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press release



Freising International Garden Fair will celebrate its 20th anniversary in May 2016!

Highlights include –

Focus on Russia! - outstanding guest speakers, nurseries and organisations!

German and International Nurseries – showing rare and special plants and offering plants for sale

Renaissance of Rhododendrons - now back in vogue (workshop with internationally renowned expert speakers)

Dear Editor,

The International Freising Garden Fair, the first one in South Germany, will celebrate its 20th anniversary with a very special programme. We would be very pleased if you would announce the event, which takes place from the **6th to the 8th of May 2016**, in the diary, notebook or events section of your magazine.

The fair will be opened on **Friday the 6th of May 2016** 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 guests at 12.30h. We welcome **Sergey Pavlovitsch Ganza**, the Consul General of the Russian Federation, as our guest of honour.

The fair will be dedicated to **Russia** and its great horticultural tradition and expertise and will welcome the gardening world within the inspiring atmosphere unique to the courtyards of the former Cloister Freising-Neustift (25 miles north of Munich in Bavaria).

As a landscape architect I am enthralled by the outstanding Russian garden culture which was always an inspiration. The more I researched the subject while preparing the lecture programme the greater my fascination. In the last few years I had the chance to meet colleagues from Russia and was deeply impressed by their warmth, their professional engagement and expertise. The gardening passion connects across boundaries. It used to be that a fertile, bilateral exchange of expert knowledge in plants, horticulture, garden design and landscape architecture. We want to reconnect with this tradition and get to know each other, especially now, when we are all concerned about the political situation. As we welcome **Russia**, it is a pleasure for me to be able to offer a very **special lecture programme** and to welcome well-known garden experts, who will share their unique knowledge and experience with our guests.

From Berlin we will welcome the bestselling author **Wladimir Kaminer**. As he describes himself, in his private life he is a Russian and in his business life he is a German author! He loves gardens and has written several books about his experience in the family's allotment. Besides this he organises the famous and boisterous "Russendisko" (a traveling discotheque), presents on Arte a television series on Parks and Gardens in Eastern Europe and Russia and on ZDF a programme called Kulturlandschaften (cultural landscapes). On **Friday, the 6th of May 2016 at 4.00 pm** (16.00 h) Wladimir Kaminer will read from his books and will talk about the Russian way of gardening.

Dr. Elena Dubnova from Moscow is art director and partner of LLC Studio Architecture Nature Form. It was when she was pregnant with her youngest son, and could not work as a Chemist anymore, that she started redesigning her own family garden. That was such a success, that friends and family asked her to design their gardens as well. Elena studied landscape design and construction and, because there were no qualified firms to implement her designs, she founded her own company in 2004. With her son Oleg as managing director, the firm now employs 60 specialists. They not only design but build gardens, parks and landscapes all over the Russian Federation to the highest standards and also implement the designs of foreign landscape architects. Amongst their projects are very significant ones, like the Krymskaya Embankment, the restoration of Gorky Park and the Modern Art Museum Garage at Moscow. Her award-winning designs are widely published. On **Saturday, the 7th of May 2016 at 2.00 pm** (14.00 h) Elena will introduce her work and set it into the context of Russian garden tradition.

And this is where **Udo Dagenbach** enters the scene. He runs the internationally renowned, award-winning landscape architects business Glaßer und Dagenbach at Berlin which has specialised in designing gardens, landscapes and parks in the Russian Federation and sometimes Elena implements these projects with her firm. They also cooperate on several design projects such as the new gardens for the historical Orangery in Gorky Park in Moscow, a national heritage site. On **Saturday, the 7th of May 2016 at 3.00 pm** (15.00 h) Udo Dagenbach will present his garden designs of the last 10 years which one can find throughout Russia and the former USSR – from the Caucasus to Moscow and St. Petersburg. Recently he won the Green Roof Leadership Award 2015 for the United World College at Dilijan in Armenia. All his projects show the appreciation of well-designed greenspaces in Russia.

