



Genoa, April 2011

Press release 5

### **Things to see and do in Genoa during Euroflora**

During the 10<sup>th</sup> edition of Euroflora (which will be held from 21 April to 1 May) Genoa will offer all visitors a very rich calendar of exhibitions, events and initiatives.

#### **Shopping districts and shops in bloom - Via XX Settembre**

Flowers will bloom in the streets and shop windows of Genoa and its entire province thanks to the competitions launched by the Chamber of Commerce, Genoa City Council, local newspaper *Il Secolo XIX*, Fiera di Genova, Ascom (the Consumers Association) and Confesercenti (the Shop owners Confederation). The competitions will involve almost one hundred shops and as many as twenty five 'shopping districts', from the westernmost to the easternmost districts of Genoa.

Moreover, by initiative of Genoa City Council, the upper part of Genoa central shopping street Via XX Settembre, in the stretch close to Piazza De Ferrari, will host an experimental temporary green area consisting of a double row of mulberries in large pots.

#### **Seven churches in bloom – but it's actually nine...**

By initiative of Genoa Archdiocese, the altars of seven churches in Genoa (the Basilica of Carignano, the Basilica of Santa Maria delle Vigne, the Basilica of Santa Maria Immacolata, the Basilica of St. Siro, the church of the Maddalena, the church of St. Filippo Neri, the Church of the Assunta in Nervi, the parish church of St. Martino and Benedetto) plus the Cathedral of St. Lorenzo and the cloister of the Diocesan Museum have been adorned by nine florists from Genoa, Casella, and Coreglia Ligure. The best flower decorations will win the *Sette Chiese* (Seven Churches) award

#### **Palazzo Ducale**

##### **Exhibition – *Mediterraneo. From Courbet to Monet and Matisse***

**Open until May 1<sup>st</sup> 2011**

The exhibition displays eighty paintings from museums and collections throughout the world to explore this magical journey through colour, which Van Gogh described as "always changing – you don't always know if it's green or purple – you don't always know if it's blue – because a second later its changing reflection has taken on a pink or grey hue." Yet the French Mediterranean coast took a surprisingly long time to capture the imagination of painters in terms of the concept of landscape at the beginning of the nineteenth century, at precisely the moment in which Pierre-Henri de Valenciennes published his famous treaty on the depiction of nature. Indeed, there was an enduring notion that the Mediterranean was closely associated with the ancient world and, above all, Roman civilisation. Consequently, painting was dominated by references to the Italian coasts, as the locations delegated for this return to antiquity. Gustave Courbet, who painted several of his masterpieces in the little fishing village of Palavas, south of Montpellier, made a fundamental contribution to initiating change, following the huge eighteenth-century paintings depicting the city and harbour of Toulon by Joseph Vernet, on loan from the Louvre, and those of Vaucluse by Hubert Robert, with which the exhibition opens. The exhibition features at least a couple of these works by Courbet, which confirm the dramatic change of course that juxtaposes man – or, indeed, his very absence – against the enormity of the sea. The works by Félix Ziem and



Émile Loubon, with paintings made around Marseilles, Antibes and Nice, can certainly also be attributed to this period of realism, as can those by Paul Guigou and Adolphe Monticelli of the so-called Marseilles school, which came to prominence in the mid-nineteenth century with its aim of depicting reality with the full force of a statement.

**Info:** [www.lineadombra.it](http://www.lineadombra.it)

Opening hours: Monday – Friday, 9.00 am -7.00 pm; Friday, Saturday and Sunday 9.00 am - 8.00 pm. Admissions: full rate € 10,00, reduced fee € 8,00: university students with enrolment certificate, over-65s, groups with reservation (group leader free of charge), TCI card holders. Reduced fee € 6,00: under-18s, school groups (with two free attendants). Free admittance assistants to visitors with disabilities, children under 6, journalist with press card.  
Info:

### **Palazzo Ducale**

#### **Exhibition – *I Fiori dell'Immaginazione* (The Flowers of Imagination)**

**From 20 April to 5 May 2011**

Organised by Art Commission in cooperation with Genoa Palazzo Ducale Foundation for Culture, the exhibition will be held in the Loggiato Minore of the Palazzo Ducale with the purpose of offering the public the possibility to admire paintings, sculptures, installations and several other creative works, centred around a common theme, flowers, as an inspiration for invention and a challenge for imagination set within an evocative exchange from a distance with Europe's most popular flower exhibition. To complement the artistic offer, there will be a number of side events such as jewellery parades, poetry meetings, dance performances, gastronomic tasting sessions, all acting as an imaginative and lively setting for flowers as the main focus and topical element of exciting performances and original creations.

