

ORTICOLARIO 2016
30 SEPTEMBER-1-2 OCTOBER
VILLA ERBA, LAKE COMO
INTERNATIONAL COMPETITION FOR CREATIVE SPACES

1. SELECTION PROMOTER

S.O.G.E.O. S.r.l., Via Ferabosco 11 – 22100 Como

2. HEADQUARTERS

Orticolario Organising Secretariat

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3. SUBJECT OF SELECTION

S.O.G.E.O. S.r.l. publishes the following notice with the aim of setting up creative installations for green areas as part of Orticolario 2016.

The subject of the selection is the design and creation of themed gardens and art-landscape installations in various areas of the Villa Erba park. The projects must cover a space of 20/200 m². The areas will be allocated by the Awarding Commission after assessing the drafts submitted and selected during the registration phase. Different materials may be used in order to create the gardens. The purpose of the initiative is to identify innovative projects that present inspiration for designs, techniques and materials, in line with the premises, aesthetic objectives and quality standards of the event.

Submitted designs may be for gardens or installations. By installation is meant a set-up in a specific space that adds to and interprets the pre-existing space. The designers are given the creative freedom to choose the most diverse artistic and cultural influences and the way they interpret these.

In both cases, unless otherwise stated by the Awarding Commission, garden plans and installations compete for the “Lake Como ‘foglia d’oro” and the other awards and special mentions indicated in article 24 of the competition notice.

4. TYPE OF SELECTION

The selection is announced internationally as an open competition for ideas.

5. LEGAL BASIS

The legal basis of the competition is constituted by the text of the notice and respective attachments, in addition to the responses to technical queries and the communications that will be sent, by e-mail, by the Organising Secretariat.

6. CONDITIONS FOR ADMISSION

The selection is open to anyone who, at the sole discretion of the Awarding Commission, can design and decorate themed spaces as part of the Orticolario exhibition. The entity selecting must guarantee the obligation to implement the project in compliance with the presented project, along with the technical and safety rules set out in the General Terms and Conditions (see Attachment A “Extract of Orticolario 2016 General Terms and Conditions) of the event and any amendments that may be requested by the Awarding Commission.

7. CAUSES FOR EXCLUSION OF PARTICIPANTS

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

8. LANGUAGE AND MEASUREMENT SYSTEM

The languages of the section are Italian and English. The attachments to the notice and the documents prepared use exclusively the decimal metric system. Responses to written questions (to be sent to Orticolario's Organising Secretariat info@orticolario.it) will be provided individually, in writing by e-mail.

9. EXHIBITION SPACES

The pre-chosen exhibition spaces will be in the Villa Erba park and are identified on the attached map. The dimensions and specifications of the individual spaces are indicated on the reference maps. Where the Awarding Commission deems it opportune, it may suggest to the candidate an area not present on the original map (Att. B.1) in order to better integrate the design into the existing context. Specifically the space may be in the Exhibition Centre or outside as part of the “Beyond the Boundaries” scheme (see the appendix to the Competition notice)

10. ATTACHMENTS TO THE SELECTION

The attachments to the selection may be downloaded from the website www.orticolario.it in the relevant area.

A.1 “Orticolario 2016 General Terms and Conditions” Extract

B.1 Generic plan of the park and the individual areas

C.1 Registration form

D.1 Descriptive outline of the preliminary project. Each designer entrant can submit until two different project set-up ideas. The presentation of the second project is well-accepted.

11. REGISTRATIONS TO SELECTION

Registration is free and may be made exclusively in writing by sending the registration form (Att.C.1) duly completed and signed and the descriptive outline of the preliminary project (Att. D.1) by and not beyond the terms identified in Art. 15 of this notice, for the attention of Orticolario's Organising Secretariat, by e-mail to the address info@orticolario.it. Projects sent by e-mail must be in pdf format.

12. DOCUMENTATION REQUIRED

The following documents are required from the selected and accepted participants, after the preliminary examination, in a digital copy in pdf format, which must clearly represent, by any graphic technique or drawing, the project idea for the exhibition space.

It should be noted that the flower of the year is the **Anemone**.

The theme is **sixth sense**. There is a profound sense within every person that expands beyond the perception of physical phenomena, through which we feel the vital force of nature that surrounds and involves us, that seduces us and gives us great pleasure.

