



PER UN GIARDINAGGIO EVOLUTO
ORTICOLARIOTM
VILLA ERBA, LAKE COMO / OCTOBER 2 — 5, 2025

ART AND DESIGN
INSTALLATIONS

OUT OF COMPETITION

ORTICOLARIO

International event for nature lovers.

Since 2009, this annual event takes place **at Villa Erba on Lake Como** during the **first weekend of October**. It offers an immersive experience among **rare plants, themed gardens, art and design installations, and artistic crafts**, with over 250 exhibitors in the historic park and the exhibition center of Villa Erba, right on the shores of Lake Como.

Arich cultural program of workshops, talks, and performances completes the experience.

→ The fifteenth edition will be held **from October 2 to 5, 2025, at Villa Erba**, Cernobbio.

Each edition of Orticolario is guided by a theme that serves as a fil rouge for the entire event, offering visitors an immersive and cohesive experience.

The theme chosen for the fifteenth edition of Orticolario is **The Garden of Eden*****.

NOTE: "The Garden of Eden" is not the official title of the event. The official title will be announced along with the formal public unveiling of the theme.

To inspire reflection and provide design direction, Orticolario has selected several key points to serve as a foundation for developing the theme:

[1] The Garden of Eden should be envisioned as a primordial, untamed, and pristine space. A model of a **Wild Garden**: a low-maintenance garden rich in biodiversity, where the triadic coexistence of humans, plants, and animals becomes the essence of the space itself.

[2] A place of wonder, sublimity, and awe. A setting for genesis, balanced contrasts, and delight. It offers an "arrival" in an imaginary, wild, and untouched space. Observing the surrounding world as if for the first time becomes an exercise in marvel.

[3] An invitation to move beyond the anthropocentrism that dominates contemporary thought, returning to an untouched ideal of perfection, free from predefined standards.

[4] A garden based on the principle of non-interference and peaceful coexistence. No possession, dominance, or oppression. A glorious yet vulnerable space that can experience harm and suffers the impact of human actions.

[5] A garden we aspire and relate to with a sense of nostalgia. It stands as an ancient symbol of a lost home to which we aspire to return.

[6. Excerpt*]

The air is immense
The sky upside-down, brimming with light
Eyes of humans and beasts;
The body of the blue, nearly black
The matter purely whole.
Forms, contours, sounds, and scent
Unheard-of and perfect.
Morning roars and shines
Untouched beginnings,
Dawn aches with tenderness.
When enormous, vertical noon rises
It does so effortlessly,
Even though it is full of gentle puffs.
Three is the hour
Of spirit, of rest, of joy,
Of uncertainty and strength.
Then the slow sunset of wonders
Spreads its velvety rays under the steps of beasts
And no heart can resist such bliss.
And the night comes, with her long hair,
With wolf-like steps, silencing the trees;
And when the night is unified, it burns with glimmers,
Poised in a deep shimmer,
It sleeps a whispering slumber.

[...]

*Excerpt from *Le paradis perdu* by Pierre Jean-Jouve, Paris, Editions Grasset, 1929, republished 1966.

Each year, Orticolario selects a plant (or plants) to highlight as a focal point of the event.

For the fifteenth edition, the chosen plants are **edible wild plants** (piante alimurgiche)

[1. Definition]

From **a-li-mur-gi-a**: The study of the use of wild plants for food. The term likely originates from the Latin phrase **alimentia urgentia**, meaning food in times of need. “Alimurgic plants” are thus edible wild herbs.

[2] Edible wild herbs (often considered weeds) whose cultivation and cultural use date back to ancient times. Over the centuries, the culinary use, knowledge, and appreciation of these plants have waned, making them **an invisible banquet in the eyes of modern society**. However, knowledge of edible wild plants —identifying edible species versus potentially toxic ones, recognizing edible parts, and applying proper cooking methods—is a valuable skill that deserves preservation. The leaves, roots, bulbs, berries, sprouts, and bark of these plants form a precious wild treasure.

[3] Part of humanity’s genetic heritage, these plants **were the foundational (not alternative) foods** upon which civilization was built. Recognizing their value is an act of gratitude. Rediscovering wild flora and its culinary uses is closely tied to the culture of specific regions, helping to preserve local knowledge and traditions.

