

# BUNDESKUNSTHALLE



## IRAN

Ancient Culture between Water and Desert

13 April to 20 August 2017

## THE PERSIAN GARDEN

The Invention of Paradise

13 April to 15 October 2017

Media Conference: 12 April 2017, 11 a.m.

### Content

1.	Exhibition Dates	Page 2
2.	Information on the Exhibition	Page 4
3.	Information on the Persian Garden	Page 5
4.	World Cultural and Natural Heritage Sites	Page 6
5.	Publication	Page 7
6.	Current and Upcoming Exhibitions	Page 8

*Head of Corporate Communications / Press Officer*

Sven Bergmann

T +49 228 9171–204

F +49 228 9171–211

bergmann@bundeskunsthalle.de

Kunst- und Ausstellungshalle  
der Bundesrepublik Deutschland GmbH

Friedrich-Ebert-Allee 4  
53113 Bonn  
T +49 228 9171-0  
F +49 228 234154  
www.bundeskunsthalle.de

*Geschäftsführer*  
Reinier Wolfs  
Dr. Bernhard Spies

*Vorsitzender des Kuratoriums*  
Ministerialdirektor Dr. Günter Winands

HRB Nr. 5096  
Amtsgericht Bonn  
Umsatzsteuer ID Nr. DE811386971

Konto 3 177 177 00  
Deutsche Bank Bonn  
BLZ 380 700 59  
IBAN DE03 3807 0059 0317 7177 00  
BIC DEUTDE33080



## Exhibition Dates

Duration of the Exhibition	13 April to 20 August 2017
Duration of the “Persian Garden”	13 April to 15 October 2017
Director	Rein Wolfs
Managing Director	Bernhard Spies
Curator	Barbara Helwing
Exhibition Manager	Susanne Annen
Architect of the “Persian Garden”	Georg Verhas
Head of Corporate Communications / Press Officer	Sven Bergmann
Catalogue / Press Copy	€ 35 / € 17
Opening Hours	Tuesday and Wednesday: 10 a.m. to 9 p.m. Thursday to Sunday: 10 a.m. to 7 p.m. Public Holidays: 10 a.m. to 7 p.m. Closed on Mondays
Admission Exhibition standard / reduced / family ticket	€ 12 / € 8.50 / € 16
Admission “Persian Garden” standard / reduced / family ticket	€ 8.50 / € 6.50 / € 10.50
Admission Exhibition and Garden standard / reduced / family ticket	€ 14 / € 9 / € 22.50
Happy Hour-Ticket	€ 7 Tuesday and Wednesday: 7 to 9 p.m. Thursday to Sunday: 5 to 7 p.m. (for individuals only)
Audioguide	German, English, Farsi and Easy Language (90 minutes)
Guided Group Tours information and registration	T +49 228 9171–243 F +49 228 9171–244 kunstvermittlung@bundeskunsthalle.de

Public Transport

Underground lines 16, 63, 66 and bus lines 610, 611 and 630 to Heussallee / Museumsmeile.

Parking

There is a car and coach park on Emil-Nolde-Straße behind the Bundeskunsthalle.

Navigation: Emil-Nolde-Straße 11, 53113 Bonn

Press Information (German / English)

[www.bundeskunsthalle.de](http://www.bundeskunsthalle.de)

For press files follow 'press'.

T +49 228 9171-200

[www.bundeskunsthalle.de](http://www.bundeskunsthalle.de)

General Information  
(German / English)

In partnership with the National Museum of Iran and the Iranian Cultural Heritage, Handicraft and Tourism Organization



Media Partner

**arte**

**Cicero**  
Magazin für politische Kultur

Cultural Partner

**WDR 3**

Supported by



Die Beauftragte der Bundesregierung  
für Kultur und Medien



## Information on the Exhibition

The exhibition draws the veil from the long hidden treasures of the early Iranian civilisations that flourished between the seventh millennium BC and the rise of the Achaemenids in the first millennium BC.

From the snow-capped peaks of the Alborz and Zagros mountain ranges to the blazing heat of the Loot Desert, Iran is a country of contrasts. But those forbidding deserts and mountain ranges shelter fertile valleys that have been inhabited by people ever since sedentism.