On **Sunday, the 8th of May 2016 at 2.00 pm** (14.00 h) we welcome the renowned cultural historian **Dr. Anna Ananieva** from the Queen Mary University London. In her scientific career she specialised in Russian garden history, she is a lecturer of international reputation, has published many books, organised exhibitions and was also the consultant for the Arte TV series on gardens and parks in Russia and Eastern Europe. In her lecture **Country Estates and Summer Residences of the Tzarist Era** Anna Ananieva will immerse us in the world of the fascinating historic Gardens and Parks in Russia – the spectacular mansions of the nobility, the grand highlights of Moscow Kolomenskoe and Zarizyno as well as the tzarist's ensembles at Peterhof Palace, Tsarskoe Selo and Pavlovsk at St. Peterburg.

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. 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, Russia, the Czech Republic, Slovenia and Germany** will show a wide range of rare and special plants – amongst them black apricot from Russia, Russian phlox and citrus caviar. 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. Besides this, 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.

Renaissance of Rhododendrons – as Rhododendrons are in vogue again in modern garden design I am pleased to present two outstanding expert gardeners for our **Practical Garden Fair Experience**.

From the world famous Rhododendron Park at Bremen we welcome **Dr. Hartwig Schepker**, the managing director. He will talk twice - on **Friday, the 6th of May 2016 at 7.00 pm** (17.00 h) about the **Rhododendron in Russia** and on **Saturday, the 7th of May 2016 at 11.00 am** (11.00 h) about **Role Model Himalaya: New and Attractive Garden Design with Rhododendrons**.

On **Sunday, the 8th of May 2016 at 11.00 am** (11.00 h) **Kenneth Cox** one of the world's leading experts in Rhododendrons from Glendoick Nursery in Perth, Scotland will lecture about **Landscaping with Rhododendrons and Azaleas on four Continents**. I am sure we all will definitely profit from their great experience and expertise.

Rhododendron Show Garden, designed by the famous garden designer **Christopher Bradley-Hole** from London will show the use of Rhododendrons in modern gardens.

It is a pleasure to welcome the **German Rhododendron Society**, the International Clematis Society, the Rose Society and the German Fuchsia Society, as well as other Garden Clubs and Organizations which will be present at the show and provide interesting information. The **VEN**, the German Seed Savers Associations, will inform about their project for preserving and developing the diversity of cultivated plants. The **University of Applied Sciences Weihenstephan-Triesdorf** will present the results of the latest perennial trials and the **Friends of the World Renowned Gardens of Weihenstephan** will introduce their important work for the gardens.

Interesting **exhibitions** complete the programme. As the 50th anniversary of death of **Korbinian Aigner**, the famous **Apfelpfarrer** (Apple Priest, 1865-1966) from Hohenbercha near Freising comes up; the conservator Rudolf Goerge curates an exhibition about the life of this outstanding man. 1939 imprisoned in the concentration camps at Sachsenhausen first and then Dachau, the priest and amateur pomologist clandestinely bred four apple varieties (KZ1 to KZ4) at the camp. **KZ3, the Korbiniansapfel**, survived. Korbinian Aigner painted almost 1.000 kinds of apples and pears in watercolor, which he donated to the Institut of Pomiculture at University of Weihenstephan. They were shown at the Documenta 13 at Kassel in 2012. After the war he founded and built up the regional association of all Garden and Fruit Grower Clubs of Bavaria.

The exhibition **Icons of Garden Architecture in Model** will present 40 models of outstanding historic and modern gardens and parks in miniature. The models were carefully built by students of the University of Karlsruhe. Hanna Mader, a young landscape architect from Ettlingen, organized and designed the exhibition.

Amongst others these exhibitions will be some of the many highlights of the 20th Freising Garden Fair.

A **Labyrinth in the Cloister Garden** will be created especially for the show.

The **20th International Freising Garden Fair** will be **open for the public** on Friday, the 6th of May 2016 from 1.00 pm to 7.00 pm (13.00-19.00 h) and on Saturday, the 7th of May and Sunday, the 8th of May 2016 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:

Anita Fischer Landscape Architect, Obere Domberggasse 7, 85354 Freising, Germany, tel +49 (0)8161 81 887, gartentage@anitafischer-landschaftsarchitektin.de, www.freisingergartentage.de

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

