



Freising, 11<sup>th</sup> of February 2020

## press release



**The 24<sup>th</sup> International Freising Garden Fair** will be held from the 8<sup>th</sup> to 10<sup>th</sup> of May 2020. **The World of Gardening as a Guest at Freising – this Year we welcome the Netherlands** (with nurseries, organizations and special guest speakers)!

### Dear Editor,

We would be most grateful if you would announce the **24<sup>th</sup> International Freising Garden Fair** in the diary, or perhaps the notebook or events section of your magazine. From the **8<sup>th</sup> to 10<sup>th</sup> of May 2020** the Freising Garden Fair, which has been the first event of its kind in Southern Germany and is probably the best known one, will welcome the world of gardening within the inspiring atmosphere unique to the courtyards of the former monastery Freising-Neustift, 25 miles north of Munich in Bavaria.

If you think of the gardens of **the Netherlands**, tulips come to your mind immediately. In the middle ages there was a real tulip mania. Tulips were weighed in with gold and prices rose immeasurably. When in the 17<sup>th</sup> century the speculative bubble burst, the country plunged into a financial crisis. However, this did not stop the Dutch's passion for tulips. The famous tulip fields and the Keukenhof with its wonderful tulip borders attract over a million visitors every year and became a popular hotspot for selfies. 77% of the bulbs traded worldwide come from the Netherlands. But Dutch garden culture has a lot more to offer. There are grandiose historical gardens, small farm gardens, experimental gardens, eco-cathedrals and many modern gardens, parks and landscapes, which are characterized by innovative design and wonderful use of plants. Garden festivals can be found everywhere - the Nursery Days in Bingerden for example were a role model for the 1<sup>st</sup> Freising Garden Fair - and every 10 years the Floriade puts on an exceptional show of Dutch garden art. Caring for nature, the desire for sustainability and social interaction are reasons behind the creative urban gardening as well as urban agriculture which are spreading in the cities. In addition to the large plant production factories, there is also a huge number of small, specialized nurseries which produce their exceptional range of plants largely sustainably and organically. I am pleased to be able to offer the visitors of the 24<sup>th</sup> Freising Garden Fair an outstanding lecture program as well as exhibitors from the Netherlands which will give a comprehensive insight into the garden world of our neighbouring country.

Our fair will open on **Friday the 8<sup>th</sup> of May 2020** with a **reception at 1.30 pm** (13.30 h). Before the reception at **0.30 pm** (12.30 h) there will be a **guided walk through the fair** for journalists and invited guests. **Peter Vermeij, the Embassy Councilor for Agriculture, Nature and Food Quality at the Dutch Embassy in Berlin** has kindly agreed to open the fair.

I am especially looking forward to our **lecture program** according to the motto **The World of Gardening as a Guest at Freising – Welcome Netherlands!** Well-known experts will share their unique knowledge and great experiences with our Garden Fair guests and will allow first hand insights into the fascinating world of Dutch gardens.

On **Friday, the 8<sup>th</sup> of May 2020 at 4.00 pm** (16.00 h) **Hans Kramer** will take us on a journey through his nursery De Hessenhof in Ede. The nursery, a very nice and tranquil place, is well-known far beyond the borders. Since 40 years Hans Kramer and his wife Miranda have been growing an incredible range of special perennials there. The nursery is famous for its incredible diversity of special perennials and grasses as well as novelties, and for their organic cultivation. Thousands of visitors from all over the world appreciate this abundance and the fascinating offer. In his lecture **Love, Passion and Diversity**

- **Our Way of Organically Growing Thousands of Perennials and Grasses**, Hans Kramer will tell us all about his more than 6,000 species and varieties of perennials and their special way of propagation, and he will also provide valuable tips for their use.

On **Saturday, the 9<sup>th</sup> of May 2020 at 2.00 pm** (14:00 h) **Jacqueline van der Kloet**, the star of Dutch planting design, will introduce her fascinatingly composed plantings in her lecture **Perennial Perspectives - the Power of Perennials**. Her outstanding compositions are attracting worldwide attention. With her own style, she creates naturalistic plant pictures of extraordinary elegance, which in spring are finely interwoven with bulbs. Her Tea Garden in Weesp, the spacious tulip borders of the Keukenhof, but also creations in Japan testify to her art. In the USA, Jacqueline works with Piet Oudolf and complements his well-known projects, such as the Battery Park and the Botanical Garden in New York or the Lurie Gardens in Chicago, with a very special spring aspect through her charming bulb plantings.

