

SANTA MARGHERITA LIGURE > GENOVA • ITALY VILLA DURAZZO

7 > 11 OTTOBRE 2015



Santa  
Margherita  
Ligure  
IN  
MARE DI FIORI

CONCORSO INTERNAZIONALE DI DECORAZIONE FIOREALE

INTERNATIONAL FLOWER SHOW

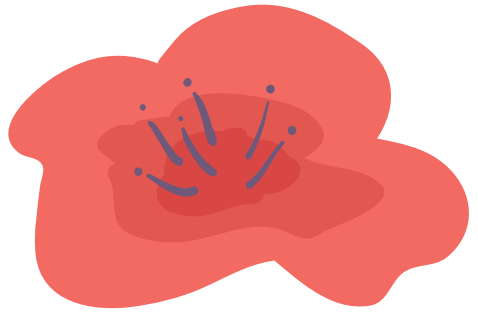
CONCOURS INTERNATIONAL  
DE DECORATION FIORAL





# Santa Margherita Ligure

SUN  
MARE DI FIORI



OCTOBER 7 > 11, 2015

## EVENTS SCHEDULE INTERNATIONAL SHOW

Classes  
Prizes  
General rules  
"Nuovo Stile" rules  
Organization

VILLA DURAZZO

EXCURSIONS

INFO



# EVENTS SCHEDULE

OCTOBER 7 > 11, 2015

## INTERNATIONAL SHOW VILLA DURAZZO

### WEDNESDAY 7

Registration ..... 03.00 pm-07.00 pm

### THURSDAY 8

Registration ..... 07.00 am - 10.30 am

Participants work ..... 08.30 am - 1.00 pm

Jurys work ..... 2.00 pm - 5.30 pm

Opening ..... 7.00 pm

Prizes giving ..... 7.30 pm

Gala dinner ..... 08.30 pm

**FRIDAY 9 AND SATURDAY 10** ..... 10.00 am - 8.00 pm

Opening to the public - free entrance

**SUNDAY 11** ..... 10.00 am - 6.00 pm

Opening to the public - free entrance

## FLOWER DEMONSTRATION

**SATURDAY 10** ..... 11.00 am

*by Gin Rebaudi and Paola Zattera Dagnino demonstrators of E.D.F.A. Genova*

## WORKSHOPS ON "NUOVO STILE" VILLA SAN GIACOMO

**FRIDAY 9** ..... 10.00 am

**FRIDAY 9** ..... 2.30 pm

**SUNDAY 11** ..... 10.00

**SUNDAY 11** ..... 2.30 pm

## SHOW-MARKET OF FLOWER GARDEN GADGET SUPPLY VILLA DURAZZO

# INTERNATIONAL SHOW

## CLASSES

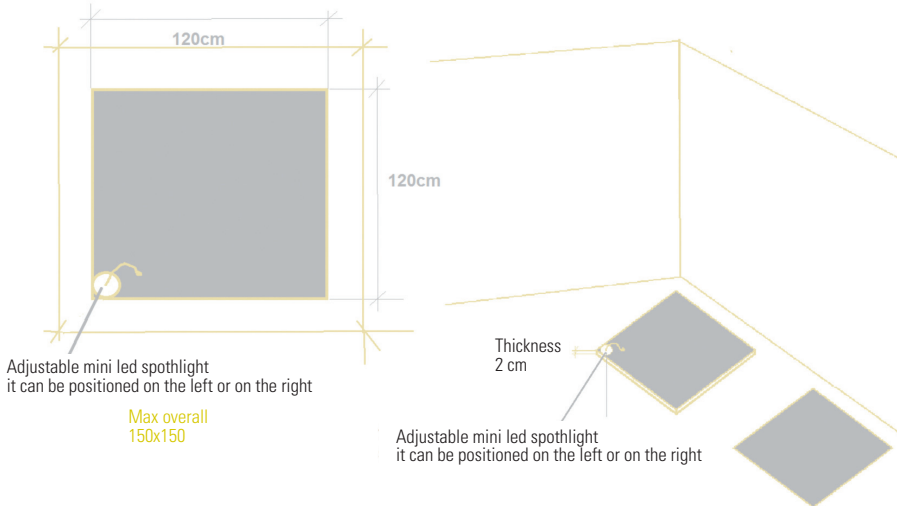
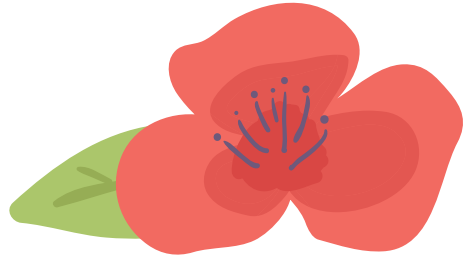
All measurements are in centimeters, competitors may choose 1 or 2 classes:

### Class 1 SIRDCCC

**Free design, large dimensions exhibit**

- Open to amateurs.
- Open to professionals, judges, teachers, demonstrators.
  - Minimum height 180 cm base and container included.
  - Maximum height 230 cm base and container included.
  - Maximum width 150 cm.
  - Base 120x120x2 cm - white fabric.
  - Viewed from all around and judged from the front.

