

ART IN ART WITH ORTICOLARIO AT VILLA BERNASCONI

Orticolario and the Municipality of Cernobbio promote "Quotidianità", the site-specific installation by Francesco Marchini in the museum itinerary of Villa Bernasconi. On display from October 31st, the work is made with 500,000 fir needles and represents the path of rapprochement to the environment of an allergic person. Orticolario thus continues to propose events on the territory and to transform the projects presented on The Origin platform into reality

*Art enables us to find ourselves
and lose ourselves at the same time.*

Thomas Merton

Cernobbio (CO), November 2021 - After the incredible success of "Delenimentum", the giant raspberry red throne a few steps from the Cernobbio landing stage, **Orticolario continues to sow its vision of art and landscape on the territory**, transforming another of the projects presented on The Origin platform into reality: **"Quotidianità"** by the young Como artist **Francesco Marchini**. **On display from October 31st to December 31st, 2021**, it is a site-specific installation in **Villa Bernasconi**, one of the rare examples of liberty architecture on Lake Como and now home to a museum of the talking house.

*"For us it is always gratifying to open roads to young people in constant search for new ways to express themselves, and art is certainly a means of expression in which we strongly believe", comments **Anna Rapisarda**, curator of **Orticolario**.*

Made with 500,000 fir needles, **the work represents the path of rapprochement with the environment in the darkness of a garden under construction**. It stands as a current starting point for reflection on **the coexistence between man and nature through the point of view of the allergic person**.

It is the **expression of a personal experience**, where a choice is explored, the crossroads in front of which those suffering from an invasive pollen allergy find themselves: wandering stunned in the landscape or finding a solution that makes coexistence possible.

With **"Quotidianità"**, the artist, born in 1997, about to graduate at the Brera Academy of Fine Arts, thus tells how the flora, from a hostile frame of his daily life, has turned into an attractive force that is impossible to oppose.

The repetition of the artistic gesture, consisting in setting thousands of fir needles, thus becomes transformative and the use of natural material modifies the previously malignant perception of the environment. And this happens because



the negative feeling linked to allergy is associated with the positive feeling of art. Allergy, therefore, is no longer a pathology, but a connection.

“Living in Como the reconciliation with the landscape could not help passing through Orticolario, which, like few events in Europe, promotes a healthy relationship with nature – explains the artist Francesco Marchini. For me it is a great satisfaction to have been chosen. I would like to thank all the staff who, despite the closures imposed by the pandemic, continued to believe in my project. Among other things, Villa Bernasconi is an excellent place to express the presence of the environment in everyday life. Just as the pollen penetrates my home, so the walls and the structure of the villa have continuous references to the natural world, which determine its characteristic style”.

“We are happy to host this installation at Villa Bernasconi - comments Maria Angela Ferradini, councilor for culture of the Municipality of Cernobbio - which communicates a very important message of union with nature to which the Municipality of Cernobbio, with the Villa in particular, is extremely sensitive. Cernobbio, which obtained the national environmental quality label of "Comune fiorito", has a green vocation sustained, expanded and widespread thanks to initiatives and events that offer an innovative and original look at nature. The work “Quotidianità” that we will host in the coming months certainly goes in this direction. Villa Bernasconi, which has a history closely linked to the production and processing of silk, a natural product, cannot ignore this approach and offers an ideal setting for this site-specific installation that strongly conveys the awareness campaign #laculturacura launched by Italian museums during the current pandemic”.

The initiative is carried out together with the Municipality of Cernobbio with the support of Mantero Seta (www.mantero.com), the contribution of Wide Group (www.widegroup.eu) and the technical contribution of TiEvent (www.tievent.it) and Tecnorecuperi (www.tecnorecuperi.com). It is part of the series of events promoted by Orticolario until the end of the year.

NOTES FOR THE PUBLIC

Info about the event: <https://eng.orticolario.it/from-october-31st-2021-the-quotidianita-installation-comes-true/>

“Quotidianità” sheet on Orticolario “The Origin”:

<https://mpembed.com/show/?m=XPBJex7ULX&mpu=650&=-.88,-.84&ss=161>

The installation is located in one of the rooms within the museum itinerary of Villa Bernasconi.

Paid admission upon reservation. Limited number of places.

When: from October 31st to December 31st, 2021

Tickets: € 5,00 | Free admissions available: info on the Museum's website

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Booking and purchase of tickets: <https://www.villabernasconi.eu/en/acquisto-biglietti-ingresso/>

Where: Museo Villa Bernasconi, Largo Campanini 2, Cernobbio (CO)

Parking: paid, available nearby

THE MUSEUM OF VILLA BERNASCONI

Inaugurated in 2017, the Museum of Villa Bernasconi is an original museum located in the beautiful Art Nouveau villa of the same name in Cernobbio, on Lake Como. The villa was built between 1905 and 1906 on a project by the architect Alfredo Campanini as a "fashion house" for the engineer Davide Bernasconi who, originally from Milan, founded the homonymous Tessiture Seriche in Cernobbio at the end of the nineteenth century. Conceived not as a museum in the traditional sense of the term, but as an experience made of suggestions and connections guided by #vocidivilla, it offers visitors an innovative and interactive journey through multimedia content, objects and historical documents on loan from museum and private collections, but also through multisensory experiences. The museum is the fulcrum of "Liberty Tutti", a project developed by the Municipality of Cernobbio in partnership with the Mondovisione Social Cooperative to create a sustainable management model for Villa Bernasconi that enhances the involvement of young people, both in terms of creativity and professionalism, also making use of new technologies. For this reason, the interactive installations have been created by Sfelab, Olo Creative Farm, Rataplan, Antiorario Video. "Liberty tutti" is co-financed by the Cariplo Foundation (Call for Cultural Heritage for development. Year 2015). The initiative was also carried out with the contribution of the Lombardy Region (Call for Creative Territories, aimed at promoting fashion and design themes through new technologies) and provides for the involvement, in various capacities, of numerous and important museums and cultural institutions in the area and not only, such as Orticolario, the Civic Art Gallery of Como, the Silk Museum, the Teatro Sociale of Como, the Arte&Arte Association, Como Città dei Balocchi, Alessandro Volta Foundation, Arte Nova Foundation.

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

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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.

NOTES 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 123,500 views, while the newsletter has over 17,700 subscribers. The Origin platform has reached 74,000 views since October 15th, 2020, 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

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