**Info:** the exhibition will be open every day from 9.00am to 7.00pm. Free entrance.

### **Palazzo Ducale & Castello D'Albertis**

#### **Exhibition – *Wonderful Africa. African art in Italian collections***

**Open until June 5<sup>th</sup> 2011**

The exhibition features a large number of outstanding traditional African works of art from Italian private collections, many of which are being publicly displayed for the first time ever: masks, altarpieces, "fetishes", funerary posts, ritual objects and items from daily life – all having a high aesthetic value and capable of taking us to the very heart of sub-Saharan Africa and letting us learn about its customs and lifestyle, from Mali to Congo, from the Ivory Coast to Cameroon. A unique opportunity to discover a too-often-underestimated heritage, which for long has wrongly been labelled as "primitive art", especially in Italy, where the value traditional African visual art has only recently been acknowledged from both an artistic and commercial standpoint. The exhibition consists of two independent but interconnected sections, hosted in Palazzo Ducale and at the *Museo delle Culture*, in Castello d'Albertis, respectively. In the section set up in Palazzo Ducale the works on display are arranged taking a rather "classical" approach, starting from the role they play in our homes, in art galleries and in our imagination and then "dismantling" them: in this way, the visitors are led by the exhibition itinerary itself to reflect upon the way they look at the items and the experience they are going through. The section hosted at Castello D'Albertis (which was originally itself the home of a collector), in turn, features a series of installations dealing with the topic of "genuineness" - both of the items and of the cultures they represent -, so as to encourage a reflection on the concepts of "purity" and "contamination" that underlie our wishes and fears.

**Info:** ph. +39 010 5574064 – 65; [www.palazzoducale.genova.it](http://www.palazzoducale.genova.it)



**Opening hours:** Palazzo Ducale, from Monday to Friday 9am - 7 pm; Saturday - Sunday 9am - 8 pm. Exceptionally open on: Monday 25 April 2011 (a public holiday in Italy).  
Castello D'Albertis: October > March: from Tuesday to Friday, 10am – 5pm, Saturday and Sunday 10am - 8 pm – Closed on Mondays; April >September: from Tuesday to Friday, 10am – 6pm, Saturday and Sunday 10am - 7pm - Closed on Mondays. Admissions: Full price € 9; Concessions € 7. School groups and students up to 26 years of age € 3

### **Musei di Strada Nuova: Palazzo Bianco**

**Exhibition – *Garden parties and entertainments between the 16<sup>th</sup> and 18<sup>th</sup> centuries***  
**Open until May 1<sup>st</sup> 2011**

This exhibition aims to illustrate the theme of 16<sup>th</sup> and 18<sup>th</sup> century gardens, considered as both the venues of parties and entertainments and the spectacular settings for sumptuous receptions and official celebrations, by exhibiting twelve paintings from Italian private collections and museums. Gardens represent the harmony between man and nature and are generally considered as ideal places for humankind in its entirety, to the point that Eden, in the Genesis, and Heaven are described as gardens, and not only in the Christian tradition. The choice to turn gardens - even though they were often depicted simply as the background for human recreational and entertainment activities – into real subjects of paintings was first made in the 16<sup>th</sup> century by the Flemish painters, who were perhaps particularly sensitive to nature because of the stronger contrast, in northern countries, between the bare landscapes of the cold season and the lush vegetation typical of the warmer season. The presence of many Flemish artists in Genoa in the early 1600s made this painting genre extremely popular in the Ligurian town. A century later, Alessandro Magnasco took inspiration from one of those Flemish canvas - a painting by one of the not very-well-know brothers Van Deynen, which had never been displayed so far and represented a Genoese reception in honour of the archdukes Albert and Isabel of Austria in the presence of the Doge *Lorenzo Sauli* - for his most famous masterpiece, *Trattenimento in un giardino d'Albaro* (*Entertainment in a garden of Albaro*). The overview of these 17<sup>th</sup> and the 18<sup>th</sup> century subjects also features other Flemish paintings and works by Nicolas Lancret, Filippo Falciatore, and the wonderful *Carlo di Borbone rende visita a Benedetto XIV nella Coffee House del Quirinale* (*Charles of Bourbon visits Benedict XIV in the Coffee House of the Quirinal*) by Giovanni Paolo Panini: in all of them, gardens are represented as ideal locations for private entertainment events and official ceremonies alike.

