



ORTICOLARIO 2022 BACK TO THE FUTURE

The event dedicated to landscape and nature returns to its original form, participation in person, in the park of Villa Erba, on Lake Como, from 29 September to 2 October. The title of the twelfth edition is "Leftover pieces of fairy tale", the theme is the fairy tale, while the plant is Bamboo

*The fairy tale is the place of all hypotheses: it can give us keys to enter reality by new paths [...].
Gianni Rodari*

Cernobbio (CO), 22 February 2022 - "We do not need magic to change the world, we carry all the power we need inside ourselves already: we have the power to imagine better". **Orticolario** borrows the words of the British writer J.K. Rowling to build its reality. How? With all the imagination we are capable of, **after two years, we turn the page again by organizing the twelfth edition, participation in person, from 29 September to 2 October in the park of Villa Erba, in Cernobbio (CO), on Lake Como.**

To give even more value to the return to the original form, we will draw on the deepest sources of inventiveness. Hence the **title of Orticolario 2022, "Groncioli di fiaba" ("Leftover pieces of fairy tale")**: in the Tuscan vocabulary *groncioli* are the pieces of leftover bread; therefore, the title of the event evokes pieces of pure, uncontaminated, imaginary nourishment. Precious pieces, which save from the hunger for fantasy, and which need to be saved and preserved. The **theme and the plant of the year** follow this concept: the first is the **Fairy tale** and the second is **Bamboo**.

THE FAIRY TALE, THE THEME. From the dawn of time the fairy tale has walked and walked... From one place to another, from memory to memory, from mouth to mouth. It has lived in narration and listening, it has told the soul of people, the flow of existence and of its truths, being however at the same time the territory of the marvellous, where anything can happen. **In the initiary journey of the fairy tale, the landscape – from the forest to the garden – is the scene of events and the creator of metamorphosis, a space where nature, a portal towards the supernatural, tells of its ancient relationship with man.**

*"The fairy tale is the mirror reflecting the deepest part of each of us – tells **Anna Rapisarda, curator of Orticolario.** The powerfully intimate and personal freedom to "wear" its meaning allows us to feel it as our own. In the belief that it is not just a question of listening, but of perception".*

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BAMBOO, THE PLANT. When you enter the world of bamboos, you find yourselves between dwarfs of a few centimetres to giants up to 40 meters. In Asia, in Europe, in America and Africa, their people live from sea level to mountain and grow with incredible speed. From an ancient mystery guarded in flowering, to false myths and truths, new and old stories echo among the bamboo leaves and canes.

“Bamboo is an extraordinary plant, a grass around which, in Italy, there is misinformation and prejudice – underlines Moritz Mantero, President of the event. It is a plant to be rediscovered and enhanced. It is used from the sprouts to the cane and can be employed in various ways: as a weaver I recognize also the great role of bamboo as producer of fibres. It also boasts an incredible number of varieties and various properties, first of all a great ability to purify the air”.

THE FORMS OF ORTICOLARIO IN 2020 AND 2021. In the last two years the event has changed several times, but never stopped, following the course of events. In 2020, when organizing physical meetings was a chimera, it took the form of Orticolario “The Origin”, the immersive virtual version, to take a walk in Villa Erba - in the park, in the exhibition centre, in Villa Antica and its dungeons, 30,000 square metres scanned in 3D – and meet as many as 138 exhibitors (the platform can still be visited on the orticolario.it website). In 2021, when events could be organized subject to quotas, Widespread Orticolario proposed a series of cultural events for young and old in the Como area from June to December. Here are some numbers: The Origin, from 15 October 2020 to 31 December 2021, collected 174,939 page views; with Widespread Orticolario ten workshops and two art installations were performed, all welcomed with great public success. Suffice it to say that most of the laboratories sold out and replicas were necessary to meet the numerous requests, while the installations were extended.

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 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

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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. The next edition of Orticolario will take place in Villa Erba from 29 September to 2 October 2, 2022.

ORTICOLARIO AT A GLANCE

29 September-2 October 2022 Villa Erba, Cernobbio (CO), on Lake Como

Visitor info: tel. +39 031 3347503, mail: info@orticolario.it

Website: eng.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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