[4] Despite the gap that has grown between humans and wild edibles, **the shared resilience and survival instinct** create a powerful yet silent bond.

[5] Plants that thrive unaffected by human neglect; indeed, such neglect is a prerequisite for their survival.

[6*]

“Valuing wild flora and its use in culinary preparations is a true act of biodiversity conservation, understood in its broadest sense, as an array of aspects beyond the mere number of species in an area. Linked to this are cultural elements specific to a territory, such as culinary uses, dialectal language, and countless stories of humanity’s parallel journey with plants. In essence, conserving biodiversity of these species cannot occur without preserving the ‘knowledge’ tied to them. [...] In our countryside, only a few elders remain as custodians of ‘cultivation techniques,’ harvesting methods, culinary uses, traditions, and rituals associated with these plants, a precious heritage from centuries of rural experience and civilization.

Those familiar with wild herbs view them as a resource that enriches the table with ‘new flavors’ to be rediscovered. These plants bring rustic, ancient sensations to the palate, forgotten by selective breeding favoring other qualities (yield, standardized taste, extrinsic qualities, etc.), flattening and homogenizing the organoleptic characteristics of food, creating a sort of ‘domestication of taste.’ Reviving this knowledge is a complex cultural endeavor that involves diverse skills and requires collaboration among botanists, agronomists, dialect and folk tradition scholars, as well as the involvement of the few remaining custodians of this knowledge. [...] The discerning consumer seeks, beyond palate satisfaction, a memory, an emotion, a piece of their history, and is likely to increasingly value these aspects.”

*Maria Clara Zuin, *Piante alimurgiche del Veneto. riconoscerle, coltivarle e gustarle.* Veneto Agricoltura - Azienda Regionale per i settori Agricolo, Forestale e Agroalimentare, 2010, p. 5

1. EVENT ORGANIZER

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

2. LOCATION

Organizational Office of Orticolario

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

Tel. +39 031 3347503 / info@orticolario.it

3. SELECTION OBJECTIVE

S.O.G.E.O. S.r.l. Impresa Sociale accepts applications for installations out of competition, dedicated to design, gardening, art, and design, to be created for the Orticolario event, which will take place from October 2 to 5, 2025, at Villa Erba. For event times and details, please refer to the general regulations.

The goal of the initiative is to identify innovative spaces that present design ideas, materials, and techniques in line with the premises, aesthetic objectives, and quality standards of the event. Available areas vary in type within the Villa Erba estate and are assigned by the Organizers to each designer after the selection of received applications.

Among the available areas: the internal spaces of the Villa Erba exhibition center, in dialogue with the park, ideal for creating installations that explore the blurring of boundaries between indoor and outdoor; the Villa Antica, the historic summer residence of the famous director Luchino Visconti, which, with its large atrium, can host targeted interventions that honor the prestige of the place; and finally, the historic park, whose lawns are adorned with majestic plane trees and from which you can enjoy views of the lake landscape, thanks to the lakeside promenade and the dock. Each place is distinguished by its unique characteristics and dimensions.

You can consult the out-of-competition projects that participated in the last edition _

→ [ED. 2024 ART & DESIGN](#)

Each designer may express a preference for the position they would like to occupy, but the final assignment will be made by the Organizers based on all the projects present in the edition and their characteristics.

It will be mandatory for designers to conduct a site visit of the assigned area on the dates indicated by the Organizers after receiving their assignment.

4. PLANT AND THEME OF THE EDITION

- **Theme** / Garden of Eden / page 3
- **Plant Selection** / Edible Wild Plants / page 4

Each project must be strictly inspired by the theme of the edition. It may reinterpret one or more aspects of the theme, clearly explaining them in the presentation to the Commission.

It will not be mandatory to include plants and/or flowers in the project or to create a connection with the plant of the edition.

5. ADMISSION CONDITIONS

The selection is open to all those who, at the sole discretion of the Jury, are capable of designing and setting up themed spaces within the Orticolario exhibition event. The selected subject must ensure the realization of the project in accordance with the proposal, the technical and safety regulations provided in the general rules of the event, and any changes requested by the Jury.