**Info: ph.** +39 010 2759185

Opening Hours: Tuesday through Friday 9 am – 7 pm; Saturday through Sunday 10 am – 7 pm.  
Closed on Mondays.

### **Museo d'Arte Orientale "E. Chiossone"**

**Exhibition – *Oriental Flowers, Art and Poetry. Metaphors and symbols in Japan's artistic literary culture***

**22 April – 16 October 2011**

This new exhibition of the collections of Museum Chiossone will open at the same time as Euroflora and will be devoted to the Japanese poetic and delicate approach to flowers and the vegetable world as a whole. Multicoloured prints depicting "birds and flowers" (kachōga) by Hiroshige and other 18<sup>th</sup> and 19<sup>th</sup> century artists will be on display, together with bronze and porcelain vases for Ikebana flower arrangements and other decorative items – all works of art that bear witness to the deep emotional and aesthetic bond that unites the Japanese civilisation and the metaphoric and symbolic meanings of flowers. The Museum can boast a huge collection of



Japanese and Eastern art put together by Edoardo Chiossone in Japan during the Meiji period and now on display at Villetta Di Negro. The museum features Japanese works of art from various periods: paintings (from the 11<sup>th</sup> to the 19<sup>th</sup> century), weapons and suits of armour, enamels, ceramic and porcelain objects, lacquers, multicoloured prints, music instruments, theatre masks, costumes and fabrics, bronze items, and a wide collection of large sculptures from Japan, China, and Siam.

**Information:** [www.museidigenova.it](http://www.museidigenova.it) ph. +39 010 - 542285

Opening Hours: Tuesdays to Fridays, 9.00 am – 7.00 pm; Saturdays and Sundays, 10.00 am - 7.00 pm Closed on Mondays.

### **Museo Luzzati**

#### **Exhibition – *Leo Lionni. Books, Animated Films & Design***

**From 5 April 2011**

The exhibition is devoted to Leo Lionni, one of the greatest artists and illustrators of the 20<sup>th</sup> century. About 100 of his works will be on display, featuring illustrations, sculptures, posters, and animation drawings used by Giulio Gianini and Antonella Abbatiello to make animated films with Lionni's drawings. Visitors of the museum and of Euroflora will be offered a unique opportunity to find out about Lionni's works as an art director – during his long stint as an art designer in America (he was design director for Olivetti typewriters campaigns) - as well as the Inventor of a world of fantastic plants with his lithographies and sculptures of his parallel botany. Leo Lionni's creative depth and amused flippancy have found a unique space in the museum dedicated to Emanuele Luzzati. These two eclectic artists, who have expressed their artistry in so many different creative fields, had known each other and mutually admired their works. As an advertising man, he worked with Saul Steinberg, Alexander Calder, Willem de Kooning, Fernand Leger, and the young Andy Warhol. He worked on advertising campaigns for Ford, Chrysler, Olivetti, was art director of magazines like Fortune, and was involved in special projects for Time and Life magazines. The exhibition is organized in collaboration with Leo Lionni's children, Antonella Abbatiello, Minimondi Festival, Babalibri, and Andersen magazine. It has been granted the patronage of Regione Liguria, Province of Genoa, Municipality of Genoa. The visitors owning a ticket to Euroflora will receive a discount (2 Euros instead of 5 Euros).