It is the magic that evokes emotions and invites us to listen to what they have to tell us, leading us into a dialogue with nature, to discover of new languages and to an enhanced awareness of the plant world and what it represents.

An interpretation of the subject is essential to the construction of the project.

The documents required for participation must be submitted **by 15/04/16**, by e-mail, to the address info@orticolario.it

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

- 1) Scale plan
- 2) One or more sections
- 3) Perspective view or Axonometry or Rendering of the project installation
- 4) Technical report for the realisation of the project
- 5) To fill in the form that provides a description of the project for publication and promotional purposes (Annex E.1 – Project publication form). The form must be returned in duplicate: one in Word format and another in PDF signed by the project title holder. All fields are mandatory.
 - DETAILS OF DESIGNER
 - DESCRIPTION: two descriptions are required, one a project abstract which will provide a description of the concept and of the philosophy behind the work and another more complete description giving the details completing the presentation that will be published at different times in the proceedings.
Both descriptions will be used for the promotion of the project, through the available communication channels so they must not be structured as technical reports.
 - PLANTS: Please make sure to write the botanical names correctly, where it is appropriate using upper case and lower case characters and italics.
- 5) Completion of the list of suppliers (Att. G.1 – List of suppliers). All fields of the form are mandatory. When completing this attachment please indicate if the supplier will intervene directly in the setting up works and where there are technical sponsorships. This attachment must be returned to the Secretary each time there is any change in the supplier list.
- 6) Two high resolution photos of the designer (300 dpi). From all the material sent in the correspondence only one of the images seen will be chosen to represent the project.
- 7) High resolution image of the project (300 dpi)

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

Graphic data can be attached of construction details and photographs of the materials and plants used. You are reminded to send in an actual design for the structures, the materials and furnishings that will be present in the garden or installation.

A mood-board is permitted provided its elements will actually present in the garden.

By 29/07/16 it will also be necessary to produce, in compliance with the Consolidated Law on Safety Italian Legislative Decree no. 81 dated 9/4/2008, Appendix 17 and self-certification of verification of the requirements of technical-professional suitability in accordance with Art. 26, Paragraph 2 of the Consolidated Law on Safety Italian Legislative Decree no. 81 dated 9/4/2008, the following documentation:

- 1) Company search (only for companies/businesses);
- 2) DURC (single insurance contribution payment certificate) (only for companies/businesses)
- 3) Appendix F – Self-certification of verification of the requirements of professional suitability

In addition, **by 12/09/16**, the provision of the following technical documentation is required:

- Installation/dismantling schedule
- List of personnel for installation/dismantling
- Request for activation of additional technical services

13. REQUESTS

Any requests for clarification should be addressed to:

- As regards technical questions, for surveys or in the case of requests for further materials please contact Laura Acquistapace, Organisation Secretary of Orticolario, info@orticolario.it
- As regards information on presentation texts, drawings, communication and aesthetic aspects of the projects please contact Anna Rapisarda, Exhibition curator at anna.rapisarda@gruppointernet.com

indicating in the subject of the e-mail: *Orticolario 2016 – Notice of Selection Procedure for Garden Installation*. Information will not be provided verbally or by telephone. Responses will be sent individually by e-mail.

14. PROVISION OF DOCUMENTS PREPARED

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

15. TERMS AND DELIVERIES

Date of publication of notice	25/11/2015
Registration by	31/01/2016
Preliminary examination	15/02/2016
Delivery of documents by	15/04/2016
Selection of admitted projects	29/04/2016
Confirmation of participation	05/05/2016
Provision of documentation (Art. 12)	29/07/2016
Submission of technical communications	12/09/2016
Communication of vehicle entry (Art. 23 G T&Cs)	19/09/2016
Setting up	from 26/09 to 28/09 2016 (8-20) 29/09/16 (6-14)
Reserved opening	29/09/16 (from 15.00)

Open to the public	30/09-01/10/16 (9-19.30)
	02/10/16 (9-19)
Dismantling	02/10/16 (19.30-22)
	03/10/16 (8-20)

16. ASSESSMENT PROCEDURES AND CRITERIA

The Awarding Commission will examine the works preliminarily: the admitted projects will access the second stage of the selection procedure and therefore the delivery of documents prepared (Art. 12).