6. TERMS, DELIVERIES, AND EVENT CALENDAR

Application Deadline	31/01/2025
Preliminary Review	14/02/2025
Delivery of Final Designs	18/03/2025
Final Selection of Accepted Projects	25/03/2025
Communication of Events Held in the Spaces	30/04/2025
Last Update of Suppliers for Communication	15/07/2025
Sending of Technical Communications	05/09/2025
Communication of Vehicle Entry	11/09/2025
Setup	29/09/2025 > 02/10/2025
Event Opening	02/10/2025 (03:00 PM-07:00 PM) 03/10>05/10 (09:00 AM-07:00 PM)
Event Closing	05/10/2024 (07.30 PM-10:00 PM) 06/10/2024 (08:00 AM-10:00 PM)

During the event days, maintenance and rearranging operations can take place between 7:00 and 8:00 AM, with vehicle departure by 8:30 AM.

7. MATERIAL REQUIRED FOR THE APPLICATION

The application is free of charge and can only be submitted in writing by completing the online form, by 31/01/2025.

Each designer is required to present up to a maximum of two different project ideas. The submission of a second project is encouraged but not mandatory.

The documents and forms are in Italian with an English translation.

To be sent via email to info@orticolario.it in PDF format:

- * Rendering of the setup
- * Technical report of the realization

Complete the form with:

- * Concept, images, biographies
- * List of suppliers and collaborators

The aforementioned documents can be accompanied by iconographic details of construction specifics, photos of materials, or the botanical species used. It is recommended to send a concrete project, including structures, materials, and furnishings that will be part of the setup. The presentation of mood boards is allowed as long as the elements that will be actually present in the installation are clearly marked.

8. DOCUMENTATION REQUIRED IN THE SECOND PHASE

For the selected and admitted participants, after the preliminary review, which will take place by 15/02/2025, the following materials are requested in a digital copy in PDF format, which must adequately represent the design concept of the exhibition space using any graphic technique or drawing. The forms and documentation must be sent by the deadlines indicated in this call. The texts for communication will be translated into English by the Organization. Once the texts are translated, no changes will be allowed.

The final materials for technical and communication details must be sent to the Organization by 18/03/2025.

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

TECHNICAL REQUESTS

- * Rendering of the setup
- * Sent via email to info@orticolario.it in PDF format, based on the assigned location
- * Technical report of the realization

COMMUNICATION REQUESTS

- * Complete the form
- * Concept, images, biographies
- * List of suppliers and collaborators

SAFETY REQUIREMENTS

Additionally, in compliance with the Consolidated Law on Safety D. Lgs. n. 81 of 9/4/2008,

Att. 17, and the self-certification of the verification of technical-professional suitability requirements as per Article 26, paragraph 2 of the Consolidated Law on Safety D. Lgs. n. 81 of 9/4/2008, the following documentation is required:

- * Chamber of Commerce registration (for companies/organizations only);
- * DURC (for companies/organizations only);
- * Att. F – Self-certification of verification of possession of professional suitability requirements

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

The aforementioned documents may be accompanied by iconographic details of construction specifics, photos of materials or botanical species used. It is recommended to submit a concrete project, including details on structures, materials, and furnishings that will be present in the realization. The presentation of mood boards is allowed, provided that the elements that will actually be included in the installation are clearly marked.

9. EVALUATION PROCEDURES AND CRITERIA

The Commission will initially review the projects received: those projects that pass will move on to the second phase, which includes the submission of final deliverables.

The final selection of accepted projects will take place by 25/03/2025 based on the following criteria:

- * Design ability and feasibility of realization
- * Creativity and innovation in developing the theme presented in Article 4
- * Harmony of shapes and volumes for the assigned space
- * Historical-artistic-landscape-environmental references
- * Innovative and conscious use of materials, for quality and sustainability
- * Ability to balance technical expertise and poetic tendencies to convey a message

The Judging Commission pays particular attention to the quality of the inspiration behind the project. In the design and realization phases, it is essential to contextualize the project within the Villa Erba complex and the assigned area; therefore, it will be mandatory to carry out site visits by appointment.

10. PROJECT REALIZATION AND DEADLINE FOR COMPLETION OF WORKS

The granting of spaces for project realization is made by S.O.G.E.O. S.r.l. Impresa Sociale free of charge. Accepted projects must be entirely realized at the care and expense of the selected designers. No financial contributions are provided.