**Information:** +39 010.2530328 [info@museoluzzati.it](mailto:info@museoluzzati.it) – [www.museoluzzati.it](http://www.museoluzzati.it)

Opening hours: from Tuesday through Friday, 10.00 a.m. – 01.00 p.m. and 02.00 p.m. – 06.00 p.m.; Saturday and Sunday, 10.00 a.m. – 06.00 p.m.

### **Teatro Carlo Felice**

#### **Eastern Concert**

**Thursday 21 April 2011 – 8.30 p.m.**

The great Argentinean (naturalised Italian) composer and pianist Luis Bacalov, Academy Award winner for the soundtrack of «*Il postino*» (the last film starring Italian actor Massimo Troisi), will conduct the Orchestra and Choir of Teatro Carlo Felice with a programme that will start with the famous *Concert for bandoneon and orchestra* by Astor Piazzolla and will then include two of Bacalov's own compositions: *Baires I Suite for Piano, bandoneon and string orchestra* - in which he will also perform solo at the piano – and the *Misa tango for soloists, bandoneon, choir and orchestra*. At the bandoneon, the Apulia-born soloist Gianni Iorio, one of the most outstanding bandoneon players in the world. Baritone Roberto Abbondanza, mezzo-soprano Maria Chiara Pavone, choir Maestro Marcovalerio Marletta. Reduced ticket fee for those who show up at the box office holding an Euroflora entrance ticket.



**Information:** +39 010.5381.224 – 225 – 226; [info@carlofelice.it](mailto:info@carlofelice.it) [www.carlofelice.it](http://www.carlofelice.it)

### **AcquarioVillage**

- **Biodiversity, work in progress!**

In line with its commitment to environmental awareness and protection, which have always been at the core of Costa Edutainment's work, the world of AcquarioVillage offers a series of workshops and activities aimed at showing and teaching how Man should behave to guarantee a future for our Planet. Essentially targeted at families with children, all activities will be carried out under the guidance of an expert, both at the Genoa Aquarium (with a special focus to the balance between forests and coral reefs) and at *La città dei bambini e dei ragazzi* (the City of children and teenagers) with a workshop that will illustrate how plants grow and the vital role they play for the health of our Planet.

**Info:** [www.acquariovillage.it](http://www.acquariovillage.it)

### **Galata Museo del Mare**

- ***Le Piante del Mare* (Sea Plants)**

A series of workshops will be organised during Euroflora at Galata Museo del Mare (Genoa Sea Museum) to teach children aged between 4 and 11 years how to create a small garden named "The sea plants". All participants – helped by some supervisors - will build a "pocket garden" that will feature Ligurian plants and flowers. The workshops will be held for both schools (infant/primary schools, during standard school hours) and families (from 10.00 to 11.30 am and from 3.00 to 4.30 pm, booking required).

**Information and bookings:** participating in the workshop costs € 6 per child (up to the age of 14 years). It is advisable to book the workshops by calling +39 010 2345655 or writing to [accoglienzagalata@galatamuseodelmare.it](mailto:accoglienzagalata@galatamuseodelmare.it). For more information: [www.galatamuseodelmare.it](http://www.galatamuseodelmare.it)

### **La Città dei Bambini e dei Ragazzi (The city of children and teenagers)**

- **Scientific workshops**

The city of children and teenagers will celebrate Euroflora and the International Year of Forests through a series of scientific activities that will be carried out in April. Every weekend in April, following a regular timetable, children aged between 3 and 12 years will be able to take part in special workshops specifically aimed at enhancing their awareness and encouraging them to try and figure out the reasons behind the phenomena they observe. Playing activities will revolve around interesting and highly relevant subjects that are also great fun for the children.