The final selection of admitted projects will occur by 29/04/16 on the basis of the following criteria:

- quality of creation and planning
- innovation of idea and its possible reproduction
- attractiveness of the project
- feasibility of the project
- particularities of the plant species and materials used

The awarding commission will pay particular attention to the quality of the inspiration at the basis of the project. Cultural references and the ability to draw on project plans with contributions from the pure art of gardening could be a distinguishing factor. Due to the importance of the fact that the arranged garden is liveable and useable, it is essential to include in the project "**meditative seats**".

When preparing the design, it is **essential to contextualise the garden within the Villa Erba park and the chosen area, in respect of the existing landscape, or the 'Genius loci'**. In relation to this aspect, it will be possible to make inspections upon appointment.

During the selection phases, the commission is entitled to define in more detail and supplement these assessment criteria.

17. PRELIMINARY EXAMINATION

By 15/02/16 a preliminary examination will be performed with the aim of assessing the draft projects received and to select those admitted to the second phase.

18. AWARDING COMMISSION

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

The awarding commission shall have the task of identifying the best projects in accordance with the criteria established in Art. 16 of this notice.

The awarding commission can grant admission to a greater number of projects by increasing the areas available or make use of the initiative "Beyond the Boundaries" scheme in collaboration with the City authorities of Como and of Cernobbio.

For the rules on the "Beyond the Boundaries" scheme see the *Appendix to the competition notice*.

19. PUBLICATION OF RESULTS

The authors of the selected projects will be informed at the end of the last meeting of the commission by e-mail.

Upon request, the outcome of the commission's tasks will be communicated in writing.

20. CREATION OF PROJECT AND DEADLINE FOR IMPLEMENTING OF WORKS

The concession of spaces for creating the project will be done by S.O.G.E.O. S.r.l. free of charge. The projects admitted must be created entirely at the care and expense of the selected competitors. There is no provision for contributions of any nature, even by way of reimbursement of expenses. For the creation of their projects, the designers may contact sponsors who will be identified directly by them. The implementation of the project is binding and is a necessary condition for participation in the selection. The selected designers must guarantee the feasibility and the implementation of their project by 05/05/16.

After such date a discontinuance of participation will result in the following penalties:

- by 15 June –exclusion from subsequent exhibitions
- by 15 July –exclusion from subsequent exhibitions and a fine of € 500.00
- after 15 July –exclusion from subsequent exhibitions and a fine of € 1,000.00.

The organisation may also decide to impose penalties if the freshness and maintenance of the installation is not ensured during the days of the event.

S.O.G.E.O. will make available a list of official certified suppliers that designers may contact, at their own expense, to create their projects.

S.O.G.E.O. will provide, for each garden, an electrical connection (1-2,5 kW range). Any request for additional kW will be at the responsibility of the participants and must be sent in writing along with any other request for the activation of services by 12/09/2016, by way of written request to the address info@orticolario.it.

Any additional services activated will be at the expense of the designers. The Secretariat reserves the right not to activate a service where it has not received the request in the methods and timescales established above.

It will be the care and responsibility of each participant to ensure that the systems and processes are implemented in accordance with the law (Art. 19 of the General Terms and Conditions).

The implementation works and everything necessary for the management of the installation operations, dismantling and disposal of the material used must be performed at the care and expense of the designers, subject to communication of the necessary timescales and methods adopted to the technical office within 15 days from the start of the installations scheduled for 26/09/16.

The designers, except in the case of special waivers which will be granted by the organisers in agreement with Villa Erba S.p.A., will be required to respect the timescales scheduled for the installation and dismantling. Any requirement must be communicated in writing to the Organising Secretariat to the address info@orticolario.it.

The maintenance works of the exhibition space must be created with the same rules and methods of the other exhibitors of Orticolario (see Att. A.1 - "Orticolario 2016 General Terms and Conditions").

During the days of the event, we recommend maintaining the freshness of the installation. Designers will at least be required to be present at the stand during the opening day dedicated to the press and the juries.

21. PROMOTION

The creations will be opportunely publicised by S.O.G.E.O. S.r.l. 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 15.500 contacts will also be dedicated to the selected projects.

Each project will have a presentation outline which will be published online, indicating: title of project, description, credits of designer and any sponsors or partners. In the presentation there will also be a summary presentation from the designer in the form of an interview.

The title, name of the designer and a brief description of the garden will be indicated on a panel positioned at the side of the installation. The panels will be created by the organisation. The designers are required to communicate the further information requested within the timescales that will be indicated by the Secretariat.

