



Freising, March 23, 2023

press release



Anniversary Edition

The 25th International Freising Garden Fair – May 13 and 14, 2023

"The World of Gardening as a Guest in Freising – Welcome Netherlands!"

**Ladies and Gentlemen,
Dear Editors,**

We're celebrating an anniversary! On May 13 and 14, 2023, the world of gardening will be a guest in Freising for the 25th time. As the very first garden fair in Southern Germany, we opened in 1997 to offer committed nurseries, and everyone who is genuinely interested in creating garden products, a forum to present and sell the diversity and uniqueness of our non-standard garden world. And, in doing so, we brought true garden culture into the country from the tranquil, meditative courtyards and Gardens of the former Neustift monastery in Freising.

We would be very grateful if you could announce the 25th Freising Garden Fair in the event sections of your magazines, journals and online media as well as in your programs.

This year, we are welcoming the Netherlands, a country where the passion for gardens and plants can be felt everywhere. We look forward to exhibitors and speakers who will give us extensive insights into the wonderful plant and garden world of their iconic homeland.

If you think of the **gardens of the Netherlands**, Tulips come immediately to mind. In the Middle Ages there was tulip mania. Tulips were weighed with gold. Prices rose immeasurably. The burst of the speculation bubble led to a financial crisis in the 17th century. Even today, the famous Tulip fields and the Keukenhof with its wonderful tulip beds and one million visitors, testify to this passion every year. 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 cottage gardens, experimental gardens, inspiring Eco-Cathedrals and many modern gardens and parks that are characterised by innovative design and extraordinary plantings. The new "Dutch Wave" has influenced landscape architects, plantsmen and nurseries all over the world.

Every ten years the Floriade, a performance show of Dutch garden art, inspires visitors from all over the world. The responsible handling of nature, the desire for sustainability and social interaction revives imaginative urban gardening and urban agriculture in the cities.

In addition to the large plant production factories, there are the small, specialised nurseries that largely produce their unusual plant range. We will welcome some of them in Freising.

Press Tour

On **Friday, May 12, 2023, at 11 a.m.**, we invite you to a press tour via the exhibition site. You can get to know some of our long-standing and new exhibitors. We meet at the main entrance on Landshuter Strasse. We ask you to register in advance by email.

Opening

The 25th Freising Garden Fair will be opened on **Saturday, May 13, 2023, at 11 a.m.** as part of a ceremony of the Landrat, Helmut Petz. It is an honour for us to welcome Annelies Faro, the Consul General of the Kingdom of the Netherlands, to our opening. Eva Böning, the mayor of the city of Freising, will bring the city's greeting. The string quartet "Sixteen Strings" of the Freising Music School will accompany us.

Exhibitors

Gardeners from all over Germany and other European countries will offer their quality plants, rarities, and new varieties for sale. Marco Fransen comes from the Netherlands with his outstanding Hosta (Funkies) range and Hans Kramer with his enchanting perennials. Goraz Mauer from Slovenia presents botanical rarities and from the Czech Republic we welcome Miroslav Řičánek with rock garden plants, iris, and daylilies. In addition – there will be roses, clematis, peonies, bedding plants, geraniums, grasses, perennials, healing and vegetable plants, herbs, botanical rarities, mediterranean plants, dwarf and fruit trees, berry fruit and azaleas – everything will be offered that makes the heart of the garden lovers beat faster. The expert advice from the nurseries is always a feature.

There is also lots of beautiful, useful and interesting things for the balcony and garden – gardening art and art for the garden, garden tools, garden furniture, planters, irrigation systems, fountains and water barrels up to earth and fertilizer, snail agents and garden books. There will be something for everyone.

Exhibitor Competition

An expert jury will again select the winners in the exhibitor competition. The winners in the categories the **most interesting botanical range**, the **most beautiful stand design** and the **best marketing** receive the coveted Freising Garden Fair Medal from the hands of the Consul General, Ms. Annelies Faro.

Lecture Program

I am particularly pleased that for our lecture program "**The garden world as a guest in Freising – Welcome Netherlands!**" we could entice well-known experts to share their unique knowledge and great experience with our guests and give us unexpected insights into the fascinating Dutch garden world.

Saturday, May 13, 2023, at 2 p.m.

