

ORTICOLARIO 2023

September 28th – 29th – 30th and 1st October

VILLA ERBA, LAKE COMO

INTERNATIONAL COMPETITION NOTICE “CREATIVE SPACES”

1. SELECTION PROMOTER

S.O.G.E.O. S.r.l. Impresa Sociale, L.go Visconti 4, 22012 Cernobbio (Co)

2. HEADQUARTERS

Orticolario's Organizing Secretariat

c/o Villa Erba S.p.A., L.go Visconti 4 – 22012 Cernobbio (Co)

Tel. +39 031 3347503 info@orticolario.it

3. SUBJECT OF SELECTION

S.O.G.E.O. S.r.l. Impresa Sociale publishes the following notice with the aim of setting up creative spaces for Orticolario 2023.

The subject of the selection is the **design and creation of**

- **theme gardens**

- **art installations**

considering a dialogue with the surrounding space and its enhancement.

A surface area of up to 200 square meters will be available for each designer. The areas will be allocated by the Selection Committee after examining the drafts submitted and selected during the registration phase. Different materials may be used to create the spaces. The purpose of the initiative is to identify innovative projects that present ideas, techniques and materials in line with the conditions, the aesthetic objectives and the quality standards of the event.

The projects shall enhance and interpret the pre-existing landscapes applying creative freedom and material choices and with the possibility of using the most diverse languages and artistic/cultural references. Every space, unless otherwise stated by the Selection Committee, will compete for the “La Foglia d’oro del Lago di Como” Award (“Lake Como Golden Leaf” Award) and the other awards and special mentions as stated in Article 25 of the Competition Notice.

4. TYPE OF SELECTION

The selection process is announced internationally as an open competition of ideas.

5. LEGAL BASIS

The legal basis of the competition is the text of this notice and its attachments, in addition to responses to technical queries and the communications that will be emailed by the Organizing Secretariat.

6. CONDITIONS FOR ADMISSION

The selection is open to anyone who, at the sole discretion of the Selection Committee, can design and decorate theme spaces within the Orticolario exhibition. The selected subject shall ensure the realization of the project in compliance with the presented design, along with the technical and safety standards set out in the General Terms and Conditions (see Annex A "Extract of Orticolario 2023 General Terms and Conditions) of the event and any amendments that may be requested by the Selection Committee.

7. CAUSES FOR EXCLUSION OF PARTICIPANTS

All those who have been directly involved in the drafting of this notice and the preliminary examination of the projects, the members of the Scientific Committee, the Creative Group and the Selection Committee, as well as their spouses and relatives of 1st and 2nd degree, their partners or employees, and the direct superiors and collaborators of the persons mentioned before may not participate in the selection.

8. LANGUAGE AND MEASUREMENT SYSTEM

The languages of the selection shall be Italian and English. A French version of the notice is available on request. In any attachments or documents prepared in relation to this notice, the decimal metric system shall be used. Any written question (to be sent to Orticolario's Organizing Secretariat) will be answered individually, in writing, by email.

9. CREATIVE SPACES

The assigned creative spaces are mainly located in the complex of Villa Erba and, more generally, in the spaces of Orticolario, and are indicated in the attached map. Dimensions and details of the individual spaces are indicated on the reference maps. Should the Selection Committee deem it appropriate, it may propose to the candidate an area that is not shown on the original map (Annex B.1) in order to better integrate the project into the existing context. Specifically, the area can be inserted within the Exhibition Centre or outside, as part of the "Beyond the Borders" initiative (see the appendix to this notice).

