



ORTICOLARIO 2022 LEGENDARY LANDSCAPES

From Lombardy to Sardinia, passing through Piedmont, Emilia-Romagna and Tuscany, for the International Competition "Creative Spaces" 2022. Here are the five finalists-storytellers, who will exhibit their creations in the historic park of Villa Erba on Lake Como, on the occasion of the twelfth edition of Orticolario from 29 September to 2 October 2022

*If you want your children to be intelligent, read them fairy tales.
If you want them to be more intelligent, read them more fairy tales.
Albert Einstein*

Cernobbio (CO), 29 March 2022 – Gianni Rodari, who with his work has helped to bring the great power of imagination to adults as well, clarified the concept: "Fairy tales help to remember, to relive, to explore the world, to classify people, destinies, events. They help to build the structures of the imagination that are the same as those of thought". And the "Fairy Tale", the theme of Orticolario 2022, gave the green light to the participants of the international competition "Creative Spaces" to imagine new ways of thinking about the landscape. Five are the finalists, evaluated by the Awarding Commission among numerous proposals sent by architects, designers, landscapers, artists, gardeners and nurserymen. Five finalists-storytellers who will tell their stories, some among the bamboos, plant of the year, some wearing the fairy tale in their own way.

The selected ones, who come from different areas of Italy (from Lombardy to Piedmont, from Emilia-Romagna to Tuscany, up to Sardinia) will carry out their projects in the historic park of Villa Erba in Cernobbio, during Orticolario, scheduled from Thursday 29 September to Sunday 2 October 2022. As always, original and innovative spaces, liveable and usable gardens, new ideas for gardens and artistic installations will define a different experience of the relationship between man and nature.

"Nullus locus sine genio, "there is no place without genius". What is the landscape of the fairy tale? It is the one where the genius of fantasy lives, where dreams become branches grown on the roots of tradition - comments Vittorio Peretto of the Creative Spaces Selection Committee. The designers of this edition of Orticolario have thus answered the call by giving a botanical-landscape interpretation of fantasy".

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



THE FIVE FINALISTS' PROJECTS

1. "Capitolo 7"

Designed and made by **Mario Mariani** . Galliate (NO) . mariomariani.studio
Concept and interview: <https://eng.orticolario.it/1-capitolo-7-by-mario-mariani-and-matteo-boccardo/>

2. "Eroe allo specchio"

Designed and made by **Greenfulness**. Parma . greenfulness.it
Concept and interview: <https://eng.orticolario.it/2-eroe-allo-specchio-by-giovanni-pizzo/>

3. "La meraviglia del non sapere"

Designed and made by **Mema Giardini**. Pistoia . memagiardini.it
Concept and interview: <https://eng.orticolario.it/3-la-meraviglia-del-non-sapere-by-ilaria-menici-mema-giardini/>

4. "Alla ricerca di sé stessi"

Designed and made by **Arianna Tomatis**. Mondovì (CN) . ariannatomatis.com
Concept and interview: <https://eng.orticolario.it/4-alla-ricerca-di-se-stessi-by-arianna-tomatis/>

5. "Il Ritorno al Bosco Incantato"

Designed and made by **Sgaravatti Group**. Capoterra (CA) . sgaravattigroup.it
Concept and interview: <https://eng.orticolario.it/5-il-ritorno-al-bosco-incantato-by-rosi-sgaravatti-and-giovanni-enna/>

THE AWARDS

The creations will be evaluated by an international jury that will assign the **sculpture award "La Foglia d'oro del Lago di Como"** to the best work. The prize is a curvaceous vase blown on Murano island (Venice) in which floats a golden leaf decorated with gold 24k, designed and made by **Gino Seguso of the historical Vetreria Artistica Archimede Seguso** (aseguso.com) di Murano (Venice). The prize will be kept by the winner for a limited period, to be subsequently exhibited at Villa Carlotta (Tremezzina, CO) until the next edition.

In addition to "La Foglia d'oro del Lago di Como" Award, **the jury will also assign other awards: the "Art Award"**, for a space in which the balance between art and

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



nature coexists, where different languages find effective synthesis; the **“Journalists’ Award”**, for a space expressing itself and moving us like a story, set in the wake of eco-sustainability also thanks to the use of innovative materials; the **“Great Italian Gardens Award”**, for a space that, in the design and implementation, is able to interpret the destination of a garden opening to the public also through accessible seating and places for reflection, with botanical collections and blooms; the **“Villa d’Este Award”**, where style and elegance combine in a timeless tradition; the **“Villa Carlotta Award”** to promote art in the garden, where nature and human ingenuity may harmoniously coexist; the **“AIAPP Matilde Marazzi Award”**, for an innovative space and contextually consistent with the themes of Simplicity, Beauty, Sustainability, which are fundamental qualities in landscape design, from the garden to the park, the city and beyond; the **“Visitors’ choice Award”** for the garden or art installation voted for by the public.

The **“Art Award”** and **“Journalists’ Award”** are works in raku ceramic and stabilized lichens by Green Design (greendesignsc.it).

May we also remind the **“Gardenia Award”** to the “memorable” nursery, exhibitor or installation of the Orticolario edition, awarded by the magazine Gardenia.

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 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.

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

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



ORTICOLARIO AT A GLANCE

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

Visitor info: tel. +39 031 3347503, email: 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

PRESS INFORMATION

Alessandra Perrucchini . Mob. +39.340.4212323

Noemi Cervi . Mob. +39.346.8433966

press@orticolario.it

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

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