

OCTOBER 2017, 20 > 22



SANTA MARGHERITA LIGURE > GENOVA • ITALY VILLA DURAZZO

CONCORSO INTERNAZIONALE DI DECORAZIONE FIOREALE

INTERNATIONAL
FLOWER SHOW



Ente
Decorazione
Floreale per
Amatori - Genova





Summary

EVENTS SCHEDULE

INTERNATIONAL SHOW

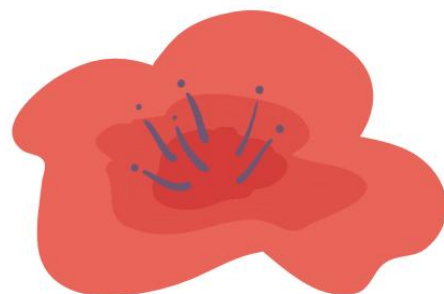
CLASSES

PRIZES

GENERAL RULES

"NUOVO STILE" RULES

ORGANISATION



VILLA DURAZZO

INFO

REGISTRATION FORMS

INTERNATIONAL SHOW Villa Durazzo

October, Thursday 19

Registration hrs. 15.00-19.00

October, Friday 20

Registration hrs 07.00-10.30

Participants work hrs 08.00-12.00

Jurys work hrs 13.30-16.00

Opening hrs 19.00

Prizes giving (Villa Durazzo) hrs 19.30

Gala Dinner (Villa Durazzo) hrs 20.30



GIARDINIAMO EXHIBITION MARKET OF FLOWER NURSERIES Villa Durazzo

October, Friday 20th

Preview (eu 70) hrs. 20.30-20.00

Limited availability; - To Competitors of "Un Mare di Fiori" , 50% discount on this rate

Programme :

hrs. 10.00 Opening Ceremony

hrs 11.30 **Lecture of Silvana Ghigino, architect, director of Villa Durazzo Pallavicini, "Best Italian Parc in 2017"**

hrs 13.00 **Show Cooking and lunch , with tasting of Santa Margherita Ligure Red Shrimps**

hrs 14.30 **Lecture "Shade Gardens" of Carlo Pagani, "garden teacher"and journalist**

hrs 16.00 **Lecture of Grazia Maria Cavina on the roses of the famous nursery "Le Rose di Nicola Cavina" (Florence), here present with a large exhibition too**

October, Saturday 21st

Opening to the public – free entrance hrs. 10.00-20.00

October, Sunday 22nd

Opening to the public – free entrance hrs. 10.00-18.00

DEMONSTRATIONS Villa San Giacomo

By Paola Zattera Dagnino, teacher, demonstrator, international judge and passionate cook.

Limited places available

October, Saturday 21°

Leaves and Berries (eu 15) hrs 11.00-12.00

Happy Hour:& finger foods with tasting (eu 20) hrs 18.00-19.00

BRUNCH

October, Sunday 22nd hrs 12.00-14.00

Brunch in a private mansion of Santa Margherita Ligure, with

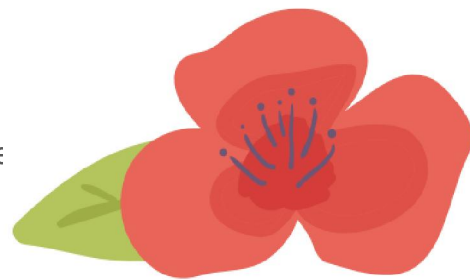
a private garden visit (eu 30)

(weather permitting)

