



Spring is in the air ... Orticola is in the air

ORTICOLA “LABORATORY”: GREEN IDEAS

A green space in which to create, study and experiment new techniques and new ideas:

the “contained garden”, the fountain of wonders, “marble pots”, green and flowering entrances, stall-holders’ novelties, new juries, moments of follow-up.

“Orticola in Museums” again: Gallerie d’Italia and the Poldi Pezzoli Museum welcome the Orticola public with guided tours on historic, artistic and botanical trails.

Marco Nones and Alison Grace Martin, artists in the show using wood and bamboo

Accademia di Scienze e Lettere (Science and Literature Academy), “Comunemente Verde” (Commonly Green) and the Botanical Museum are guests of the Orticola Fringe

“A futurist spring at Palazzo Reale”, a new project for the city from the Lombard Horticultural Society, accompanies the show “Genius and memory. Umberto Boccioni” with a garden

Milan, March 21st 2016

From Friday 6th to Sunday 8th May 2016 in the Indro Montanelli Public Gardens in via Palestro Milan

ORTICOLA, SHOW OF FLOWERS, PLANTS AND UNUSUAL, RARE AND ANCIENT FRUITS, XXIst EDITION

Orticola has been promoting Italian garden culture, particularly Lombard, with commitment and passion for 21 years. This year a theme close to us all arrives from the Po Valley: **the “contained garden”, meaning flowers and plants cultivated in pots as well as areas of small and medium dimensions**, little plots, terraces, balconies: returning to the city from the valley!

Space is thus given to national producers and landscape designers to adorn the Public Gardens and the fountain, with raw materials, such as terracotta or marble, used to create the traditional great vases and imposing flower pots, and foliage or flowering plants to grow in pots or small patches.

To investigate the subject of gardens in pots means looking after one’s private spaces, offering everyone the possibility of **creating little green oases and cultivating private passions even on balconies, dipping into traditions and a heritage of inestimable worth**. Nowadays the tradition of cultivating in vases continues and the habit of growing plants in the most varied and original containers allows Orticola to recover the best of Italian garden history as well as offering the public **the contemporary creativity of Italian handicrafts**, with an infinity of possibilities, especially from the nurseries.

NURSERYMEN, PRIZES AND JURIES

To stimulate research and plant collecting to develop unique collections in number and rarity: this is what Orticola asks from its exhibitors who always respond with their best.

Just a few of the novelties on display include a collection of 45 different mints, one of pomegranates, Californian plants, Slovenian conifers, fuschias, unusual species such as Chloranthus and Radbosia, kokedama, that is balls of moss and sphagnum to host orchids and tropical plants.

In fact the wish to stimulate research has led Orticola to host two important associations for several years now: ABA Associazione Botanici Appassionati (Association of Botany Enthusiasts) and ADIPA Associazione per la Diffusione di Piante Amatoriali (Amateur Association for Plant Diffusion), joined this year by AIB Associazione Italiana Bambù (Italian Bamboo Association) and SOI Società Ortoflorofruitticoltura Italiana (Italian Society for vegetable, flower and fruit culture) which offers **an important project: the census of national plants** with the creation of an inventory of important plant collections (species, varieties, cultivars and hybrids) and the classification of these to evaluate quality in terms of consistency, taxonomic correctness and availability.

Orticola 2016 hosts about 160 exhibitors, more than past years since there are a significant number of new **excellent nurserymen**, some for the first time, **plus young ones returning** (Dalla Libera, Maroccoli) and, a recent tradition, the three winners of the small nursery prize, Agricola La Chicca, Res Naturae e Val Mundoni. This year we can already see the nurserymen present on Facebook with their collections and specialities.

The juries are now two. The well-known **Botanical Jury**, which awards the **Special Orticola Prize** to help promote enterprising young nurserymen. It consists of seven experts who choose the **best nurserymen and particular plants**. This year there is also a **Style Jury**, composed of plant enthusiasts, from the sectors of journalism, Milanese art and culture, landscape and design.

NOVELTIES

“In ... marble pots” in warm earth colours, almost an invasion of vases surrounding the fountain. The garden designer Silvia Ghirelli has set out the hand-made vases from the Laboratorio San Rocco, box balls, a historic, noble plant from Minari Buxus, bamboo tunnels from the Bambusetto, sculptures by Nicola Zamboni and Alison Grace Martin, creating a garden at the heart of the show.

Thus Orticola becomes a great open-air laboratory, a contained garden for artisans and artists, a common green space to create, study and experiment new techniques and ideas to treat plants as living beings, while gathering suggestions and cues.

There are bamboos alongside the fountain and one of their best utilisers, **Alison Grace Martin**, an English artist, Italian by adoption, who continually experiments with shapes and geometry in Nature. Spheres, circles, stars and geometric spirals are amongst her incredible compositions which have been exhibited in Trento, Amsterdam and Seattle in recent years.

Orticola's passion and interest in art continues with the work of another artist, **Marco Nones**, Swiss, an admirer of Italy and the Cavalese area where he lives. Over the years he has had shows in Lugano, Genoa, Rome, Milan, Venice, Vienna and Prague. His artistic career began with a respect for history carved in roots, following the philosophy of land art, of which he has become renowned. In 2010 he was the only Italian artist to produce a sculpture installed in nature for Arte Sella, the international exhibition of contemporary art in the open-air setting of fields and woods in the Sella Valley, Trentino.

