



ORTICOLARIO 2022

“LEFTOVER PIECES OF FAIRY TALE”

Orticolario is the cultural and artistic event designed for those who conceive nature as a lifestyle. In the new Ethimo showroom, in the heart of Milan, as per tradition, Moritz Mantero, founder and president of Orticolario, reveals the essence of the twelfth edition. From 29 September to 2 October at Villa Erba on Lake Como, an invitation to slow down and rediscover the power of the imagination

*I shut my eyes in order to see.
Paul Gauguin*

June 2022 - The clock no longer ticks and time seems to have stopped in an unspecified era. The place is indefinite: it is a park, a garden, but it could also be a forest. The atmosphere is thin and evokes dreams, magic and fantasy. Here is **Orticolario 2022** which, in a world eager to run again, invites its visitors to slow down, to take the time to rediscover their imagination. And with all the inventiveness we are capable of, after two years, we turn the page again by organizing the **twelfth edition**, participation in person, opening the gates as early as Thursday, **from 29 September to 2 October in the park of Villa Erba, in Cernobbio (CO), on Lake Como**, the childhood summer residence of director Luchino Visconti.

THE FEATURES. The coordinates are certain: the title is **“Groncioli di Fiaba”**, that is **“Leftover pieces of fairy tale”**, the theme is the **“Fairy Tale”**, the protagonist plant is **Bamboo**.

In the Tuscan vocabulary the *groncioli* are the pieces of leftover bread; therefore, the title evokes pieces of pure, uncontaminated nourishment, saving from the hunger for imagination, which need to be saved.

The fairy tale has always walked from one place to another, from memory to memory, from mouth to mouth. It reveals the most hidden nature of the human soul and helps to find one's identity. The landscape in the fairy tale is a place of wonder and fear, of discovery and change. Bamboo is a universe to be discovered, rich in varieties that proliferate in Asia, Europe, America and Africa, a plant with a thousand uses and multiple properties, a symbol of resistance: it literally bends but does not break.

More info: <https://eng.orticolario.it/orticolario-2022-leftover-pieces-of-fairy-tale/>

ORTICOLARIO FOR. The essence of Orticolario is evident: **it is a journey around nature, among gardening, landscape, art and design**, all elements that contribute to tickle a certain sensitivity, to create an **evolved idea of a garden**, which can be outside and within the walls of your house, without conceptual boundaries. Orticolario is not just a garden show, nor an exhibition-market, it is above all **a cultural and artistic event for the culture of the landscape** that generates a virtuous circle with charitable purposes: the cultural activities staged at Villa Erba are carried out precisely through the **Amici di Orticolario**

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Fund, which then donates contributions to social projects of five associations in the Como area. These same associations are in turn actively involved in Orticolario. More info: <https://eng.orticolario.it/beneficiaries/>

THE GUEST OF HONOUR. The importance of making culture this year is underlined by the choice of the guest of honour: **Chantal Colleu-Dumond**, director of the fairytale **Domaine de Chaumont-sur-Loire**, in the Loire Valley, France, and her **Festival International des Jardins**, an internationally renowned event that welcomes landscape architects and garden designers from all continents. She will be given the “**Avant Gardening Award**” 2022.

THE PROJECTS. A fairy tale is not a fairy tale without the opening words, and the starting point of Orticolario is the **Central Pavilion**, which houses the installation “**Reincarnation-Circulation of life. The birth of Kaguya Hime**”, signed by the Japanese landscape architect **Satoru Tabata** | | 園 三 Enzo is inspired by the oldest history of Japan, that of Kaguya Hime. From here, you enter the exhibition centre and the installations in the park, inspired by the theme of the year and selected through the **international competition “Creative Spaces”**: the winner will be awarded the “**La foglia d’oro del Lago di Como**” Award.

PLANTS, ART AND DESIGN. Do not forget the wide range of rare, **unusual and collectible plants** proposed by **selected national and international nurserymen**, as well as of **artistic crafts**. And more art installations (this year there are seven) and **design installations** (in particular the “**DehOr. Design your horizon**” project, exhibition and relaxation areas created by designers). How can we forget the programme of **cultural meetings** and **didactic-creative workshops for children**? Rich and varied, it is a confirmation that Orticolario is the event dedicated to the culture of beauty.