INTERNATIONAL SHOW

CLASSES

All measurements are in centimeters, competitors may choose 1 or 2 classe



Class 1 RED CARPET

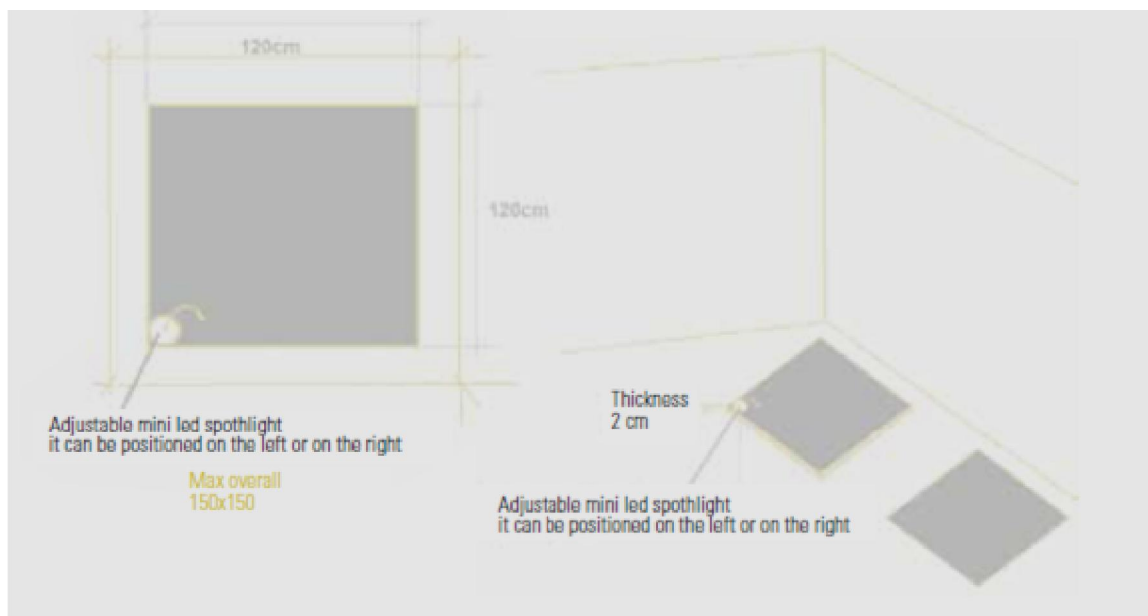
Free design, large dimension exhibit, featuring a gala dress

Minumum height 180 cm base and container included

Maximun height 230 cm base and container included

Maximum width 150 cm - Base 120x120x h2cm , red fabric

Viewed from all around and judged from the front - Two competitors for a single exhibit are admitted

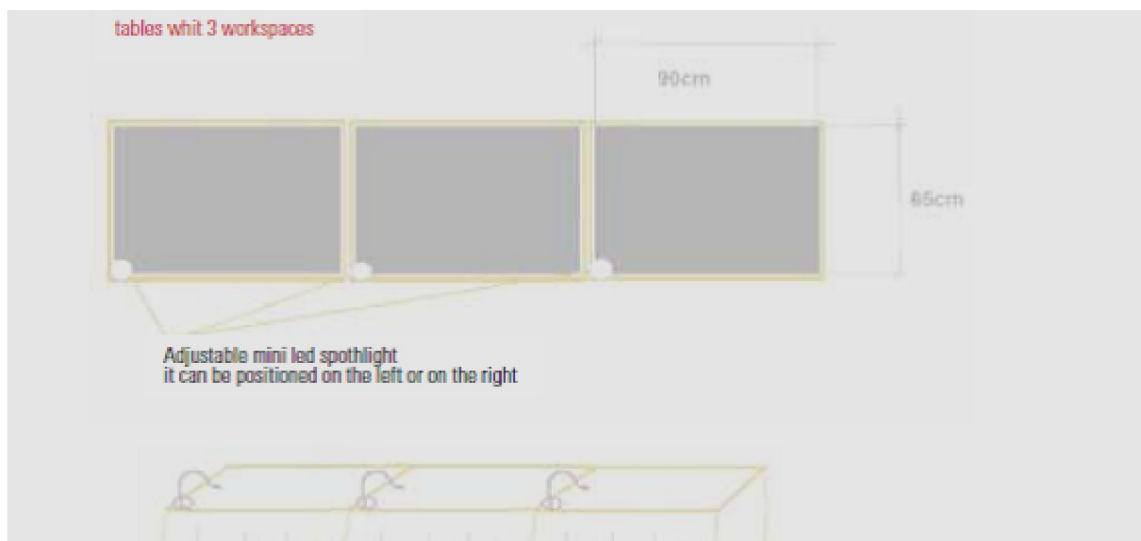


Class 2 SILK

Free exhibit dedicated to the antique Zoagli silk factories

On a table 90 cm l x 65 cm d., covered with white fabric; maximum high 120cm

Viewed from all around and judged from the front.