10. PLANT AND THEME OF THE EDITION

The thirteenth edition of Orticolario will be dedicated to:

THE THEME

Down in the darkness of a lake or in the silence of a karst river, and then up to the overwhelming bubbling of the waves: a journey against the current in the vital **Water Landscape** towards which man has lost an inner, deep, authentic awareness. The ancestral relationship between man and water is a complicity as ancient as it is intimate, a regenerative and destructive relationship, an emotional and dynamic magic. The history of water and its landscape coincides with the history of the world and it is the sense of belonging to places that shapes our behaviour. "Only by becoming water ourselves can we learn to perceive and understand it". The **Water Landscape** is understood both as a natural context and as an urban scenario, which contemplates the presence of parks and gardens with fountains and pools

THE PLANTS

Plants for a sustainable garden: from the HYGROFILE vegetation of AQUATIC GARDENS to the XEROFILE of DRY GARDENS, with low water requirements and reduced maintenance, where they resist the scarcity or lack of water. These two apparently contrasting aspects instead allow designers to represent the union between water and nature, both by enhancing real water gardens, and gardens with water features, and their opposite, i.e. gardens attentive to water consumption and sustainability. In any case, landscapes where the water element is the central priority of the project. An interpretation of the theme is binding for the realization of the project.

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11. ANNEXES TO THE COMPETITION NOTICE

The Annexes to this notice may be downloaded from the website www.orticolario.it in the relevant area.

A.1 "Orticolario 2023 General Terms and Conditions"

B.1 Generic plan of the garden and of each area

C.1 Application form

D.1 Description sheet of the preliminary project. Each designer is required to submit up to two different project design ideas. The presentation of a second project is encouraged.

12. APPLICATION PROCESS

Application is free and can only be done in writing by sending the appropriate form (Annex C.1), duly completed and signed, along with the description sheet of the preliminary project (Annex D.1) by 09/01/23 to the attention of the Orticolario's Organizing Secretariat, to the email address info@orticolario.it.

Projects shall be in PDF format.

13. DOCUMENTATION REQUIRED

The selected and accepted participants, after the preliminary examination, shall submit a digital copy in PDF format of the documents listed below, which shall clearly represent the project idea of the exhibition space using any graphic technique or drawing. The forms and documentation shall be sent no later than the deadlines specified in Article 16 of this notice. The texts for the communication will be translated by the organization into English. Once the texts have been translated, it will no longer be possible to make any changes.

The documents required for participation shall be emailed by 09/03/23 to info@orticolario.it

For the official submission of projects, the following documents are required:

TECHNICAL REQUIREMENTS

- A plan of the project in scale
- A visual representation of one or more cross-sections
- Perspective or Axonometry or Rendering of the project
- Technical report of the project

- A completed Project Publication Form providing a description of the project for publication and promotional purposes (Annex E.1. Project Presentation Form). The form shall be submitted in two copies: a Word format and a PDF format signed by the designer responsible for the project. All fields are mandatory.

- DESIGNER PRESENTATION: a bio and short interview
- SUPPLIERS (only Nursery farmer, Main sponsor, Constructor, if applicable)
- DESCRIPTIONS. Two descriptions are required: the first one is an abstract of the project providing a description of the concept and of the philosophy behind the work, and the second one is a more complete description with significant details. Both descriptions will be used for the project promotion, through the available communication media, so they should not be structured as technical reports.

- Completion of the list of suppliers (Annex G.1 – List of suppliers). All fields are mandatory.

When completing this Annex, please indicate where the suppliers are directly involved in the setup operations and where technical sponsorships are present. Whenever there are changes in the supplier list, this Annex is to be sent again to the Secretariat. When completing the form, please enter the required data correctly following the instructions given.

COMMUNICATION REQUIREMENTS:

- A photo of the designer with the following technical characteristics: close-up, horizontal image orientation, high resolution (300 dpi).
- Two significant images of the project in high resolution (300 dpi). Only one of the images will be chosen to represent the project within the communication material so as to tell and convey the atmosphere of the project itself. Please pay particular attention to the realization of the image as well as the technique chosen (any technique is permitted).

All required documentation is mandatory. Incomplete projects will not be accepted.

Iconographic details of construction details, photos of the materials or of the botanical essences may be attached to the above mentioned documents. It is recommended to send an actual design also for structures, materials and furnishings that will be included in the exhibit. A mood-board is permitted, provided that the elements that will actually be present in the creative space are reported.

