

Our story

20 years of Grandi Giardini Italiani



Villa Arvedi, ©Archivio Grandi Giardini Italiani



- 1997** **Grandi Giardini Italiani sas** was founded with the intention of providing marketing and communication services to garden owners and curators in Italy.
- 1999** Grandi Giardini Italiani financed and organized an exhibition called '**Gardens. The new Grand Tour**'. It was a photographic exhibition held in Milano at the Arengario (Palazzo Reale) which was totally sold out.
- 2000** Grandi Giardini Italiani organized an international symposium at **Villa Arvedi** (Grezzana, Verona) on **Topary Art**. International experts were invited and a book was published on the argument.
- 2001** Grandi Giardini Italiani organized a symposium on **Himalayan Plants** at **Grand Hotel Villa Serbelloni** (Bellagio, CO).

The first edition of the **Martini Prize for Garden Designers**, was held in two private owned gardens **Villa Oliva** and **Villa Grabau** in Lucca. Seven architects designed modern gardens inspired by a set theme. Both the general public and the press highly appreciated the event which was repeated for 5 editions.

Grandi Giardini Italiani was invited to the **Chelsea Flower Show**. **Emanuele Bortolotti** designed a Neapolitan garden, recreating a 18th century atmosphere with Mediterranean plants. Grandi Giardini Italiani was given a third prize. The BBC dedicated a small documentary on the Network, which was seen all over the world.

- 2002** **Novello Giardini Italiani** designed for Grandi Giardini Italiani the first ever '**floating garden**' which was moored in front of **Villa Serbelloni** on Lake Como. It created quite a sensation with the press and caught the attention of tourists in the area.

The second edition of the **Martini Prize for Garden Designers** was held at **Palazzo Patrizi** in Rome (Lazio).

Grandi Giardini Italiani sas became **Grandi Giardini Italiani srl**.

Ettore Sottsass designed Grandi Giardini Italiani first photographic book with an English edition.

Rizzoli published the Grandi Giardini Italiani photographic book in Italian and English language. The volume of over 200 pages, designed by **Ettore Sottsass**, collects photographs and texts aimed at paying homage to the gardens belonging to the Network.

- 2003** The third edition of the **Martini Prize for Garden Designers** was held at Villa Cicogna Mozzoni in Varese (Lombardy).

Grandi Giardini Italiani organized a symposium with Politecnico in Milan dedicated to **Tomaso Buzzi** the inventor of **La Scarzuola** (Terni, Umbria).



2004 The fourth edition of the **Martini Prize for Garden Designers** was held at Villa Trissino Marzotto (Vicenza, Veneto).

With **Merrill Lynch**, the **Bocconi University** and **Il Sole 24 Ore**, Grandi Giardini Italiani organized the symposium **"Impresa della cultura, cultura dell'impresa"** at **Villa d'Este** (Lake Como).

2005 The fifth edition of the **Martini Prize for Garden Designers** was held at **Villa Arconati** (Milan, Lombardy).

2006 Grandi Giardini Italiani organized an international symposium on Linneo with the **Axel Munthe Foundation** at **Villa San Michele** on the Island of Capri (Naples, Campania). It was sponsored by Bayer Garden.

2007 Grandi Giardini Italiani organized a prize for garden photography with Bayer Garden.

Grandi Giardini Italiani offered its know how to the **Regione Liguria** creating a new network called **'Un Mare di Giardini'** (a Sea of Gardens).

2008 First edition of **'In the name of the rose'**, an itinerary dedicated to the finest Rose gardens and collections in Italy.

Grandi Giardini Italiani started its own publishing company and published a photographic book on **Great Italian Gardens** with an English edition. It has also been published a yearly guide book **'Grandi Giardini Italiani'** distributed in bookshops in gardens of the Network and in local book stores.

Luchino Visconti produced a documentary for Grandi Giardini Italiani on **Villa Barbarigo Pizzoni Ardemani** (Padova, Veneto). It was directed by **Gianluca Migliarotti**. Musical selection by **Giuseppe Sigismondi de Risio**.

2009 Grandi Giardini Italiani published **'I Giardini di San Liberato'** written by Daniele Mongera. It begun its series of books called **'Garden Books'** written with the help of Garden owners.

2010 **The Italian Garden Guide 2010:** Grandi Giardini Italiani dedicated to the **Giardini La Mortella (Ischia, NA)** the cover book through the photo of Dmitry Tereshchenko (**March 2012**).

Grandi Giardini Italiani created a new network for the **Camera di Commercio di Como** dedicated to the **Gardens on Lake Como**.