For the realization, the designers may seek sponsors, who will be directly secured by them. The realization, as per the approved project, is binding and is a necessary condition for participation in the selection. The selected designers must ensure the feasibility and completion of their project by 05/05/2025. After this date, withdrawal from participation will incur penalties, quantified as follows:

- * By 15/06/2025: exclusion from subsequent events
- * By 15/07/2025: exclusion from subsequent events and a penalty of €2,000.00

- * After 15/07/2025: exclusion from subsequent events and a penalty of €5,000.00

The Organization may also impose penalties if:

- * The selected project is found to be directly copied from other projects
- * The project is not consistent with what was presented during the evaluation to the Commission
- * The freshness and maintenance of the installation are not guaranteed during the event days

S.O.G.E.O. will provide an electrical connection for each installation (1-2.5 kW 220V range). Requests for additional kW will be at the participants' expense and must be submitted in writing, as well as any other service activation requests, by 04/09/2025, to the email address info@orticolario.it.

Any activated additional services will be at the expense of the designers. The organization reserves the right not to activate a service if it is not requested in the manner and within the timeframes outlined above. It is the responsibility of each participant to ensure that all installations and works comply with the law (Art. 19 of the General Regulations).

The work for the realization of the project, as well as all necessary actions for the setup, dismantling, and disposal of the materials used, must be carried out at the designers' expense. The necessary timelines and methods must be communicated to the technical office 15 days before the start of the setup, scheduled for 29/09/2025.

Designers, unless special exemptions are granted by the organizers in agreement with Villa Erba S.p.A., must adhere to the scheduled setup and dismantling times.

Any special requests must be submitted in writing to the organization at the email address info@orticolario.it.

Maintenance work on the exhibition space must be carried out in the same manner and following the same guidelines as other exhibitors at Orticolario (see "General Regulations Orticolario 2025").

During the event days, it is recommended to maintain the freshness of the installation. Designers will be required to ensure their presence in the space during the event days.

11. TECHNICAL AND COMMUNICATION UPDATES

By 15/07/2025, the final update regarding suppliers must be submitted, and they should be listed in the communication provided by the organization concerning the space in the competition. After this date, no further updates can be made to the communication. Subsequent updates will be of a purely technical nature.

Additionally, by 05/09/2025, the following technical documentation is required:

- * Setup/dismantling schedule
- * Request for additional technical services activation

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

For technical questions, to schedule site visits, or to request other materials: Aurora Capitanio, Event Organization and Logistics Manager, info@orticolario.it

For information regarding presentation texts, drawings, or communication of projects: Martina Morreale, Visual and Communication Manager, visual@orticolario.it

12. AWARDS

Starting from the afternoon of the first day of the event, 02/10/2025, the Creative Spaces Jury will evaluate the completed projects based on the following criteria:

- * Quality and execution of the installation
- * Creativity and innovation in interpreting the theme presented in Article 4
- * Harmony of forms and volumes in the assigned space
- * Historical, artistic, landscape, and environmental references
- * Innovative and conscious use of materials, focusing on quality and sustainability
- * Ability to balance technical skills with poetic qualities to convey a message

At the end of the event, the “**Best Art & Design Installation - Out of Competition**” award will be assigned.

Orticolario reserves the right to form collaborations with institutions and organizations to grant additional awards during the event.

The results will be published on the event website and will be available in the “Juries and Awards” section.

The winner will also receive the following recognitions:

Visual Promotion

- * 5 photographs of the winning creative space. Sharing of the digital images for archiving and use by the winner.
- * The winning creative space will be featured in the official Orticolario video produced after the event.

Social Media Promotion

- * Creation and publication of 1 post on Orticolario’s Facebook and Instagram channels during the physical Orticolario 2025 event, focusing on the communicative message and details of the creative space.
- * Publication of 2 stories on Orticolario’s Facebook and Instagram channels, one story during the event and one after the event.
- * A video interview will be proposed to tell the story of the project.

Press Promotion

Post-event press release on the winning creative space.

Entrance Tickets

5 open-date tickets, each valid for 1 entry to the 16th edition of Orticolario.

13. PROMOTION

Out-of-competition installations are appropriately publicized by S.O.G.E.O. S.r.l. Impresa Sociale through press releases, news, and content on the Orticolario website (orticolario.it), as well as on Orticolario's Facebook and Instagram pages. Additionally, selected projects are featured in newsletters sent to over 20,000 contacts.