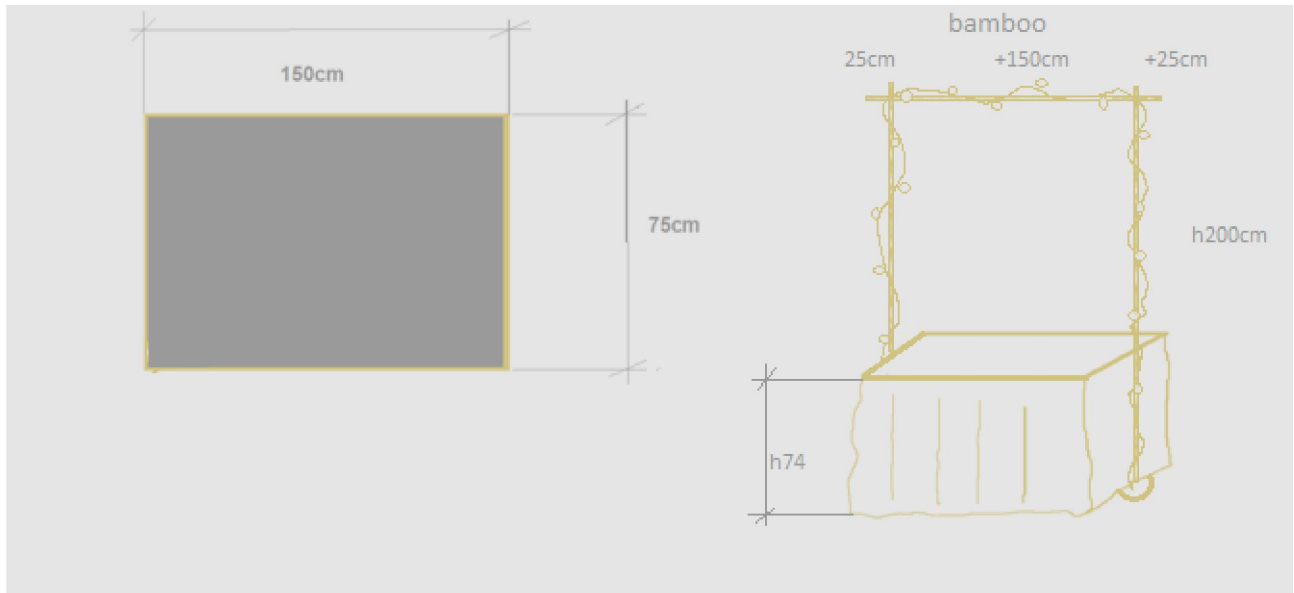
Class 3 OKTOBER FEST

Free exhibit for a festival – buffet.

In the exhibit, grasses are asked to be used.

This class is sponsored by DAB Quality Beer Academy; the use of glasses, bottles or other items with advertisements/logo is allowed, but only from DAB company.

A rectangle table 150x75 cm. and 74cm. high, covered with floor length jute fabric will be provided by organisers, as well as a bamboo structure to frame the table (see below draws).



Class 4 RADIO ... WAVES

Free modern design dedicated to Guglielmo Marconi

On a table 90cm l x 65cm d x 76 h covered with white fabric; maximum high 120cm

Viewed from all around and judged from the front.