Grandi Giardini Italiani participated in 11 flower show in six months with a special marquee designed by **Guido Toschi Marazzani Visconti**. Enormous success with garden lovers and local Tv and radio stations.



Villa Carlotta, ©Grandi Giardini Italiani

2011 **The Italian Garden Guide 2011:** Grandi Giardini Italiani dedicated to the **Reggia di Caserta** (Ischia, NA) the book cover through the photo of Francesco Canestrini (March 2011).

Grandi Giardini Italiani participated in **Euroflora**, the biggest flower show in Europe (430.000 visitors).

Grandi Giardini Italiani created a new network dedicated to Gardens in the Venetian area.

Grandi Giardini Italiani published the book '**The garden of Villa San Michele**' by **Maria Pace Ottieri**.

2012 **The Italian Garden Guide 2012:** Grandi Giardini Italiani dedicated to the Castello di Grazzano Visconti (Grazzano Visconti, PC) the cover book through the photo of Dario Fusaro (March 2012).

Grandi Giardini Italiani published l' '**Orto Botanico di Catania**' by **Clare Littlewood**.



Grandi Giardini Italiani organized "**Dove Fiorisce la Jacaranda**", the first flower show in Sicily. The event took place in the more than 20 hectares of the Cardinal estate of **Baron Bonajuto** (Catania, Sicily). A British Garden designer created a piece of Land Art for the occasion.

Grandi Giardini Italiani created a new network called **The Great Gardens of Lazio-The Italian country side**.

Grandi Giardini Italiani created a new itinerary called **Great Gardens of Piedmont**.

Grandi Giardini Italiani created a new itinerary called **Great Gardens of Brianza** (Lombardy).

2013 **The Italian Garden Guide 2013:** Grandi Giardini Italiani dedicated to the **Giardino La Foce** (Chianciano Terme, SI) the cover book through the photo of Dario Fusaro (March 2013).

Grandi Giardini Italiani offices moved to Villa Erba, (Cernobbio - CO), the home of Visconti's Family.

- Grandi Giardini Italiani opened its own film production company.

- Grandi Giardini Italiani published a new garden book called '**Il Giardino dei Pensieri**', by Umberta Patrizi Montoro.

- Grandi Giardini Italiani created a new territorial project called **Great Gardens in Lombardy**.

- Grandi Giardini Italiani organized a project called **100 Gardens for EXPO 2015**.

2014 **The Italian Garden Guide 2014:** Grandi Giardini Italiani dedicated the cover book to the **Villa Arconati - FAR** (Castellazzo di Bollate, MI) (April 2014).

Grandi Giardini Italiani created a new network called **Gardens of Switzerland**.

Grandi Giardini Italiani organized a symposium on Follies at Morcote (Lugano) '**Follies: the world in a garden**'.

2015 **The Italian Garden Guide 2015:** Grandi Giardini Italiani dedicated the cover book to the **Villa Arconati - FAR** (Castellazzo di Bollate, MI) (April 2015).

Grandi Giardini Italiani published '**Il Giardino di Negombo**' (The Negombo gardens) by Anna Maria Botticelli.

2016 **The Italian Garden Guide 2016:** Grandi Giardini Italiani dedicated the cover book to the **Giardini Vaticani** (Città del Vaticano, RM) (February 2016).



Isola Bella, ©Archivio Terre Borromeo

Grandi Giardini Italiani filmed interviews with several garden owners then published on You tube.

Grandi Giardini Italiani registered **over 8 million visitors** in the 124 gardens of the Network.

2017

Every year, since 1997, Grandi Giardini Italiani has organizing a '**Botanical Treasure Hunt**' for children on Easter Monday and regularly promoting the activities that are organized in the single gardens.

Every year Grandi Giardini Italiani organizes press conferences in Italy and abroad and participates to many photographic exhibitions, organized by Italian and foreign cultural institutions.

Como - The Electric Lake Alessandro Volta, who created the modern battery, was born on Lake Como and therefore Grandi Giardini Italiani thought it was the right thing to do to give 17 Tesla recharging stations for electric cars to the local community. By attracting tourism to gardens we don't want to damage the environment and therefore believe that electric cars can reduce pollution. We believe we have a moral obligation towards the local community in helping increase cultural tourism without increasing pollution.