*Two competitors for a single exhibit are admitted.*



## Class 2 TREASURES OF THE SEA

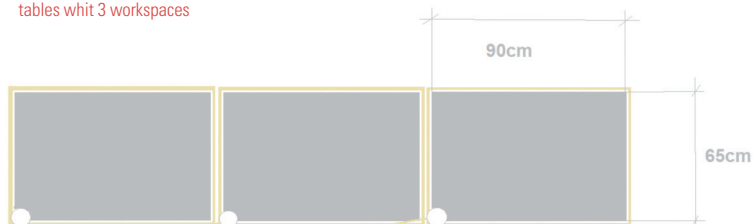
### Free exhibit, imposed flowers

On a table 90 cm l x 65 cm d.x. 76 h covered with white fabric  
Maximum high 12 0cm

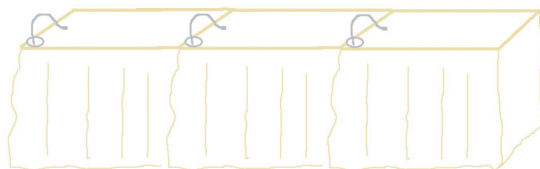
- a) Open to amateurs.
- b) Open to professionals, judges, teachers, demonstrators  
Viewed from all around and judged from the front.

*Container, plant material and oasis will be provided on the place by organizers.  
Competitors will be not obliged to use all provided items.  
Priority will be given to foreign competitors.*

tables whit 3 workspaces



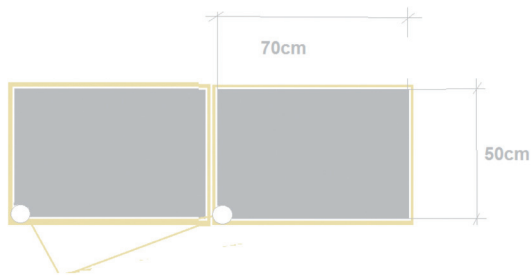
Adjustable mini led spotlight  
it can be positioned on the left or on the right



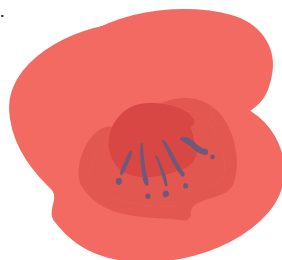
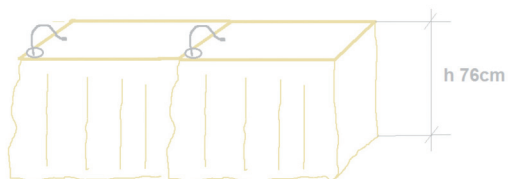
## Class 3 MEDITERRANEAN DREAM

Landscape exhibit, on a table 70 cm l x 50 cm d, 76 cm h, covered with white fabric; maximum high 120 cm. Viewed from all around and judged from the front.

tables whit 2 workspaces



Adjustable mini led spotlight  
it can be positioned on the left or on the right



## Class 4 ENCHANTING WEAVES

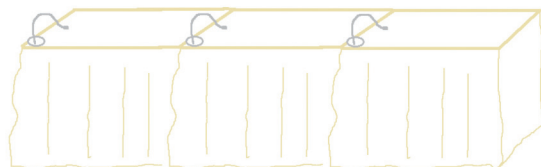
### **Free exhibit inspired by bobbin lace**

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.

