



Rosa persica

Freising, 25th of January 2017

press release



The 21st International Freising Garden Fair will be held from the 12th to the 14th of May 2017. Highlights include – **The World of Gardening as a Guest at Freising – this Year we Welcome Iran** (with nurseries, organizations and special guest speakers)!

Dear Editor,

We would be most grateful if you would announce the **21st International Freising Garden Fair** in the diary, or perhaps the notebook or events section of your magazine.

From the **12th to the 14th of May 2017** the Freising Garden Fair, which has been the first event of its kind in Southern Germany and probably is the best known one, will welcome the world of gardening within the inspiring atmosphere unique to the courtyards of the former Cloister Freising-Neustift, 25 miles north of Munich in Bavaria.

This year the fair will be dedicated to **Iran** and its great horticultural tradition and expertise. As the origin of our western garden culture is to be found in Persia, today's Iran, I dedicate this year's Freising Garden Fair to its magical gardens and its fascinating flora and landscapes. Persian gardens - whether historical, traditional or modern - are always a source of inspiration, as they tell of an exceptionally high, more than two thousand years old garden culture, in which plants and trees always received the highest appreciation, and water is understood as the grace of God. These gardens are loved, valued and immaculately maintained even in times of economic and political hardship. In the early 1980s an article by the Austrian ecologist Prof. Dr. Bernd Lötsch, in which he wrote about the great appreciation of trees in Iran, was decisive for my decision to become a landscape architect. In 2001, guided by Penelope Hobhouse, the Grande Dame of English design and expert in Persian garden history, I was able to visit all the magnificent gardens, parks and landscapes and was overwhelmed by the hospitality of the Iranian people. The trip was inspiring and very distinctive and I am so pleased to be able to present the visitors of this year's Garden Fair with a lecture program that will provide interesting and informative insight into the manifold and fascinating world of Persian garden culture.

Our fair will be opened on **Friday the 12th of May 2017** with a **reception at 1.30 pm** (13.30 h). Before the reception there will be a **guided walk through the fair** for journalists and invited guests at 12.30 h.

I am especially looking forward to our **lecture program** according to the motto **The World of Gardening as a Guest at Freising –Welcome Iran!** 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 Persian gardens.

We will welcome art historian **Veronika Hofer** from Upper Austria on **Friday, the 12th of May at 4:00 pm** (16:00 h). Under the heading **Persia – The Invention of the Paradise** she will introduce us to Persian garden culture - from its origins up to the presence. After her time as an editor for radio and television programs at the Bavarian Broadcast (Bayerischer Rundfunk), Veronika Hofer founded the media production company "prospera Medienproduktion" together with her husband Gerhard Pirner. She is a successful director and writer, and focusses on the socio-cultural meaning of international gardens for several years now. Her documentaries are mainly shown on public-law broadcasters. For ARTE Veronika Hofer shot the five part series "Oriental garden-delight", which reports inspiringly about garden culture in the Islamic world. Part 1 of

the series is about Persian gardens and our guests are invited to enjoy this documentary directly after Veronika Hofer's talk.

Christian H. Kreß, a famous perennial breeder from Ort im Innkreis in Austria, travelled Iran in May 2015. He was surprised by the country's unbelievable species richness and beauty. With enthusiasm he says "Iran is a cultural and botanical wonderland! As diverse its landscapes are, as diverse is also its plant world." You are invited to be taken to that wonderland on **Saturday, the 13th of May at 2:00 pm** (14:00 h) by Christian H. Kreß's presentation about **Botanical Highlights of Iran**. He is not only an inspiring speaker but also an author of books, as well as of many articles for magazines. Together with Jonas Reif he wrote the book "Blackbox-Gardening", which got awarded the first price in the category "Best Guidebook" by the German Garden Book Awards 2015. During his travels Christian H. Kreß was able to study many of the perennials he cultivates in his nursery at their natural sites around the world. That is one reason why his 1995 founded nursery ranks among the specialty companies, where the plant itself and its purpose are the main focus.

At the end of our lecture series on **Sunday, the 14th of May at 2:00 pm** (14:00 h), **Andreas Printz**, academic assistant at the Chair for Strategic Landscape Planning and Management at the Technical University of Munich, will take our guests on a **Journey to the Persian Paradise-Gardens**. He illustrates basic principles of Persian gardens and complements history and presence of these gardens with impressions of his own travels as well as everyday life stories. In the course of his scientific activities, since 1995 Andreas Printz is engaged in research projects of the Technical University of Munich on sustainable land use, water management, tourism, and city- and green structure-planning. These projects often led him abroad, especially to South America and Africa. Since 2008 he is responsible for Internationalization and Public Affairs of the TUM study faculty for Landscape Architecture and Landscape Planning. Personally Andreas Printz is more and more passionate about photography and being a photographer on his own travels around the world. You will get an impression of his skills during his multimedia presentation.

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 190,000 people have visited the fair, enthralled by the atmosphere and the opportunity to buy plants. More than 20 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 **120 exhibitors**. More than **60 of the best nurseries from Austria, Slovenia and Germany** will show a wide range of rare and special plants. 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.

The exhibition "**The Sky cannot grasp the Rose's Image – Lights Streaks on Persian Art and Culture**" is particularly designed for our Garden Fair by Rudolf Goerge.

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 **21st International Freising Garden Fair** will be **open for the public** on Friday, the 12th of May 2017 from 1.00 pm to 7.00 pm (13.00-19.00 h) and on Saturday, the 13th of May and Sunday, the 14th of May 2017 from 10.00 am to 6.00 pm (10.00-18.00 h).

Tickets will cost 8 €. Reduced Tickets will cost 6 € and there will also be a 2-Day Enthusiasts Ticket for 12 €.

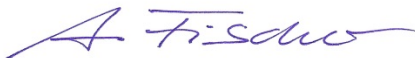
The **address of the show venue** is Landratsamt Freising, Landshuter Straße 31, 85356 Freising, Germany.

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 do contact me if you would like any further information.

With best regards
Yours



Anita Fischer and the Garden Fair Team