2018

Grandi Giardini Italiani participates in several travel shows: **BIT-The international Travel Show in Milan, Italy** (11 – 13 February); **Euroflora** in the Nervi gardens in Genova for one of the biggest flower shows in Europe (20 April – 6 May); **Ipomea del Negombo, Ischia Naples**, the most important fairs for mediterranean and rare plants (25 – 27 May); first edition of **Verde Grazzano**, a very refined flower show with a careful selection of nurseries, organized by the Visconti Family at their Castle Grazzano Visconti, Piacenza (29-30 September);



Orticolario, event created by Mr Moritz Mantero, in the grounds of Villa Erba Como (5-7 October); **WTM - World Travel Market in London**, the most important tourism exhibition (5 – 7November)

The Italian Garden Guide 2018: Grandi Giardini Italiani dedicates the cover book to the **Isola Bella** (February 2018)

Special initiative

Presentation to the international press of the new the **new Leaf model**, a wristwatch inspired by nature and the history of Italian garden design, at Villa Gamberaia (24 May 2018). The watch has a magnificent green mother-of-pearl dial, where the texture of a leaf is read, a brilliant design in its simplicity and beauty.

Grandi Giardini Italiani and **Trenitalia** set up a partnership to promote visiting gardens by train. Over 70 gardens of our network are near to a railway station. Trenitalia has published a book on 20 gardens that are in walking distance of a station.

Grandi Giardini Italiani Botanical Treasure Hunt

The 2018 edition was a great success in 35 gardens all round Italy. It was sponsored by **AXS M31 Bioaxster** a company well known for its' research in feeding plants naturally by using minerals. It is run by Mrs Zambanini a courageous italian entrepreneur.

2019

The Italian Garden Guide 2019: Grandi Giardini Italiani dedicates the cover book to the **Orto Botanico di Padova** (March 2019).

Press conference to present the new gardens of the **Grandi Giardini Italiani network**, the partnership between **Grandi Giardini Italiani and Trenitalia**, and the new online ticket office of **Grandi Giardini Italiani** (Milan, 27 February 2019).

Botanical Treasure Hunt Grandi Giardini Italiani (22 April 2019): event dedicated to families and especially to school-age children, which took place in 40 gardens of the Network during **Easter Monday**.

On 13 May 2019, in the splendid setting of Villa d'Este in Tivoli, the baptism of the **Rosa Grandi Giardini Italiani** was held in the presence of **Andrea Bruciati**, Director of the Villa Adriana Institute and Villa d'Este, **Judith Wade**, Founder of **Grandi Giardini Italiani** and **Beatrice Barni**, hybridizer of **Rose Barni Srl**. The **Grandi Giardini Italiani Rose** is intended to be a souvenir, an olfactory reminder of a day spent in one of the network's gardens. It is the fruit of lengthy research by **the Barni family** and will be planted in the most beautiful Italian gardens open to the public. It will stand out from the others for its elegance, red-hot petals and intense perfume.



Rosa Grandi Giardini Italiani, ©Grandi Giardini Italiani

Grandi Giardini Italiani in collaboration with **Rado** created a **The Great Gardens of the World**, a network that promotes the knowledge of the most beautiful **Great Gardens** in the world and which aims to highlight the most promising garden designers and landscape architects, from China to America, from Russia to Australia. The new project aims to be a source of inspiration for new generations of garden lovers and designers, and a useful tool to easily find ideas and motivations.

2020

The Italian Garden Guide 2020: Grandi Giardini Italiani dedicated the book cover to Villa Carlotta (Tremezzina, CO) March 2020).

The Italian Garden Guide 2018: Grandi Giardini Italiani dedicates the cover book to the **Isola Bella** (February 2018)

InstaGardenia: Grandi Giardini Italiani, in collaboration with the magazine **Gardenia**, published by Cairo Editore, promoted a summer digital event to increase the visits at the gardens (June-September 2020).

Gardendays: Grandi Giardini Italiani in collaboration with the **Les Plus Beaux Jardins de France** promoted a summer digital event to increase the visits and knowledge of the gardens belonging to the two networks (31 July and 1-2 August 2020).

Verde Grazzano: Grandi Giardini Italiani, in collaboration with **COMPO**, official partner of Grandi Giardini Italiani, participated into the third edition of the refined market exhibition dedicated to greenery and creativity set in the beautiful park of the Castle of Grazzano Visconti (25 -26-27 September 2020).



Le Ricette dei Grandi Giardini Italiani: much more than a simple recipe book, it is a collection of recipes of family, historical or regional origin told by the curators or owners of the Grandi Giardini Italiani to be prepared at home as a reminder of a beautiful day spent in one of our Gardens. The book is in Italian language (November 2020).



GREAT GARDENS *of the* WORLD

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