tables whit 3 workspaces



Adjustable mini led spotlight  
it can be positioned on the left or on the right



INTERNATIONAL SHOW

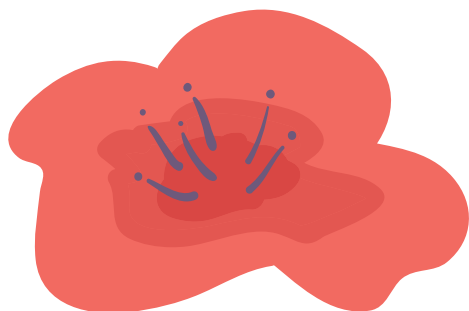
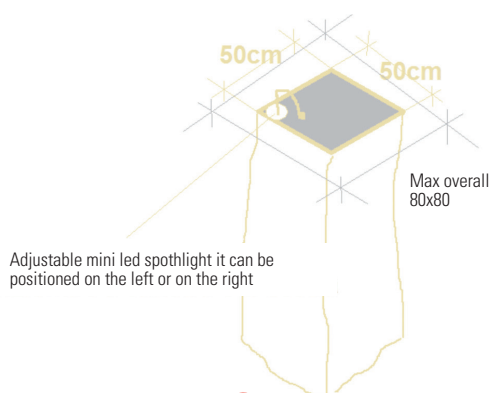


## Class 5 TIGULLIO, PARADISE OF CETACEANS

**Modern exhibit**  
in a plinth 50 cm x 50 cm x 85 h. Covered with white fabric.

Maximum overall dimensions 80 cm x 80 cm, maximum high 120 cm.  
Viewed from all around and judged from the front.

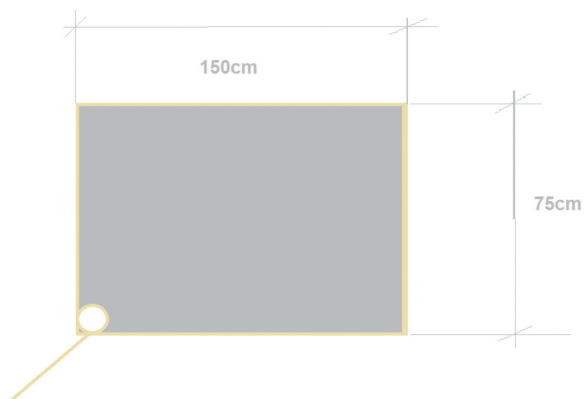
- a) Open to amateurs.
- b) Open to professionals, judges, teachers, demonstrators.



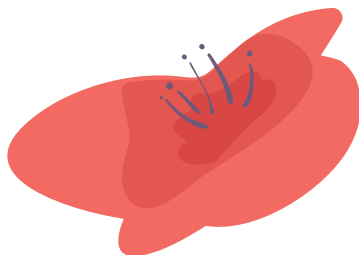
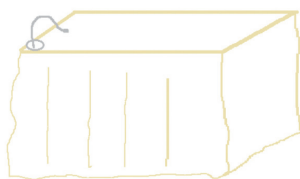
## Class 6 PORTOFINO IN FEAST

*Free exhibit for a buffet*

A rectangular table, 150 cm x 75 cm and 74 cm high, will be provided on place by organizers. Competitors must supply their own floor length table cloth. Viewed from all around and judged from the front.



Adjustable mini led spotlight it can be positioned on the left or on the right



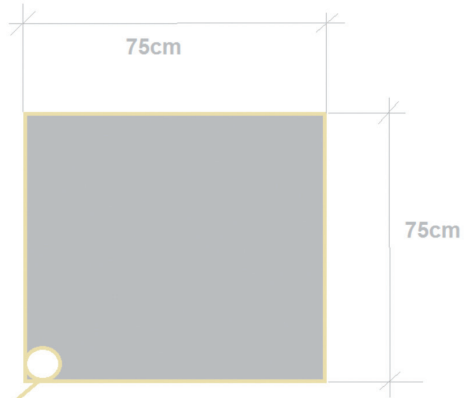
## Class 7 SYMPHONY IN BLACK AND WHITE

*"Nuovo Stile" exhibit, including slate, see specific regulation.*

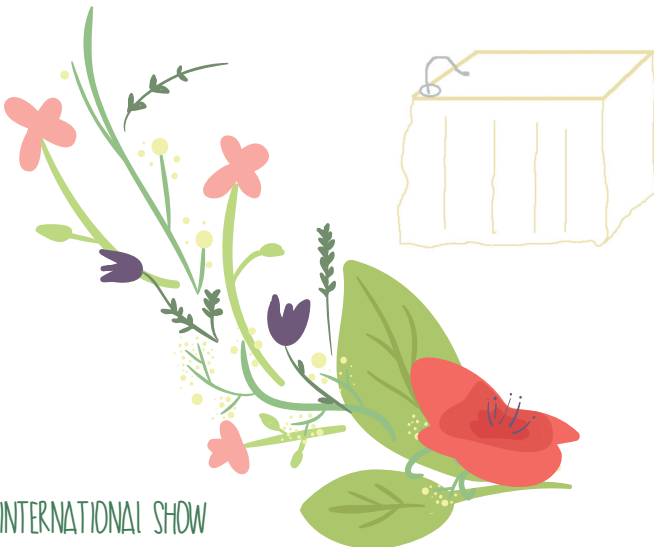
The use of non-vegetable materials such as shells, stones, cloth, tape, rope, metal, glass, plexiglass, is permitted with moderation but they must not predominate and they are considered accessories.