**Information:** [www.cittadeibambini.net](http://www.cittadeibambini.net).

### **Palazzo San Giorgio**

**Exhibition – *Raffaele Rubattino. A Genoese shipowner and the Unification of Italy***

**Open until 30 April 2011**

Genoa Port Authority has promoted and organised a historical-documentary exhibition as part of the celebrations for the 150<sup>th</sup> anniversary of the Unification of Italy and the 200<sup>th</sup> anniversary of Raffaele Rubattino's birth. The main goal of this event is to present the historical and human aspects of the life of a Genoese who played a crucial role during the Italian *Risorgimento* and who went down in history mainly for making available his steamships to Garibaldi for the Expedition of the Thousand and for being involved in all the most important economic and political events of his times. Rubattino introduced steam navigation in Italy, took part in the foundation of the Ansaldo industries, and provided the first omnibus transportation service in Genoa and the first public



transport connection between Genoa and Milan. The exhibition, curated by Paolo Piccione, features a series of portrait paintings and busts by – among others - Rivalta, Morelli, Troubetzkoy, Cevasco, Nicolò Barabino, Dini and Civiletti -, as well as a large number of documents, letters, pictures, posters, steamship onboard equipment, jewels, coins, and a figurehead. For the first time ever (thanks to the Tuscany Regional Department of Archaeology) the public will be able to admire Rubattino's "treasure", consisting of jewelry and gold coins retrieved on the wreck of one of his steamships - the "Polluce", which was rammed and sunk in 1841 off the coast of the Elba Island. This exhibition will also offer all visitors the opportunity to visit Palazzo San Giorgio, one of Genoa's most important historical palaces and the symbol of the city's historical economic power.

**Information:** +39 010.241.2296 – 2625; [rubattino@porto.genova.it](mailto:rubattino@porto.genova.it) [www.raffaelerubattino.it](http://www.raffaelerubattino.it)

Opening Hours: Tuesday to Saturday, from 10.30 am to 6.30 pm. Closed on Sundays, Mondays and public holidays. Free entrance. If you are interested in a more in-depth guided tour, please contact the Genova Arte association: +39 338.5050017.

### **Genoa Airport Marina**

**Exhibition – *Donne e fiori nel Mezzaro Genovese. Una raccolta privata (Women and flowers in Genoese mezzari. A private collection)***

**From 2 April to 16 May 2011**

On show at this exhibition will be a unique private collection of *mezzari* – large linen, cotton or mixed-fabric spreads, mostly decorated with a typical central pattern depicting the "tree of life" which the common women of Genoa used to drape themselves in. The exhibition also features *indiane* (cotton cloths with floral prints especially worn by women) and other flower-patterned cloths, *pezzotti* (colourful woven carpets typical of the northern Italian region of Valtellina) as well as a wide variety of objects consisting of paintings, engravings, statuettes, pottery and books on this topic. Other exhibits include documents and iconographic material such as the wonderful *Ritratto di vecchia con mezzaro* (Portrait of an old lady wearing a *mezzaro*) by L. Gainotti, dating from the late 1800s-early 1900s, and drawing inspiration from a 1866 oil painting by Barabino; a statuette by Issel-Smizzer, *The Phoenix*, from 1925, and a late 18<sup>th</sup> century ceramic statuette of a young woman with a fan and *mezzaro* whose author and exact dating are still unknown. The Bignami collection, which displays a series of cloths and objects of outstanding quality gathered together for the first time in the same display, stems from a collection which was initiated by Ester Basevi in the early 1900s, and was then continued and expanded by her grandson, Giuseppe Bignami, arriving at today's very high standard also thanks to widespread, deeply-rooted and lively local culture and traditions.

**Info:** tel. +39 010 6091593; [info@marinagenova.it](mailto:info@marinagenova.it) [www.marinagenova.it](http://www.marinagenova.it)

**Opening hours:** Tuesdays to Sundays, from 11.00 am to 8.00 pm. Free entrance.

### **Negrotto Cambiaso Park – Arenzano (Genoa)**

**Exhibition – *FlorArte. Art revisited through flowers (12<sup>th</sup> edition) & Plant and Flower Trade Fair***

**28 April – 2 May 2011**

Promoted and organised by the Town Council of Arenzano (a town on Liguria's western Riviera), *FlorArte* will be hosted in the historical park of Villa Negrotto Cambiaso, a magnificent location whose historical and architectural value will make the exhibition itself and all related events absolutely unforgettable. At the very heart of *FlorArte* lies a series of works of art that will be displayed in the déco greenhouse and will serve as an inspiration for some of the best flower designers: this year the event will be devoted to Rocco Borella and to other artists who, over the