By **21/07/23** the following documentation shall also be submitted, in compliance with the Consolidated Law on Safety Italian Legislative Decree no. 81 dated 04/09/2008, Appendix 17 and self-certification of verification of requirements of technical and professional suitability in accordance with Art. 26, Paragraph 2 of the Consolidated Law on Safety Italian Legislative Decree no. 81 dated 04/09/2008:

- 1) Chamber of commerce company registration (only for companies/businesses)
- 2) DURC (single insurance contribution payment certificate) (only for companies/businesses)
- 3) Annex F – Self-declaration of professional suitability

By **31/08/23** a final, updated list of chosen suppliers for the exhibit space shall be submitted, on forms provided by the Organization. After this deadline, no further updates will be accepted, other than those of technical nature.

Furthermore, by **04/09/23** the following technical documentation is required:

- timetable for set-up/dismantling
- list of personnel for set-up/dismantling
- request for activation of additional technical services
- Annex G.1 – Supplier list (last technical update)
- If required, a list of the botanical specimens. Please check and write the names of botanical species correctly, using uppercase and lowercase characters and cursive formatting where appropriate. This list will be actually attached to the material sent to the Creative Spaces Committee.

14. REQUESTS

Any requests for clarification can be addressed to the following contacts:

- in relation to technical questions, surveys or in case of requests for further materials please contact Mrs. Aurora Capitanio, Organizing Secretariat, at info@orticolario.it
- in relation to information on presentation texts, drawings, communication and aesthetic aspects of projects please contact Mrs. Anna Rapisarda, Exhibition curator, at anna.rapisarda@gruppointercom.net indicating in the subject of the email: *Orticolario 2023 – International Competition Notice “Creative Spaces”*, and, if already available, your project code. No information will be given verbally or by telephone. Any question will be answered individually by email.

15. DELIVERY OF THE DOCUMENTS

The documents prepared shall be sent by e-mail to the address info@orticolario.it

16. TERMS AND DELIVERIES

Date of publication of the competition notice	21/11/2023
Application closing date	09/01/2023
Preliminary examination	31/01/2023
Delivery of documents by	09/03/2023
Selection of admitted projects	31/03/2023
Confirmation of participation	02/05/2023
Press* conference official presentation of 2023 Orticolario edition	June 2023
Delivery of the documents (Art. 13)	21/07/2023
Latest update on suppliers for communication	31/08/2023
Submission of technical communications	04/09/2023
Communication about the entry of the vehicles (Art. 23 R.g).	11/09/2023
Set-up	from 25/09 to 27/09 2023 (8 a.m.-8 p.m.)
Public opening	28/09/2023 (3 p.m.- 7 p.m.) 29-30/09/2023 and 1/10/2023(10 a.m.- 7p.m.)
Dismantling	01/10/2023 (7.30 p.m. – 10 p.m.) - 02/10/2023 (8 a.m.- 8 p.m.)

During the event, it will be possible to access the exhibition spaces for cleaning and maintenance purposes from 7 to 8 a.m.

*The Press Conference will be held as usual at Showroom Ethimo in Milan.

17. ASSESSMENT PROCEDURES AND CRITERIA

The Selection Committee will examine the exhibits preliminarily: the admitted projects will access the second stage of the selection procedure and therefore the delivery of the documents prepared (as set out above in Art. 13).

The final selection of the admitted projects will be made by 31/03/2023 based on the following criteria:

- quality of creation and design
- innovative contents of the idea
- particularities of botanical species and of materials used
- *only for garden projects*: feasibility of realisation, i.e. feasibility and possible challenges of geographical relocation of the project.

The Selection Committee will pay specific attention to the quality of the concept underlying the project. Cultural references and the clever use of contributions other than the pure art of gardening can be a distinctive feature.

We recommend to provide seats for visitors to allow them to give the exhibit the proper attention needed. When preparing the design, it is essential to contextualize the project within the Villa Erba Complex and the chosen area, respecting the existing landscape, or the *genius loci*. Concerning this aspect, it will be possible to carry out inspections by appointment prior to the event

Here below the five important concepts that Orticolario wishes to see in projects:

- Liveliness: energetic and lively concepts able to express an idea are preferred to concepts which are overly conceptual, impersonal and didactic;
- Originality: soliciting curiosity, involving visitors on an emotional level as well as making them aware of how landscapes affect and enhance our existence;
- Simplicity: making sure that the project message can reach visitors in a simple, clear and effective way;
- Connection: remembering that the landscape is the weave where everything is entwined and connected both horizontally and vertically, geographically and culturally, historically and socially;
- Communication: expressing a healthy passion. An exchange of beauty. Landscapes come alive depending on how we approach and view them.