Nurserymen, landscape architects and garden designers are already studying how to stun the friends of Orticola beginning at the entrances to the show with the spectacle at the gates, **green, flowering and scented: Marco Bay with Cappellini nursery decorate Palazzo Dugnani, Barbara Negretti with Ingegnoli nursery** and specialist artisans in rope and string **garnish the entrance from via Palestro and Marietta Strasoldo with Nespoli nursery adorn the access from piazza Cavour**.

MEETINGS

Amongst Orticola's most important attractions are the **completely free meetings with experts, laboratories, courses and demonstrations dedicated to visitors, both adults and children**, held in the “Aree Corsi” (Courses Area) as well as with certain stall-holders. These have become a tradition for visitors over the years, and a true mission for Orticola to divulge and promote a knowledge of plants, the culture of the garden, the vegetable patch and open spaces generally, with an important educational aim!

The 2016 calendar is enriched by many **laboratories adopting the theme of this year**: plants best adapted to cultivation in pots, how to grow wisteria, what to plant in shady courtyards, growing peonies on a roof garden, which pots are most suitable or how to create a little garden of aquatic plants even on the terrace at home. **There are three particular meetings: one dedicated to Italian wild orchids and their propagation, one on special endemic plants and one on how to create flowering meadows**.

This year the **meetings for the public extend to art and handicraft laboratories**, watercolour lessons, flower arranging demonstrations, pottery lessons in modelling vases by hand or on the wheel, obviously not forgetting children.

Apart from free laboratories dedicated to them in the courses area, where they can learn to make pots, city herbariums, water bowls for birds, objects from recycled materials and how to recognise plants, this year introduces **an exclusive space where they can play without their parents** looked after by Kikolle Lab with an entrance fee of 10 euros.

During the Show it will also be possible to plunge into the *potted jungle* spirit, **with the active contribution of Hermès and expert young illustrators from Brera Academy**, available to the public to share and develop this year's theme with refined graphic arts and découpage.

A special section is dedicated to the presentation and reviews of books to which Orticola devotes attention and space, inviting authors and appropriate experts for each title.

Particular attention is dedicated to **“the Lombard Horticultural Society, 150 years of Association, 20 years of Flower Show”, from Franco Giorgetta’s idea developed by Filippo Pizzoni.**

The book, published by Guido Tommasi Editore, celebrates two birthdays, retracing the 20 years of the show and the 150 of the association with its protagonists, initiatives and images. The book will be presented for the first time on Thursday 21st April at 6,30 p.m. at the GAM Modern Art Gallery in via Palestro 16.

The organised laboratories, very popular with the Orticola public as seen in the 2015 edition when more than 1,500 people took part, will be about 90, repeated over the three days of the show.

From the month of April on the www.orticola.org website and the **Orticola page on Facebook** all the appointments are updated periodically with dates, times and typologies.

ORTICOLA IN MUSEUMS

Orticola in Museums comes back, uniting history, art and botany involving all the main museums of the city, such as Gallerie d’Italia, Poldi Pezzoli Museum, Bagatti Valsecchi Museum, Modern Art Gallery (GAM), Palazzo Reale (Royal Palace) and the Museo di Storia Naturale (Natural History Museum) from **May 5th to the 15th.**

Personalised initiatives are being prepared for each museum, such as the **Gallerie d’Italia, with free admission and guided tours for 5 euros, offering explanations dedicated** to the collections of Lombard landscape and the **Alessandro Manzoni garden, for which Orticola has undertaken a botanical census.**

The collaboration with the **Poldi Pezzoli Museum** will be continued, begun in 2005 with an exhibition of floral compositions “Flowers in the Museum”, where **it is possible to discover the most important works linked to nature with admission concessions.**

In either case it is sufficient **to show the Orticola ticket, even if booked in advance on internet.**

The programme of the classic, well-known “Fuori Orticola” (Orticola Fringe) accompanies the Show with the 2016 edition of GreenCity involving institutions, associations and citizens working for the conservation and enhancement of the city’s open spaces on-line, will be held from May 14th to 15th.

“Lombard Gardens in history” is the theme which Orticola proposes during the two meetings by invitation on Tuesday 10th and Thursday 12th May at 5 p.m. in the tutorial room of Galleria d’Italia in piazza della Scala 6.

Guests of Orticola Fringe, the **Accademia di Scienze e Lettere with a series of exhibitions bearing the title “Art in Science”, presents the first show** of the series “museum fruits” from the Garnier Valletti and Villa Lonati collection with the **“Comunemente Verde” project from the Agriculture Department** of Milan Municipality giving people the chance to **visit the new area of the Botanical Museum.**

SERVICES

Orticola is always very attentive to the needs of the public and offers **entrance tickets with the possibility of purchase on-line at www.orticola.org (for 10 euros),** to avoid queueing at the gates, **a plant deposit,** to leave purchases while visiting the show, **home delivery** of large, bulky flowers and plants, **self service wheelbarrows** and **transport** within the show, also opportunities **to relax in the new refreshment area organised by Fermob** with cheerful, colourful metal furnishings.

ORTICOLA’S PARTNERS IN 2016

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