Afterwards at **3.30 pm** (15.30 h) we are pleased to welcome **Piet Oudolf**, another star of modern and innovative Dutch planting design. Nobody is as internationally celebrated as the creator of the above mentioned gardens and parks, but also amongst many others like the High Line in New York or the "Oudolf Field", which is named after him, at the Hauser & Wirth Gallery in Bruton, Somerset, England. By now you can find his gardens throughout Europe, in Canada and the USA. Gardens and plantings created by Piet Oudolf include the "Giardino delle Vergini" for the Venice Biennale, 2010 and the "Hortus conclusus" for Peter Zumthor's Serpentine Gallery Pavilion in London, 2011. Recently his great Maggie's Garden for the Royal Marsden Hospital in London was opened. This year gardens for the Vitra Campus in Weil am Rhein and for Hauser & Wirth in Menorca will be completed. Piet Oudolf has received countless prestigious international awards, including the RHS Golden Veitch Memorial Medal, the Prince Bernard Cultural Fund's Honor Award, and the British Society of Garden Designers Lifetime Achievement Award. He is an officer in the Order of Orange-Nassau, an honorary member of the Kew Guild and RIBA and an honorary doctorate from the University of Sheffield - the list could be continued. In 2017, Tom Piper honored his previous life's work with the fantastic film "Five Seasons: The Gardens of Piet Oudolf", which generated international enthusiasm. Piet Oudolf is a wonderful and inspiring lecturer and teacher and shares his expertise and experience generously. In an informal conversation entitled **UDOLF HUMMELO**, he will tell about his career and about the garden and nursery at Hummelo, and will introduce us to people who were important for his past and present exciting projects.

At the end of our lecture series on **Sunday, 10<sup>th</sup> of May, 2020 at 2.00 pm** (14:00 h) we welcome Drs. Leo den Dulk from Haarlem. The well-known orientalist, garden historian, writer, nature and garden lover is also co-editor of the oldest Dutch garden magazine **onze eigen TUIN**. He also wrote the comprehensive biography of Mien Ruys, one of the most important garden architects of the 20th century. Leo den Dulk is an excellent connoisseur of the international garden world and is closely networked with all its major players. In his lecture **The Dutch Gardens and the Nature** (Holländische Gärten und die Natur) the co-initiator of the Perennial Perspectives movement will also provide information about this movement, its origins and its significance for Dutch art of gardens.

At the end of each talk, the lecturers will be happy to sign their books which will be on sale.

The International Freising Garden Fair has become an **institution in the gardening world** – a place to meet experts, friends and colleagues. By now, more than 200,000 people have visited the fair, enthralled by the atmosphere and the opportunity to buy plants. 24 years ago we set a trend: now there are new Garden Fairs every year. And I am so pleased that we found a means to spread Garden Culture as well as Garden Design not only in Germany but also in our neighbouring countries. The emphasis of the Garden Fair is on **special plants for the garden**, which makes Freising unique in comparison to other fairs. From a wide range of interested applicants, we have carefully chosen over **100 exhibitors**.

More than **50 of the best nurseries from Austria, Italy, Slovenia, Czech Republic, Poland, the Netherlands and Germany** will show a wide range of rare and special plants and novelties. Therefore, we not only guarantee displays of the highest standards and quality but can also offer advice from specialists who go out of their way to be helpful and informative. Furthermore, there will be exhibits of organic gardening products, organic fertilizers, biological pest and weed control, organic substrates, garden furniture, garden antiques, pots, benches, trellis, pavilions, fences, mosaics, stones, garden sculptures, willow work, books, and magazines. Gardeners and constructing firms will present their expertise with an attractive range of small Show Gardens.

A **competition** will reward the **most interesting and original contributions** in the following categories: 1. best designed exhibition stand, 2. most interesting plant display, 3. best information for customers. The winners will be selected by an international jury and will receive a medal which will be on display during the exhibition.

Interesting **exhibitions** complete the program and show the important work of the many plant societies we will welcome.

The **Freising District Group of BUND-Naturschutz in Bayern e.V.** presents itself with the photo exhibition **Crime Scene Garden - Wasteland or Oasis** to promote sustainable management and natural design of our gardens to create diverse habitats for people, animals and plants. **The Landscape Conservation Associations Dachau, Fürstenfeldbruck and Freising** present the project "Amperkiesel & Co". Which shows a new way to discover the river Amper, informs about the geological and mineralogical origin of 80 different pebbles and about the importance of the gravel islands as a valuable habitat for animals and plants.

A **Labyrinth in the Cloister Garden** will be created especially for the show and further interesting **exhibitions** complete the program and enhance the atmosphere.

The **24<sup>th</sup> International Freising Garden Fair** will be **open for the public** on Friday, the 8<sup>th</sup> of May 2020 from 1.00 pm to 7.00 pm (13.00-19.00 h) and on Saturday, the 9<sup>th</sup> of May and Sunday, the 10<sup>th</sup> of May 2020 from 10.00 am to 6.00 pm (10.00-18.00 h).

**Tickets** will cost 9 €. Reduced tickets will cost 7 € and there will also be a 3-day enthusiasts ticket for 15 €.

The **address of the show venue** is Landratsamt Freising, Landshuter Straße 31, 85356 Freising, Germany.

#### **For further information please contact**

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I am sure this will be of great interest to your readers and I hope I have given you sufficient information for you to include it within your magazine. However, please don't hesitate to contact me if you would like any further information.

With best regards



Anita Fischer and the Garden Fair Team