During the selection phases, the Selection Committee is entitled to define more in detail and complete these evaluation criteria.

18. PRELIMINARY EXAMINATION

By 31/01/23 a preliminary examination will be performed with the aim of assessing the draft projects and to select those which have been admitted to the second phase.

19. SELECTION COMMITTEE

The Selection Committee's decisions are final. The Selection Committee reserves the right to admit a lower number of participants if the quality of the projects does not achieve the standard required by the event.

The Selection Committee shall identify the best projects in accordance with criteria established in Art. 17 of this notice.

The Selection Committee can grant admission to a greater number of projects by increasing the areas available or make use of the initiative "Beyond the Borders"

20. PUBLICATION OF RESULTS

The authors of the selected projects will be informed about the results at the end of the last meeting of the Selection Committee by email. Upon request, the outcome of the Selection Committee deliberation will be communicated in writing.

21. PROJECT REALIZATION AND DEADLINE FOR THE COMPLETION OF WORKS

The spaces for the realization of the project will be granted by S.O.G.E.O. S.r.l. Impresa Sociale free of charge. The projects admitted shall be entirely realized under the responsibility and at the expense of the selected competitors. There is no provision for contributions of any nature. For the creation of their projects, the designers may contact sponsors and engage them directly.

The implementation of the project is binding and is a necessary condition for participating in the selection. The selected designers shall guarantee the feasibility and the implementation of their project by 05/05/23. After this date the renunciation of participation involves penalties that will be quantified as follows:

- by June 15th exclusion from future exhibitions run by the Organization
- by July 15th exclusion from future exhibitions and a fine of € 500.00
- after July 15th exclusion from following exhibitions and a fine of € 1,000.00.

The organization may reserve the right to apply penalties even in case:

- the selected project blindly repeats other projects (in case of clear plagiarism the project will be disqualified);
- the freshness and maintenance of the equipment during the event days are not guaranteed.

During the set-up operations, representatives of the organization will be present and will personally check that the respect of the general aesthetics is guaranteed: they will suggest the possible correction of some aspects in order to make the space more harmonious and where a particular attention to detail in the realization is evident.

The request for electrical connection (1-2.5 kW 220 V range) and/or additional kW's will be charged to the participants and as well as any other request for the activation of services shall be sent in writing by 04/09/2023 to the address info@orticolario.it.

Any additional activated service will be at the designer's cost. The Orticolario's Organizing Secretariat reserves the right not to activate the service if it has not been requested in the ways and times established above.

Each participant shall be in charge of and responsible for ensuring that systems and processes are implemented in accordance with the law (Art. 19 of the General Terms and Conditions).

The construction works and all that is necessary for the management of the set-up and dismantling operations and the disposal of the used material shall be carried out at the designers' responsibility and expense, upon notification of the necessary time schedule and of the procedures adopted by the

technical office within 15 days from the beginning of the preparations scheduled for 25/09/23.

Except in case of special waivers granted by the organizers in agreement with Villa Erba S.p.A., the designers will be required to respect the timeline scheduled for the set-up and dismantling.

Any request shall be communicated in writing to the Orticolario's Organizing Secretariat at the address info@orticolario.it.

The maintenance work on the exhibition space shall be carried out with the same rules and procedures as the other Orticolario exhibitors (see Annex A.1 - "Orticolario 2023 General Terms and Conditions"). On event days it is recommended to keep the freshness of the installation. The designers are required to ensure their presence in the space during the days of the event.

22. PROMOTION

Creative spaces will be opportunely publicized by S.O.G.E.O. S.r.l. Impresa Sociale through press releases, news and contents on the internet website www.orticolario.it, on Orticolario's [Facebook](#), [Twitter](#), [Pinterest](#), [LinkedIn](#) and [Instagram](#) pages. Newsletters sent to over 18.000 contacts will also be dedicated to selected projects.

