a terrace on the water**, built with landfill on a complex lake water mains system which, once the locks were opened, allowed easy irrigation.

*“Luchino said: ‘Villa Erba is a house we love so much, a real Lombard Villa, so dear to us. We will all gather there, brothers and sisters, and it will be like when we were children and lived in the shadow of our mother’ – continues **Anna Gastel**. The tradition has remained unchanged even for my generation and we, the seven Gastel children, lived with our cousins in a single, large garden divided only ideally by plants and flowers according to the will of Guido Visconti di Modrone, my mother's elder brother and sole heir of the entire Villa Erba complex, upon the death of his mother Carla”.*

THE REASON FOR THE PROPOSAL. The guided tour of Villa Erba with the new story by Anna Gastel is fully part of **Orticolario's philosophy: to make culture of the territory**, proposing a narrative that can satisfy the interest of those who want **to know the stories behind the places**.

*“The proposal is designed both for travellers, who like to prepare for a future journey by taking possession of the memory of a landscape, and for curious spirits who, even from far away, through an interactive and immersive experience, have the opportunity to get to know the historic residence – explains **Anna Rapisarda, curator of Orticolario**. It is conceived for a cultured and slow way of travelling, not hasty and inattentive, and it is also ideal for schools, to make children aware of the history of the place and the importance of memory and narration, at the basis of our cultural evolution”.*

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Segreteria organizzativa c/o Villa Erba . Cernobbio . Tel. +39 031 3347503 . info@orticolario.it . www.orticolario.it



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.

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, 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 Tievvent 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 about 129,000 views, while the newsletter has over 17,700 subscribers. The Origin platform has reached almost 74,000 views since October 15th, 2020, the day it was activated.

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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

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