No invasive forms of advertising, such as signage, posters or roll-ups, are allowed within the arranged garden. Promotional supports such as postcards, brochures and leaflets are permitted, subject to Orticolario viewing the same prior to printing.

The promotion of the gardens must be performed jointly with Orticolario. The designers may not disseminate information linked to the project if not previously disseminated by Orticolario itself, limited to the disseminated contents.

During the days of the show, the gardens and installations may be the venues for events provided these are approved in advance by the organisation and comply with the General Rules of the show.

22. ACCESS TO THE SHOW

Each garden and installation will be allocated 10 passes and 2 car passes, plus 10 one day entry tickets.

23. SELLING

No kind of selling is permitted in the areas of the garden or installation.

The whole garden or portions therefore may however be sold, with a suitable reservation, during the days of the show as long as collection is after the show has finished so as not to prejudice the quality of the exhibits. Any liability in civil, criminal or administrative law or of any other nature arising from the sale, exchange etc of the exhibits will lie solely with the individual designers and will in no way involve Villa Erba S.p.A. e S.O.G.E.O. S.r.l.

24. AWARDS

During the first day of the event, a dedicated jury will assess the projects created on the basis of the following criteria:

- Consistency between the submitted project and the installation
- Consistency between the declared plants and the exhibited plants
- Quality of the creation
- Harmony of the installation
- Botanical choice
- Quality of the plants
- Feasibility (in a real garden)

- Innovation/intuition
- The quality of the inspiration which forms the basis of the project

The Jury will award “The gold leaf of Lake Como” for the Best Installation . The jury will also have the opportunity of assigning:

“Press” Prize

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

“Empathy Garden” Prize

For the quality of the plants and outstanding social function of the design

“Artist Garden” Prize

A space where art and nature cohabit in harmony, where their different languages come together in effective synthesis

“Great Italian Gardens” Prize

A space of light and forms in which tradition and innovation commune with each other

“Essence” Prize

For the best combination of essences

People’s Jury Prize

The garden or installation voted for by the public

After having viewed the gardens and in any case after having awarded the winning garden, the jury members will be available for participants to seek clarifications in relation to the assessments.

25. COPYRIGHT

The documents created by the award winners will become the property of the selection promoter. The selection promoter reserves the right to publish their contents, indicating the name of the author, but without paying any fees; in any case, the artists retain the copyright over their ideas and may publish them without limitation. The selection promoter is granted the possibility, during implementation, to condense into a general concept the ideas of the award winners.

26. ACCEPTANCE

By participating, the competitors accept all terms and conditions that regulate this notice.

By signing the application, the competitors declare to be aware of and to approve the text of the Orticolario 2016 General Terms and Conditions and, more specifically, the articles set out in Attachment A.1 “Orticolario 2016 General Terms and Conditions” attached to this document (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, 17th Novembre 2015

APPENDIX: “BEYOND THE BOUNDARIES”

During the preliminary assessment, the Awarding Commission may decide on the merits of allocating some designs to an outside area as part of the “Beyond the Boundaries” project.

This project has come about in collaboration with the city authorities of Como and of Cernobbio and involves sitting designs in areas of urban interest: one in Como, Palazzo Cernezzi, and the other in Cernobbio, Villa Bernasconi.

The “Beyond the Boundaries” gardens or installations will be in place for a longer period (from 23 September to 2 October). Terms and opening times will be notified later.

The designers are liable for all the works carried out and for their suppliers. The forms and the times indicated for deliveries, like the terms and conditions, are the same as those provided for in the competition notice and in the show’s General Rules, just as the rules are the same as in the competition notice and General Rules, except as regards any other requirements from the municipal authorities in relation to the areas that they themselves may make available.

Any request for the connection of utilities such as water and electricity must be made together with the submission of the final project so that suitable connections can be arranged. Please also indicate the kW necessary and state the purpose of use.

The municipal authorities involved may decide to establish ad hoc Rules to govern these initiatives and if so these must be signed by way of acceptance.

The designers of the projects shall be required to maintain, for the whole period the design is in place, the integrity and freshness of the garden or installation as well as ensure that they are personally present some of the time at the space concerned. By way of support, maintenance and protection, agreements will be made with some of the schools in the local communities.

The projects in “Beyond the Boundaries” scheme will not be running for the “Lake Como Foglia d’Oro Prize”.

Cernobbio, 17th November 2015