Each project will have a presentation sheet which will be published online, indicating: project title, description, credits of the designer and any sponsors or partners. The sheet also contains a brief presentation of the designer in the form of an interview. The name of the main sponsor (if any), as well as the title, the name of the designer and a brief description of the exhibit will appear on a panel right to the side of it. Panels will be created by the Organization. The designers are required to communicate any further information requested within the deadlines that will be indicated by Orticolario's Organizing Secretariat.

Intrusive forms of advertising such as totems, posters, roll-ups are not allowed inside the creative spaces. Promotional supports such as postcards, brochures and leaflets are permitted, subject to Organization prior review and approval.

The promotion of creative spaces shall be performed jointly with the Organization. The designers may not spread information linked to the project if not previously publicized by the Organization itself, limited to communicated contents.

During the event, the creative spaces may be the venues for single events hosted by the designer, provided that these events are approved in advance by the Organization and comply with the General Rules of the event.

24. SALES

No kind of sales is permitted in the creative spaces. The whole or parts of each exhibit may however be sold, with prior reservation, during the event, as long as the purchased materials are picked up after the end of the event to avoid compromising the exhibit quality. Any liability in civil, criminal or administrative law or of any other nature arising from the sale, exchange etc. of exhibits will lie solely with the individual designers and will in no way involve Villa Erba S.p.A. and S.O.G.E.O. S.r.l. Impresa Sociale.

Where foreseen, the withdrawal by the purchaser may take place on Monday October 2nd, compatibly with the dismantling times and according to the rules established by the General Rules of the Event (Safety Regulations Art. 16-19 - Insurance and liability Art. 36).

25. AWARDS

During the preview of the event, a dedicated jury – Creative Spaces Committee - will assess the projects created according to the following criteria:

- Correspondence between the presented project and its realization
- Quality of the exhibit and attention to details
- Balance between shapes and volumes, lights and colours
- Communication skills/empathy - Empathy/ability to communicate (aesthetic sympathy, the feeling, not otherwise definable, that one feels in front of a work, it is the heart of the communication process).
- Innovative materials
- *genius loci*: the ability to communicate with surroundings. Interaction between place and identity
- Design idea
- Eco-sustainability.
- Consistency with the theme
- Historical and artistic references

The Creative Spaces Committee will award “**La Foglia d’oro del Lago di Como**” Award to the creative space that best interprets the above mentioned criteria.

The jury is also entitled to assign:

“Experience Award”

For a space that tells a story, communicates and elicits emotion

The following awards will also be assigned:

“Journalists’ Award”

The creative space voted by the accredited press.
For the innovative materials and eco-sustainability

“Visitors’ Choice Award”

The creative space voted by the public
This prize is awarded after the event, in accordance with the deadlines provided for in the Rules of the associated prize competition.

After viewing the creative spaces and in any case after announcing the winner, the jury members will be available for participants to provide clarifications in relation to the assessments.

26. COPYRIGHT

The documents created by the award winners will become the property of the Organization. The Organization reserves the right to publish their contents, indicating the name of the author, but without paying any fees; in any case, the artists will retain the copyright over their ideas and may publish them

without limitation. The Organization is granted the possibility, during implementation, to condense into a general concept the ideas of the award winners.

27. ACCEPTANCE

By participating, the competitors accept all terms and conditions regulating this notice, including the appendix relating to the "Beyond the borders" initiative.

By signing the application, the competitors declare that they are aware of and approve the text of the Orticolario 2023 General Terms and Conditions and, more specifically, the articles set out in Attachment A.1 "Orticolario 2023 General Terms and Conditions" attached to this notice (Articles 1-3 Date and Times; Art. 8-9, 30-33 Services, Advertising and Promotion; Articles 12-26 Exhibition Spaces, Exhibition Features, Rules and Internal Logistics; Articles 36-39 Liability, Insurance and Privacy)

Cernobbio, November 2022