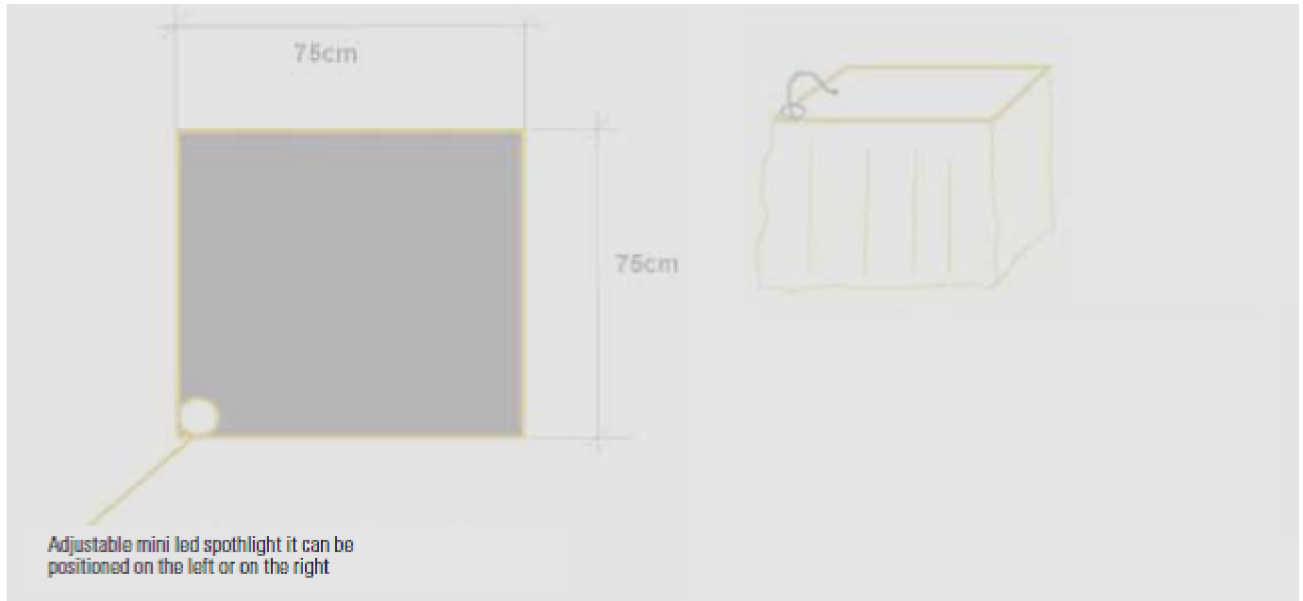
Class 5 REGATTAS

“Nuovo Stile” exhibit (see specific Rules) on a table

The use of non-vegetable materials such as shells, stones, cloth, tape, rope, metal, glass, plexiglass is permitted with moderation but they must not predominate and they are considered accessories.

On a table 75x75 h74, covered with white fabric; maximum high 120 cm

Viewed from all around and judged from the front

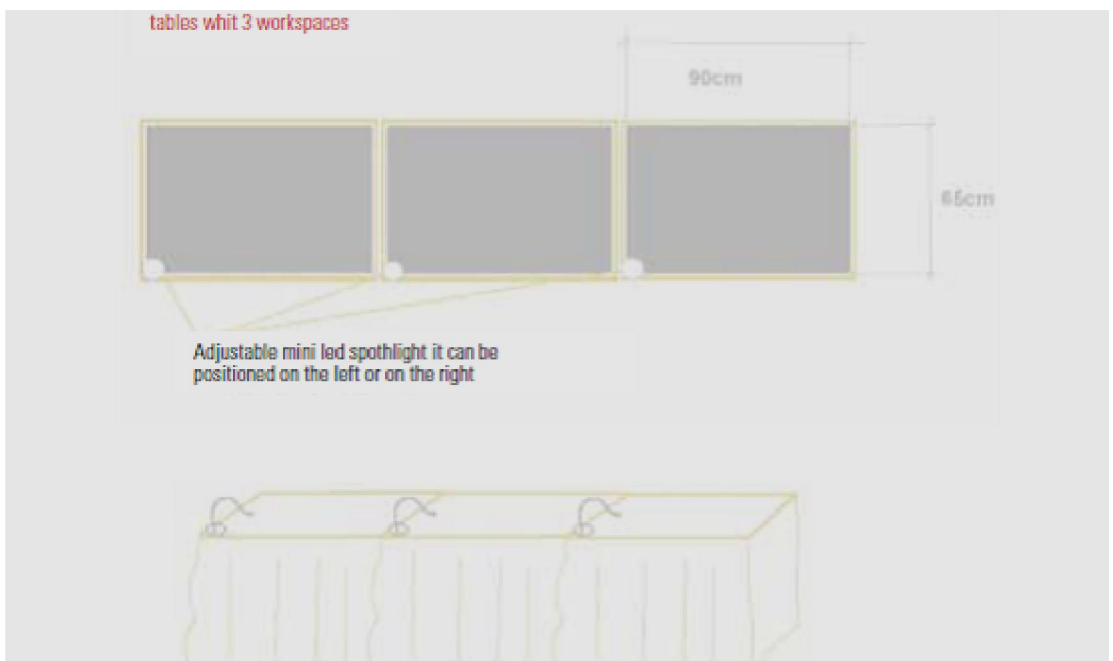


Class 6 AUTUMN AND ITS COLOURS

Free exhibit without flowers

On a table 90cm l x 65cm d x.76 h covered with white fabric; maximum high 120 cm

Viewed from all around and judged from the front



PRIZES

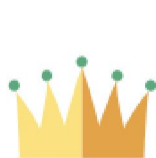
The Show will be judged by an **International Jury** that will award , for each class:

:



