



Freising, 20th of March 2015



press release

The 19th International Freising Garden Fair will be held from the 8th to 10th of May 2015. Highlights include – **The World of Gardening as a Guest at Freising – this Year we Welcome Italy** (with nurseries, organizations and special guest speakers)!

Dear Editor,

We would be most grateful if you would announce the **19th International Freising Garden Fair** in the diary or perhaps the notebook or events section of your magazine.

From the **8th to the 10th of May 2015** the Freising Garden Fair 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.

The Garden Fair which this year is dedicated to **Italy** with its great horticultural tradition and expertise will be opened on **Friday the 8th of May 2014 at 1.30 pm** (13.30 h). **Filippo Scammacca del Murgo**, the Consul General of Italy in Munich will grant the Freising Garden Fair Awards to winner in our competition. Before **the reception** there will be a **guided walk through the fair** for invited guests and representatives of the media which will start at 0.30 pm (12.30 h).

As we welcome **Italy** at the Garden Fair this year, 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 Merano **Dr. Karin Kompatscher**, the curator of the famous Gardens of Trauttmansdorff Castle will come and introduce the award winning gardens, which are in the league of the world's most illustrious gardens and parks on Friday, the 8th of May 2015 at 4.00 pm (16.00 h).

On **Saturday, the 9th of May 2015** we will have two lectures from celebrated Italian professionals:

At 2.00 pm (14.00 h) **Milena Matteini**, the famous landscape architect from Genua, who was for many years assistant of the influential Italian Landscape Architect Pietro Porcinai (1910-1986) from Florence, will introduce her famous projects and explain how Porcinai has at his time affected her own work.

And at 3.30 pm (15.30 h) we will welcome **Chiara Balsari**, the renowned architect and landscape architect from Studio Balsari in Milano. She works together with her mother the influential landscape architect Elena Balsari Berrone. She will present some of the outstanding projects they have designed during more than 40 years throughout Italy and abroad.

On **Sunday, the 10th of May 2015** we will also have two famous experts lecturing:

The well-known architect, author and lecturer at the Universities of Karlsruhe and Nürtingen, **Günter Mader**, is also a widely recognised expert on Italian Gardens. **At 1.30 pm** (13.30 h) he will explain how Italian garden art and garden culture has influenced not only his own work but also the work of Max Laeuger (1864-1952), the rediscovered universal artist from Karlsruhe, and of other renowned landscape architects.

And we are especially proud to welcome **Luciano Giubbilei** as a lecturer at Freising. Born in Siena, he works since 1996 in London, where he became one of the most famous representatives of modern garden design. His work is strongly influenced by his Italian heritage, the Renaissance Gardens of his Tuscan home and the classical Italian design. Today, Luciano Giubbilei is known for gardens which are of serene beauty and understated elegance. Superb arranged spaces, harmonious proportions and delicate combinations of plants, materials, light and art induce a unique aesthetic and timelessness. His Gardens are widely published and have won many significant awards. Amongst them three Gold Medals for his Laurent-Perrier Gardens at the Chelsea Flower Show where in 2014 he received the prestigious "Best Garden in Show" award. His designs evolve from a constant dialogue with artists, architects, plantsman, craftsman and selected specialists. **The Power of Collaboration** will therefore be the topic of his lecture **at 3.00 pm** (15.00 h) a highlight at the end of this year's program.

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 180,000 people have visited the fair, enthralled by the atmosphere and the opportunity to buy plants. We have set a trend – nowadays there are new Garden Fairs all over Germany. And I am very pleased that we have found an instrument to spread Garden Culture as well as Garden Design in Germany.

The emphasis of the Garden Fair is on **Special Plants for the Garden**, which makes Freising unique and different from 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, Belgium, France, Holland, Switzerland, the Czech Republic, 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.

In our **Practical Garden Fair-Experience** outstanding expert gardeners will talk about **Hydrangeas – The Flowers of the Queen** (Hortensias were the most favourite flowers of the Prussian Queen Luise). We welcome **Hans Alt**, the famous Hydrangea specialist and collector. He runs a specialist nursery in Hartkirchen bei Pocking (Eastern Bavaria) where is also displays an exceptional hydrangea collection. And we can profit from the expertise of **Katharina Adams**, the well-known Author, who wrote the book **Hortensias – The Best Varieties and Species**, which has become a bestseller. She has 15 years of experience in garden writing and is also the President of the German Society of Perennial Friends.

Amongst other interesting **exhibitions**, Rudolf Goerge M.A., the District Historian, has arranged the exhibition **Lily spray and Rose basket – Flowers as Attribute of Saints** as a special highlight.

The International Clematis Society, the German Fuchsia Society, as well as other Garden Clubs and Organizations will be presented at the show and provide interesting information. We also welcome the **VEN** the German Seed Savers Associations in Central Europe.

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

Besides this, there will be exhibits of organic gardening products, organic fertilizers, biological pest and weed control, 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.

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

The 19th International Freising Garden Fair will be **open for the public** on Friday, the 8th of May 2015 from 1.00 pm to 7.00 pm (13.00-19.00 h) and on Saturday, the 9th of May and Sunday, the 10th of May 2015 from 10.00 am to 6.00 pm (10.00-18.00 h).

Tickets will cost 8,00 €. Reduced Tickets will cost 6,00 € and there will also be a 2-Day Enthusiasts Ticket for 12,00 €. Lectures are included.

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, Telephone +49 (0)8161 81 887, gartentage@anitafischer-landschaftsarchitektin.de, www.freisingergartentage.de

Attached you will find photographs of last year's Garden Fairs for publication.

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