years, have donated their works to Arenzano Town Council; participating flower designers will create original flower arrangements using flowers exclusively from the Liguria region and drawing inspiration from the artists' works. The villa and its historical garden, in their turn, will be the 'stage' for the *Percorso dell'Arte* (the Art Path), the plants and flower exhibition, and several shows and entertainment events: a perfect blend of art and nature and an invitation to enjoy the park respectfully and responsibly, fully aware of its cultural and historical value. April, 30 and May, 1 will be devoted to the 4<sup>th</sup> Plant and Flower Trade Fair (*Mostra Mercato Florovivistica*). The year 2011 is the year of Euroflora, the leading flower show in Italy. To celebrate this important event, all Euroflora visitors will be able to easily reach FlorArte thanks to a free shuttle bus; moreover, showing their Euroflora admission ticket at FlorArte ticket counters the public will be able to take part in FlorArte and in all related initiatives free of charge. FlorArte means five days full of unmissable events.

**Info:** +39 010.9127581 [info@florartearenzano.it](mailto:info@florartearenzano.it) [www.florartearenzano.it](http://www.florartearenzano.it)

**Opening hours and prices:** FlorArte will be held in the monumental greenhouse of the park *Parco Negrotto Cambiaso* in Arenzano. The exhibition will be officially inaugurated on 28 April 2011 at 5.30 pm and will then be open as follows: 29 April and 2 May, 10.00 am to 12.30 pm; 3.00 pm to 6.30 pm; admissions: € 2.00 + guided tour € 3.00; 30 April and 1 May, 10 am to 6.30 pm. *Plant and Flower Trade Fair* - admissions: € 5.00. Admissions to FlorArte and to the Trade Fair will be free for children up to 12 years, for Euroflora ticket holders, Genoa Museum card holders, members of Edfa, Garden Club, FAI, Italia Nostra, and the Press. Admissions will also grant the opportunity to take part in the workshops, demonstrations, exhibitions, shows, and conferences held in the Park. Group reservations and information: IAT (Tourist Office) – Arenzano, tel. +390109127581, [info@florartearenzano.it](mailto:info@florartearenzano.it). On Saturday and Sunday, a **shuttle bus** operating between Arenzano and Genoa will connect FlorArte and Euroflora. The service will be free for all FlorArte or Euroflora ticket holders, from 10.00 am to 10.00 pm (10.00 pm: last shuttle to Genoa - Approximate trip duration: 30 minutes).

### **Cervara Abbey**

**A unique chance - *The Cervara Abbey opens to the public***

**23-24-25-30 April and 1 May 2011**

The Cervara Abbey will be exceptionally open to the public on the two weekends during Euroflora (23-24-25 April and 30 April – 1 May). The guided tours will mainly focus on botanical themes and will offer participants the opportunity to discover and enjoy the abundance of plants and trees and the fragrances that pervade the Abbey's garden. Rising on a sheer cliff overlooking the sea between Santa Margherita Ligure and Portofino, the Cervara Abbey and its garden are a precious historical and artistic complex surrounded by breathtaking landscapes. Established in 1361 by a small community of Benedictine monks, over almost seven centuries the Abbey has experienced periods of splendour and decadence, which are reflected in the architectural changes that the abbey has undergone over time. The Italian monumental garden, the only one that has been preserved in Liguria, is particularly beautiful and lies on two different levels, wonderfully connected by pergolas and steps. In the lower section of the garden, the cone shaped box bushes are a fine example of topiary art and surround a 17<sup>th</sup> century marble fountain, while on the eastern side a large pergola is covered by a monumental century-old violet wisteria (*Wisteria sinensis* L.).

**Info:** tel. +39 39.0185.293.139

Opening hours and prices: 23-24-25-30 April and 1 May - mornings (10.00 am, 11.00 am and 12.00 noon) and afternoons (3.00 – 4.00 – 5.00 pm); on the occasion of Euroflora a 50% discount will be offered every two tickets: when purchasing one full price (€ 10.00) ticket two persons will



be granted admission. Booking required by calling the toll-free (in Italy only) number 800 652110 or by e-mail: [visite@cervara.it](mailto:visite@cervara.it).