Each project has a presentation page published online, including the project title, description, credits for the designer and any sponsors or partners. The name of the main sponsor (if applicable), the project title, the designer's name, and a brief description of the installation are displayed on a panel placed beside the installation. The panels are created by the organization. Designers are required to provide additional requested information by the deadlines specified by the Organization.

Within out-of-competition installations, invasive forms of advertising such as totems, posters, and roll-ups are not permitted. Promotional materials such as postcards, brochures, and leaflets are allowed, for which Orticolario requests approval before printing. The promotion of projects must be carried out jointly with Orticolario. Designers cannot disseminate information related to the project unless it has been previously released by Orticolario, limiting themselves to the content shared.

During the event days, spaces may be activated with events, provided that these are pre-approved by the organization and comply with the rules set out in the general event regulations.

14. SALES

Sales are not permitted in the spaces. However, entire installations or portions of them may be sold, upon prior reservation, during the event days, provided that the collection occurs after the event ends, so as not to compromise the quality of the setups. Any civil, fiscal, criminal, administrative, or other responsibilities arising from the commercialization, exchange, etc., of the exhibited goods are solely and exclusively the responsibility of the individual designers and do not involve Villa Erba S.p.A. or S.O.G.E.O. S.r.l. Impresa Sociale in any way.

If applicable, collection by the buyer can take place on Monday, October 6, 2025, in accordance with the event's dismantling schedule and following the rules set out in the general event regulations.

15. INSURANCE AND LIABILITY

Villa Erba S.p.A. and S.O.G.E.O. S.r.l. Impresa Sociale require that goods, materials, installations, and equipment brought to Villa Erba by the Exhibitor be covered by fire/theft insurance with a waiver of recourse against S.O.G.E.O. S.r.l., the Organizer, Villa Erba S.p.A., and any related or affiliated companies, as well as third parties involved in the organization of the Event. As previously stated, Villa Erba S.p.A. and S.O.G.E.O. S.r.l.

Impresa Sociale disclaim all responsibility for any damages of any kind suffered by the exhibitor or third parties, or caused by actions and/or faults of the exhibitor or its staff, due to any events of any nature and/or third parties, except for damages solely attributable to the event's organizers, for which the organizers themselves are responsible. S.O.G.E.O. S.r.l. Impresa Sociale will provide a basic coverage for damages arising from civil liability towards third parties.

16. DISCLAIMER OF LIABILITY

Villa Erba S.p.A. and S.O.G.E.O. S.r.l. Impresa Sociale, while making every effort to avoid accidents or incidents of any kind, disclaim any liability for damages suffered or caused to the Stand or its contents.

17. PRIVACY

Villa Erba S.p.A. and S.O.G.E.O. S.r.l. Impresa Sociale, by their respective legal representatives, expressly declare that all data received under the regulations or documents connected to Orticolario will be processed in accordance with the European Regulation 2016/679 concerning the protection of individuals with regard to the processing of personal data, as well as the free movement of such data, and Legislative Decree No. 196/03 (Personal Data Protection Code). The “European Regulation 2016/679 on the protection of individuals with regard to the processing of personal data and the free movement of such data” (hereinafter “GDPR”) establishes the protection of individuals regarding the processing of personal data as a fundamental right. Therefore, S.O.G.E.O. S.r.l. Impresa Sociale, the organizer of Orticolario, in accordance with Article 13 of the GDPR, provides you with the information found in Article 35 of the General Regulations of Orticolario.

18. COLLABORATORS

The client is responsible for the collaborators who will be involved during the event and agrees to provide a copy of the general regulations, the DUVRI (Document of Risk Assessment), and the emergency plan of Orticolario. The client also agrees to inform their collaborators of any consent or lack of consent, particularly regarding the use of images, and to communicate in writing to the organization any revocations or modifications to the consent granted. It is reminded that in the case of purchasing a social media package, the consent to use images is essential for the execution of the contract for the promotional purposes of the client, using the communication tools agreed upon with Sogeo.

19. ACCEPTANCE

By participating, candidates accept all the terms and conditions outlined in the regulations. By signing the application, it is declared that the applicant knows and approves the text of the general regulations of Orticolario 2025.

Cernobbio, November 2024

ART AND DESIGN INSTALLATIONS OUT OF COMPETITION

→ TO APPLY CLICK HERE

For more information, please send an email to info@orticolario.it