And the **Best in Show Prize**, that is kindly offered by **di Decorazione Floreale per Amatori (I.I.D.F.A.) - Sanremo**

The Show will be judged by an **Honor Jury** that will award the prizes



"Elegance"



"Originality"



"Colors harmony"

"Santa Margherita Ligure Prize" , offered by the Municipality of the town, will award the exhibit better interpreted the chosen class

On Sunday 22, at hrs 18.00, will be awarded also the **Prizes**:



For the best conservation



Public



GENERAL RULES

- 1) The show is open to everybody
- 2) Exhibits must be entirely staged **in situ**, without any internal or external assistance, within the Time allowed, in the assigned place and within the given dimensions.
- 3) the exhibited design must be completely unedited and therefore never presented in other competitions or exhibitions and it must be stated on the registration form.
- 4) Accessories are allowed but plant material must always **predominate**.
- 5) Cut plant material must be kept in water or water retaining material except for: grass, moss, succulents, cactii, lichens, fruits and vegetables but should be perfectly conditioned
- 6) Dying or painting fresh plant material is prohibited.
- 7) the use of artificial plant material and led lights is not allowed.
- 8) Mechanics as: wires, net , pin holder, oasis etc. must not be visible except for Class 5 "new style", see specific regulation. The use of the colored oasis in view is prohibited in every case
- 9) It 's strictly prohibited to attach any element (niches, panels or other) to the wall behind the exhibit or on to the base. The background panels are allowed, but must be self-supporting because nothing can be attached to the wall behind it or on to the base.
- 10) The height, width and depth of the exhibit must never exceed the allotted space.
- 11) No competitor will be allowed to remain in the exhibition area after 12.00 a.m. The entry in the competition area is forbidden during judging.
- 12) It is 'strictly prohibited to use:
 - Instant print cameras, cell phones , smart phones and tablets during the construction of the exhibits and before the passage of the juries
 - The E. D.F.A. reserve the right to reproduce photographically the exhibits and use them for institutional purposes.
- 13) The exhibit staged not conformingly with competition rules will be downgraded.
- 14) Exhibits are judged anonymously.
- 15) The jury's decisions will be final.
- 16) Competition will be judged in accordance with the B.F.A.S. international competitions rules (Belgium) in accordance with IIDFA Italy, SNHF France, Garden Club de Monaco.



"NUOVO STILE" RULES

- 1) Interpretation of the theme
- 2) Free design, the lines may start from several points
- 3) Value of the design
- 4) Use of soft hues, small touches of colour will enhance the arrangement
- 5) Harmony
- 6) In ratio container/plant material, container may predominate
- 7) Container can be classic, modern, fantasy or "antique"; it is allowed to use more containers; it is possible to create designs without container, as well.
- 8) Conditioning of the fresh plant material
- 9) Wire, tubes, wire net may be visible if they are used as decorative elements, but should not predominate. Oasis must be always hidden.
- 10) The stems may cross
- 11) Originality. The choice of plant material, container and other elements must not be banal
- 12) Dried plant material is allowed, but must not predominate
- 13) If you use a background, it must contribute to the value of the composition, but should not predominate.
- 14) Non plant materials, such as shells, rocks, fabric, ribbons, wire are allowed, but they must not predominate and they are considered as accessories.



ORGANISATION

- 1) Only written applications using the enclosed entry form joint with the correct enrolment fees will be registered; applications must reach the Studio BC before **September 10th 2017**. The places in each class are limited therefore applications will be accepted in order of arrival date. The organizers reserve the right to cancel some classes if necessary, competitors will be promptly informed and refund of the entry fees.
- 2) Competitors may present only one exhibit for each class. According to the number of places available, competitors may present an exhibit in two classes giving order of preference. The organizers reserve the right to cancel the second exhibit. In this case the organizers will inform promptly the competitor. Confirmation of applications will be sent after August 10th 2016.
- 3) Two competitors may join for a single exhibit only in the classes 1A and 1B; in this case they must send only one entry form.
- 4) Enrolment fees are fixed in euro 35.00 Vat. included for all classes; the payment should be done at the moment of the application. Registered competitors that could not compete, must inform the Studio BC as soon as possible. Entrance fees will be kept.
- 5) To each competitor will be sent a strictly personal badge that will get him into competition area. The badge must be shown at the entrance during the opening days of the Competition. **Only people showing this badge will be allowed to stay in the competition area during staging time.**
- 6) Competitors must stage their exhibits on **October, Friday 20th, from 8.00 a.m. to 12.00 a.m.**
Competitors registration will be:
Thursday October 19th 2017 from 3.00pm to 7.00pm
Friday October 20th from 7.00am to 10.30am
Competitors must leave the competition area at 12.00 a.m.
Places will be reserved until 10.30 a.m. There will be some porters that will help competitors to carry the items.
- 7) The places fixed to competitors cannot be changed. The organizers reserve the right to move the exhibits if necessary.
- 8) Competitors must clean the niche or the dedicated place themselves
- 9) The use of self developing cameras is forbidden during the exhibits staging and before Jury's work. E.D.F.A. reserves the right to photograph and reproduce the exhibits. showing to organizers the ticket that which will be delivered at the time of registration. If the competitors couldn't be able to remove himself the exhibit, the ticket will be requested from his representative by organizers. organization.