The Cervara Abbey cannot be reached by car and is located in Lungomare Rossetti – Via Cervara 10, Santa Margherita Ligure. Public buses stop at the beginning of the Via Cervara street.

### **Biblioteca Universitaria di Genova**

#### ***Lecture with the painter Raimondo Sirotti***

**Thursday April 28<sup>th</sup> 2011 – 4.30 p.m.**

Mr Raimondo Sirotti, painter, will be giving a lecture entitled Floral Images in the collections of the Genoa University Library. On this occasion the Library is going to display some images from its botanical books, manuscripts and herbaria: it's the core of its historical collection consisting of important botanical works (XV - XIX centuries) with wonderful illustrations and copper engravings

**Info:** ph.+39 010 254 6453 bu-ge.eventi@beniculturali.it www.bibliotecauniversitaria.ge.it

### **Palazzo della Borsa**

#### **Event – *Fiore All'Occhiello. Fiori, Profumi, Moda, Arte e Gioielli* (The Jewel in the Crown – Flowers, Perfumes, Fashion, Art and Jewels)**

**28/29/30 April 2011**

For Euroflora 2011, the local trade association Ascom Confcommercio Genova, together with numerous member associations, has organised a side event to honour and serve as an added attraction to the show. The Sala delle Grida of the Palazzo della Borsa will be transformed into a precious garden featuring the luxury and style of flowers, jewels, perfumes, art and fashion, against an elegant backdrop which will capture the senses of the visitor. Various associations of the Province of Genoa including the jewellers' and goldsmiths' association, the perfumers' association, the Fepag restaurant managers' association, the Fepag confectioners' association, the florists' association and the hotel keepers' association, together with the women's service sector committee - Comitato Terziario Donna Genova - and the cultural association Ascom Arte, have decided to organise a first-class "floral" event with the cooperation of the company Guerlain, by setting up an area specifically thought for the guests attending the first day of the show on April 28, and for the various meetings planned during the show. For this occasion, Ellequadro Events s.r.l. presents the site-specific project by Cremona sculptor Brunivo Buttarelli and designed by architect Tiziana Leopizzi, which will be complemented by other glamorous attendees such as Sartoria Uglioni custom tailors and Gioielleria Natoli jewellers, showcasing unique pieces from their production. On display at the centre of the Sala delle Grida, together with other sculptures, will be the product of the artist's spectacular talent, "Gli aspri acuti di Kronos" (Iron, iron-zinc, stone and resin), depicting a wooden forest. Also planned are two day meetings with field professionals on the theme of flowers and perfumes. A topical moment of the show will be the vernissage by invitation on Thursday, April 28, at 7.00pm, officially inaugurating the event. This will be an opportunity to have a preview of the show and taste the delicacies served by the restaurant "da Andrea" from the Fepag restaurant managers' association and the sweets by Pasticceria Cavo from the Fepag confectioners' association, who will offer their guests a selection of small flower-themed dishes accompanied by exceptional wine.

**Info:** +39 010.55201- [confcommercio@ascom.ge.it](mailto:confcommercio@ascom.ge.it)

Opening days: vernissage, Thursday 28 April at 7.00pm; opening on Thursday 28, Friday 29 and Saturday 30 April.



### **Palazzo Spinola**

#### **Exhibition - *I servizi da tavola di Laurent II Dufour (Laurent II Dufour's table sets)***

#### **Starting on 30 March 2011**

By will of Laurent II Dufour's heirs, the Frisoni family, the porcelain and silver table sets that belonged to the initiator of the family's industrial business have been given to Genoa *Galleria Nazionale di Palazzo Spinola* on a free loan and are now on display in the Ceramics Section of the museum, which mainly aims to highlight the role played by ceramics on the tables and residences of Genoese noble families. The Feuillet-Boyer porcelain French set consists of 88 pieces, all decorated with a fine garland of flowers and the "LD" monogram in the centre. The monogram probably represents the initials of the set's owner, Laurent II Dufour, as suggested by the set's style, typical of the years around 1845, when Dufour lived. Every plate features a different decoration - a flower, a fruit or a bird, i.e. botanic and zoological subjects that were some among the most appreciated by early 19<sup>th</sup> century aristocracy and which reached their highest quality in French ceramics in particular. Besides the porcelain set, Laurent Dufour's table was also finely decorated with wonderful silver sets: the public can now admire the ten pieces by the renowned Parisian silversmith Charles-Nicolas Odiot.