Detailed information on Orticolario 2022 can be found on the constantly updated website: <https://eng.orticolario.it/category/visitors/>

SUPPORTERS AND PATRONAGE. Orticolario 2022 is created with the support of Mantero Seta; the contribution of L’Erborario, Ethimo, Dodo Boutique Como, Bennet, Banca Generali and Larioin; the technical contribution of the Italian Bamboo Association, Mida Ticket, Navigazione Laghi, Wide Group, Autovittani Srl, Vedetta 2 Mondialpol, Grafiche Tassotti, Tievent, San Carlo, Santa Margherita, Valverde and Mood. The event also obtained the support and patronage of the **Como-Lecco Chamber of Commerce**, the **Municipality of Cernobbio** and the **Province of Como**, as well as the patronage of the Municipality of Como and the **Lombardy Region**. And for 2022 (and already also for 2023) the Lombardy Region has recognized **Orticolario as an international event**.

Finally, we recall the agreement with **FAI** (Fondo Ambiente Italiano) and **AIAPP** (Italian Association of Landscape Architecture).

WORTH THE TRIP. Orticolario is an excellent starting point for a weekend on Lake Como, definitely suggestive in autumn. And the most glamorous way to reach the event is by lake: a journey through the landscape of the first basin, up to the landing in the park, directly

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on the jetty of Villa Erba. The shuttle boat service from Como (included in the cost of the ticket) is active on Saturday 1 and Sunday 2 October. More info: <https://eng.orticolario.it/by-boat/>

As regards hospitality, in Cernobbio and its surroundings there is really plenty of choice: from the most exclusive hotels in ancient villas to b&bs for all budgets.

Important note: this year the ticket can only be purchased online.
More info: <https://eng.orticolario.it/tickets/>

OVER TO...

Moritz Mantero, President of Orticolario: *“This edition could have been called 'at last'. In fact, after two editions between the virtual edition of Orticolario 'The Origin' and widespread events, there is a really strong desire to meet in the park and pavilions of Villa Erba, among installations and nurserymen, creative spaces and artisans. And so, to underline this return, we have prepared a special edition, also to enhance the recognition of 'international event' we obtained in recent weeks. So, the appointment is at the gates of 'Leftover pieces of fairy tale', on Thursday 29 September, to immediately enter the bamboos wanted by the Visconti family, the plant to which the 2022 edition is dedicated”.*

Anna Rapisarda, curator of Orticolario: *“The idea of Orticolario 2022 is contained in the colours of its manifesto, created as always together with the Textile Designer Valentina Coppola. In designing it, we moved away from the chromatic scale most used by nature to show itself to us and we decided to bring out black, the colour of depth and darkness. To tell the hidden magical side, which finds its place of choice in fairy tales”.*

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ORTICOLARIO IN NUMBERS

30,000 expected visitors

290 exhibitors

3,000 children in 2019

Over 270,000 contributions donated to associations over the years

THE BIBLIOGRAPHY OF ORTICOLARIO 2022

“Paesaggi della fiaba. Luoghi, scenari, percorsi” (Landscapes of the fairy tale. Places, scenarios, routes) by Franco Cambi and Gaetana Rossi (Armando Editore, 2006)

“La fiaba nel Terzo Millennio. Metafore, intrecci, dinamiche” (The fairy tale in the Third Millennium. Metaphors, plots, dynamics) by Angela Articoni and Antonella Cagnolati (Salamanca: FahrenHouse, 2019)

“Le metamorfosi della fiaba” (The metamorphosis of the fairy tale) by Angela Articoni and Antonella Cagnolati (Gruppo editoriale Tab, 2020)

“Ti racconto le fiabe” (I'll tell you fairy tales) by Paola Zannoner (Giunti, 2020)

“Bambù” (Bamboo) Associazione Italiana Bambù (2015)

“Irlanda. Fiabe e leggende. Storie di folletti dispettosi e cadaveri incontentabili” (“Ireland. Fairy tales and legends. Stories of mischievous elves and insatiable corpses) (Demetra, 2000)

“Fior da fiore. Novelle botaniche” (Flower by flower. Botanical short stories) by Giuseppe Sermonti (Edizioni Lindau, 2016)

“Le radici storiche dei racconti di magia” (The historical roots of the tales of magic) by Vladimir Ja. Propp (Grandi Tascabili Economici Newton, 2006)

“C'è troppo nulla qui. Appunti per una storia dell'idea di foresta” (There is too much nothing here. Notes for a history of the idea of the forest) by Giuseppe Civati (CUEM Filosofia, 2005)

“Il mondo incantato” (The enchanted world) by Bruno Bettelheim (Feltrinelli Economica, 2013)

“La fiaba popolare europea. Forma e natura” (The European folk tale. Form and nature) by Max Lüthi (Mursia, 2018)

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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.

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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The story by text and images at the link:

<https://eng.orticolario.it/press-kit-orticolario-2022/>

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