On a table 75 cm x 75 cm x 74 cm h, covered with white fabric;  
maximum high 120 cm.

Viewed from all around and judged from the front.



Adjustable mini led spotlight it can be positioned on the left or on the right

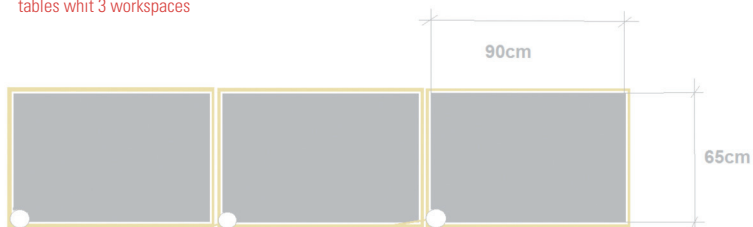


## Class 8 SANTA MARGHERITA - WARM COLORS

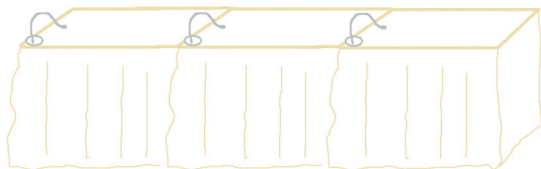
*Modern exhibit , inspired by the painted facades of the city of Santa Margherita Ligure.*

On a table 90 cm l x 65 cm d., covered with white fabric; maximum high 120 cm.  
Viewed from all around and judged from the front.

tables whit 3 workspaces



Adjustable mini led spotlight it can be positioned on the left or on the right



# PRIZES

The show will be judged by an international jury that will award for each class:



**The Best in Show that is kindly offered by the Istituto Italiano 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", for the exhibit that has best interpreted the environment of the city. Kindly offered by Municipality of the town.**



**Sunday, October 19 at 6.00pm will be awarded the prizes:**



*For the best conservation*



*Public*

# GENERAL RULES

- 1) **The show is for amateurs:** autodidacts, students and who do not give any kind of lessons and that they do not receive compensation. **Professionals:** professionals, judges, teachers and demonstrators, are admitted in classes 1b, 2b, 5b.
- 2) **It is compulsory for professionals to declare their qualification on the entry form.**
- 3) 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.
- 4) 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.
- 5) Accessories are allowed but plant material must always predominate.
- 6) 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
- 7) Dying or painting fresh plant material is prohibited.
- 8) The use of artificial plant material and led lights is not allowed.
- 9) Mechanics as: wires, net, pin holder, oasis etc. must not be visible except for Class 7 "nuovo stile", see specific regulation. The use of the colored oasis in view is prohibited in every case.
- 10) E '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.
- 11) The height, width and depth of the exhibit must never exceed the allotted space.
- 12) No competitor will be allowed to remain in the exhibition area after 1.00 pm. The entry in the competition area is forbidden during judging.
- 13) 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.
- 14) The exhibit staged not conforming with competition rules will be downgraded.
- 15) Exhibits are judged anonymously.
- 16) The jury's decisions will be final.
- 17) Competition will be judged in accordance with the B.F.A.S. international competitions rules (Belgium).

# "NUOVO STILE" RULES

- 1) Interpretation of the theme.
- 2) Free design, the lines may start from several points.
- 3) Value of the design.
- 4) Color.
- 5) Harmony.
- 6) In the report container / plant material, container may predominate.
- 7) The container can be classic, modern, fantasy or period, it is allowed to use more than one container. 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.
- 10) The stems may cross.
- 11) Originality.
- 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.

# ORGANIZATION

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 **June 30 2015**. 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 June 30 2015.

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; for class 2 "Imposed flowers" there is an extra-fee of euro 80,00 VAT included. 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) Each competitor will receive 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 **Thursday October 8 2015, from 8.30 a.m. to 1.00 p.m.**

Competitors registration will be:

- Wednesday October 7 2015 from 3.00pm to 7.00pm a
- Thursday October 8 from 7.00am to 10.30am

Competitors must leave the competition area at 1.00 p.m.