**Information:** Tel. +39.010.2705300 [palazzospinola@beniculturali.it](mailto:palazzospinola@beniculturali.it) [www.palazzospinola.it](http://www.palazzospinola.it)

Opening Hours: Tuesday to Saturday, 8.30 am to 7.30 pm; Sundays and public holidays: 1.30 to 7.30 pm. Closed on Mondays.

Admissions: € 4.00; concessions (18 – 25 years): € 2.00; free entrance under the age of 18 and over 65.

### **Villa Dufour**

#### **A unique experience – *Villa Dufour opens up to the public* from April to July 2011**

The villa was recently restored to its original splendour, preserving stuccos, granolithic floors, doors and windows, as well as the nineteenth-century furniture of the billiard-hall and the early-Renaissance furniture of the dining room by Zignago and Perasso where the table used to be finely laid with the sets currently on display at Palazzo Spinola. The villa is now open to the public and offers an approximately sixty-minute tour guided by art history students who illustrate the history of the Dufour family guiding the public through the accurately preserved and restored halls and the beauties of the botanic garden.

**Information:** tel. +39 338.6825696; [www.villadufoureventi.it](http://www.villadufoureventi.it)

Opening Hours: guided tours by ticket (reservation required) for groups of at least 15 / not more than 30 people. The villa is in Via C. Colombo (Via Aurelia) 8, Mulinetti – Recco, in the province of Genoa.

### **Guide Genova**

During Euroflora, Guide Genova will organize a lot of different sightseeing tours. Here are some anticipations.

- **Old Town**

A visit to the historic centre in order to discover the charm of the ancient "caruggi", the typical narrow alleyways of our city centre, and the huge Renaissance courtyards, bright with light and unexpectedly green. The visit reaches some of the main monuments among which the Ancient Harbour, the cathedral, the medieval Piazza San Matteo and Via Garibaldi with visit to the gardens of Palazzo Tursi and/or Palazzo Lomellino (entrance fee not included).

- **The City And Its Parks**



A short visit to the old town leads to the medieval cathedral, the ancient seat of the government - the Ducal Palace - and the beautiful Piazza San Matteo. From the centre we drive towards Pegli, a quarter to the West of the city, to visit the historic park and garden of Villa Pallavicini, an extraordinary example of 19th century park, thought as a great scenario and entertainment place.

- **The City And The Roses**

A short visit to the old town leads to the medieval cathedral, the ancient seat of the government - the Ducal Palace - and the beautiful Piazza San Matteo. From the centre we proceed towards Nervi, once a fishermen village, today a very nice residential area in the city, with its nice sea promenade steep over the sea and a series of parks where it is possible to visit the historic rose-garden.

- **The Riviera**

This itinerary leaves Genoa to reach the famous Riviera di Levante (Eastern Riviera) traveling along a nice panoramic route: Corso Italia and Ruta. Once in Santa Margherita Ligure, wonderful typical fishermen village, we visit its alleys and the park of Villa Durazzo. Here from we reach Portofino, the most famous village of this coast. For those who love walking, it is possible to reach the lighthouse along a path through the incredible nature of the mount of Portofino\*. \*An alternative to Portofino, is the beautiful Cervara Abbey, with its typical Italian garden and the incredible wisteria, thought to be several hundred years old. Entrance fee not included.

**Info:** to find out more about costs and expected duration ph. +39 0102472569;  
[www.guidegenova.com](http://www.guidegenova.com)

This programme is regularly updated and will soon include Euroflora 2011 special promotions.

**To find out more about Euroflora:**

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[www.euroflora2011.it](http://www.euroflora2011.it) - ph. + 39 010 53911

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