- 10) Studio BC decline all responsibility for loss or damage to competitors property. No insurance will be taken by the organization.
- 11) Exhibits will be judged in absence of competitors by an international technical Jury and a honour Jury.
- 12) The show will be open to public :
Saturday 21st from 10.00 a.m. to 8.00 p.m.,
Sunday 22nd from 10.00 a.m. to 6.00 p.m.,
Competitors undertake to maintain in good conditions their exhibits until Monday April 19th, 6.00 p.m.
Organizers reserve the right to remove faded plant materials, in case that the competitor does not provide himself daily before from 9.00am to 10.00 a.m.
- 13) The price-giving ceremony will take place on Friday, October 21st at 7.30 p.m.at Villa Durazzo. After the ceremony there will be a gala dinner if competitors wish to participate, please fill the enclosed reservation form and send it to Studio BC., joint with the payment of euro 80,00 per person, V.A.T.. included, before **September 10th 2017**
- 14) Exhibits must be removed by competitors themselves on Sunday, October 22nd 2017 between 6.00 pm .and 7.00 pm., showing to organizers the ticket that which will be delivered at the time of registration. If the competitors couldn't be able to remove himself the exhibit, the ticket will be requested from his representative by organizers.
- 15) Signing the entry form, competitors declare their agreement with the rules and organization.



VILLA DURAZZO

Venue of the events

Santa Margherita Ligure, pearl of the Gulf of Tigullio, at few Kilometers from the universally known Portofino, is the venue of the Prize in the charming setting of Villa Durazzo.

The Villa Durazzo complex, dominating the scene in the centre of S. Margherita Ligure, just above the Harbour and sea, comprises Villa Durazzo, Villa S. Giacomo and the splendid Gardens, which enclose them all.

The Castle and the Baroque Church of San Giacomo are very close to them. In a dominating position over the sea, Villa Durazzo was built in 1678 and there, today, you can admire the works of the Genoese Pictorial School from the XVII and XVIII centuries: frescoes and trompe-l'oeil, furniture from various ages, Murano chandeliers, stuccoes, majolica and Genoese grit floor.

The Gardens are included in the circuit of "Great Italian Gardens" and are twinned with the Botanical Gardens of Villa Hanbury in Ventimiglia.

Overlooking the Gulf, they are enriched by statues and fountains. Splendid the black and white cobbling of the Villa Terrace, in the style of the "risseu", typical Ligurian paving.

Villa San Giacomo is an eighteen century cottage in the ground of Villa Durazzo, which looks out onto the panoramic Italian Garden.



ORGANIZING SECRETARY

For inscriptions, hotel reservations, excursions

Studio BC

via SS Giacomo e Filippo 35/1, 16123 Genova

Tel. +39 010 0983860; info@studiobc.it

Studio BC has available allotment of rooms in 3 and 4 star hotels in Santa Margherita Ligure. Tfares and info upon request.

A copy of the Registration Forms and Payment Form must be sent to: the email: **info@studiobc.it**

Bank directions:

UBI BANCA fil Via Ceccardi 13R Genova

IBAN: IT87Q0311101401000000030092

Swift/Bic Code: BLOPIT22768

Downlad of the Registration Forms also available on www.studiobc.it

TECHNICAL SECRETARIAT

Technical Secretariat, for all information on the Show, Workshops and Demonstrations:

Paola Zattera Dagnino , diirector of the Events

paoladagnino@hotmail.com (object: Concorso Santa Margherita)

mob.. +39 3357050590