Places will be reserved until 10.30 a.m. There will be some porters that will help competitors to carry the items. There are no stairs in the path.

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 dedicated place themselves

9) Studio BC decline all responsibility for loss or damage to competitors property. No insurance will be taken by the organization.

10) Exhibits will be judged in absence of competitors by an international technical Jury and a honour Jury.

11) The show will be open to public:

- Friday October 9 and Saturday 10 from 10.00 am. to 8.00 pm.,
- Sunday 11 from 10.00 am to 6.00 pm.,

Competitors undertake to maintain in good conditions their exhibits until Sunday October 11, 6.00 pm.

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 am.



12) The prize-giving ceremony will take place on Thursday, October 8 at 7.30 p.m.at the Grand Hotel Miramare. 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 **June 30 2015**.

13) Saturday, October 10 at 11.00 am the E.D.F.A. Genova will presents a floral demonstration by Gin Rebaudi and Paola Zattera Dagnino. Who wish to attend it must fill the reservation form and send it to Studio BC joint with copy of the payment of euro 25,00 per person VAT included before **June 30 2015**.

14) Exhibits must be removed by competitors themselves on Sunday, October 11 2015 between 6.00 pm.and 7.00 pm showing to organizers the ticket that which will be handed on 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 SANTA MARGHERITA LIGURE

## Venue of the events

S. 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 eighteenth century cottage in the ground of Villa Durazzo, which looks out onto the panoramic Italian Garden.



# EXCURSIONS

## EXCURSIONS SATURDAY OCTOBER 10 • AFTERNOON

### PORTOFINO COAST IS ONE OF THE MOST CELEBRATED AREAS OF NATURAL BEAUTY IN ITALY.

This fascinating and exclusive coast with its lively, colourful fishermen's villages, enchanting promontories, sheltered bays and little coves is given further charm by a real gem: the Benedictine Abbey of San Fruttuoso (end of 10th century), on the UNESCO World Heritage List.

In order to make it more enjoyable, this tour - by coach and by boat - will be organized in groups that will be able to walk through the villages and admire the coastline from the boat (*in case of bad weather or rough sea the visit to San Fruttuoso will be substituted by the visit to Cervara Abbey*). The tour will end in Portofino, one of the most famous destinations of international tourism, a fishermen's village so picturesque as to appear unreal.

- Cost x person V.A.T. included € 65,00
- Minimum 25 participants



## IN ALTERNATIVE

### GENOA AND ITS PALACES

Genoa: many places and sights are worth to visit in Genoa, especially in the old city centre, the largest in Europe. The tour takes in some of the most impressive streets and museums: Via San Lorenzo, Piazza San Matteo the beautiful Doria houses, Via Garibaldi, the grand Renaissance street which fascinated artists such as Peter Paul Rubens, lined with imposing residences built at the end of the XVI century by the city's wealthiest merchant families. Formerly Strada Nuova, on the UNESCO World Heritage List, it is more than a road: it is a quarter built in the second half of the 16th century by the most influential and affluent families in Genoa.

Visit of Palazzo Nicolosio Lomellino and its secret garden (private palazzo) Caffè e tea in historical inn. Transfer by coach

- Cost x person V.A.T. included € 70,00
- Minimum 25 participants



## MONDAY, 12 OCTOBER

### EXPO 2015 - MILANO

Excursion by coach from S. Margherita Ligure to Milan for Universal Exhibition Expò 2015

- Cost x person, Vat included: € 85,00
  - Minimum 25 participants
- For 50 participants, Vat included: € 70,00



# INFO

## ORGANIZING SECRETARY

*For inscriptions, hotels reservations and excursions.*

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

A copy of the registration forms and payment form must be sent to:

### **Studio BC**

Via di Santa Chiara 2/11 - 16128 Genova

Tel. +39 010 0983860 • Fax +39 010 0983864

info@studiobc.it

Bank directions BANCA REGIONALE EUROPEA - Filiale 01521 Genova (IT)

IBAN: IT26B069060140000000030092

SWIFT CODE: BREUITM1

Download of registration forms also available on: [www.studiobc.it](http://www.studiobc.it)



## TECHNICAL SECRETARIAT

*Technical secretariat for all information on the show, workshops and demonstration:*

### **Paola Zattera Dagnino**

Director of events

paoladagnino@hotmail.com

(Object: Concorso Santa Margherita)

cell. +39 3357050590