In his lecture "**Not always just Prairie Plants**", **Hans Kramer** introduces us to a range of valuable 'non'-prairie plants and gives professional tips for their use. The nursery De Hessenhof, which he runs with his wife Miranda, has been known far beyond the national borders for their incredible diversity in special perennial rarities and innovations for over 40 years. Hans Kramer will have a selection of these plants for sale.

Saturday, May 13, 2023, at 4 p.m.

We welcome the Garden Architect, Plant Expert and Author **Jacqueline van der Kloet** from Weesp. Jacqueline is one of the most famous representatives of garden design in the Netherlands. With her very own style, she creates naturalistic plant images of exceptional elegance and colour, which are fine-tuned with onion plants in spring. In her lecture "**Five Years – Five Projects**", she will introduce us to her most important garden projects in recent years.

Sunday, May 14, 2023, at 11 a.m.

Drs. Leo Den Dulk comes from Haarlem, an internationally recognized orientalist, garden historian and writer. He is co-editor of *Onze eigen Tuin*, the oldest, Dutch garden magazine, and was chairman of the Dutch Society for Garden History from 2010-2014. In his lecture "**Gardens – Drama, Chess Play, Art? The Dutch Wave or the New Dutch Perennial Wave**" Leo explains why in the Netherlands there has been such an influential perennial movement, which became so successful far beyond the national borders.

Music in the Courtyard of the former Marstall

We also celebrate our anniversary musically and have invited musicians to enchant our visitors with their sounds in the Marstallhof.

Saturday, May 13, 2023

11 a.m. The string quartet **Sixteen Strings** of the Freising Music School accompanies the opening ceremony.

3 p.m. The **Band DTMB** of the Freising Music School under the direction of Stephan Treutter ensures a lively afternoon.

Sunday, May 14, 2023

10 a.m. **Clarinets from the Balkans** will get you into the groove.

1 p.m. The cultural recognition award winner **Häns Czernik** presents his new program with his band.

Exhibitions

The **BUND-NATURSCHUTZ in Bayern e.V.** provides information about the importance of peatlands for climate and nature conservation. The exhibition of the **Landesbund für Vogelschutz (LBV)** advertises the bird-friendly garden. A commitment that the LBV awards in collaboration with the Bavarian Centre for Species Protection with the "Bird-friendly Garden" plaque. The **Archaeological Association of the District of Freising e. V.** presents a cross-section of their outstanding finds.

Clubs and Organizations

In addition, the Freising Garden Fair also offers other clubs and organizations an excellent forum to present their important work for garden culture and nature conservation and to recruit members. We welcome the **VEN (Association to Preserve Crop Variety e. V.)**, the **Beekeeper of Freisinger Land e. V.** and the **Gefügelzuchtverein Freising e. V.** (poultry club). The **City of Freising** and the **District** present a diverse range of leisure and tourism in our town and countryside.

The **Freundeskreis Weihenstephaner Gärten e. V.** (friends of the Weihenstephaner Gardens) provides information about the Weihenstephaner Gardens and of course about the tasks of the association. A visit to the Freising Garden Fair can always be combined with a trip to the Weihenstephaner Gardens.

Opening Hours

Saturday, May 13, 2023, and Sunday, May 14, 2023, from 9 a.m. to 6 p.m.

Admission Prices

9.00 € adults (children and adolescents up to 15 years accompanied by the parents)

7.00 € reduced for pensioners, people with disabilities, pupils, and students with ID.

Reduction for Groups on request.

A visit to the lectures, the music program and exhibitions are included in the admission price.

Dogs are welcome on a lead. Water and doggy bags can be found at the entrances.

Plant Wardrobe and Loan Wheelbarrows

Purchase can be deposited on the vegetable wardrobe, a central collecting point, until leaving the site for an € 1.50.

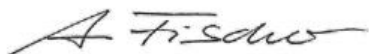
For the transport of purchases, a wheelbarrow can be borrowed against a deposit and € 1.50. At the end of the garden fair, visitors can drive up by car and easily collect their purchases.

With selected exhibitors who present their great ranges, as well as a top-class supporting program, the **Freising Garden Fair is an important fixture in the international garden calendar.** The Freising Garden Fair has a reputation as a plant market with the most extraordinary offers. Coming at the start of the garden year it is an absolute must for plant lovers and garden owners.

You can find out everything else at 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



Address of the Show Venue

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Contact and Information

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