«Out beyond ideas of right and wrong doing, there is a field. I will meet you there.» Rumi

These valleys were the cradle of the Iranian civilisations, which culminated in the rise of the Achaemenid Empire. The mountains provided shelter and raw materials. The wild animals and mythical creatures that populated the wilderness found visual representation in scenes of animals fighting on stone vessels from the gravesites of Jiroft, on imaginatively painted ceramics from Susa and in the battle scenes on the gold bowl from Hasanlu.

The exhibition opens a window onto a country that has been inaccessible for decades and whose imagery is little known in Europe. The treasures from the graves of two Elamite princesses and the spectacular finds from the burial grounds of Jiroft are shown outside Iran for the first time.

An Exhibition of the Art and Exhibition Hall of the Federal Republic of Germany in partnership with the National Museum of Iran and the Iranian Cultural Heritage, Handicraft and Tourism Organization.



## Information on the Persian Garden

Opening with the exhibition *Iran. Ancient Cultures between Water and Desert*, a Persian garden on the piazza in front of the museum beckons visitors to linger and enjoy its pleasures. Several gardens in Iran have been designated as UNESCO World Heritage sites.

«You don't have to die to go to paradise, provided you have a garden.»

This Persian proverb testifies to the significance and appreciation of gardens in Iran. And indeed, the modern word »paradise« goes back to the ancient Avestan word *pairidaēza*, meaning »walled«, as in a walled garden. In Middle Persian, this became *pardes* and in Ancient Greek *parádeisos*. The earliest recorded Persian Garden was built by Cyrus the Great in the sixth century BC.

Iran distinguishes between different types of gardens, those in public spaces and those that are private and surrounded by residential buildings. All gardens are divided into four quadrants and laid out around the life-giving element of water.

Rather than replicate a specific garden, our garden recreates a horticultural archetype that remains the foundation of garden design in East and West. Light and shade, heat and cool freshness, the soothing burbling of water, the heady scent of flowers – a garden is a manmade paradise. Do come in and enjoy the atmosphere of the Persian Garden, an oasis for the mind and the senses!

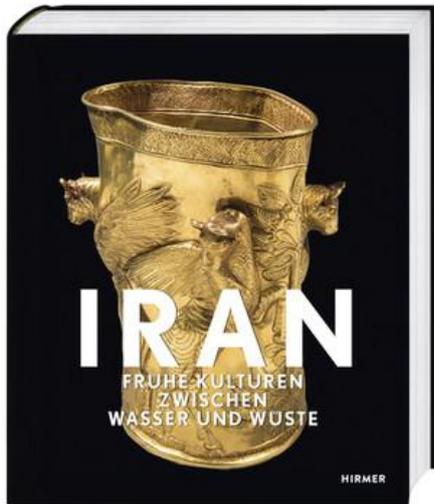


## **World Cultural and Natural Heritage Sites**

In 1972 the UNESCO adopted the »International Convention Concerning the Protection of the World Cultural and Natural Heritage« to preserve the »heritage of mankind« for future generations and to raise public awareness. The signatory states committed themselves to the long- term protection of the architectural monuments and the preservation of natural and cultural landscapes within their borders. The UNESCO designates certain sites whose uniqueness and authenticity are deemed of outstanding importance to humanity as »World Cultural Heritage« sites.

Iran currently (2017) has twenty-one World Cultural Heritage sites which are presented in this room. Iran's World Cultural Heritage is as multifaceted as the culture and landscape of the country. Multiethnic, multicultural and multilingual, Iran has a history that reaches back thousands of years and that has shaped the country's art and culture and their unparalleled richness and diversity.

## Publication



### **Iran. Frühe Kulturen zwischen Wasser und Wüste**

Editor: Kunst- und Ausstellungshalle der Bundesrepublik Deutschland

Language: German

Hardcover

Features: 296 pages

Format: 24.8 x 28 cm

Hirmer Verlag

€ 35



## Current and Upcoming Exhibitions

### **KATHARINA SIEVERDING**

**Art and capital from 1967 to 2017**

**until 16 July 2017**

Internationally renowned as a pioneer of unconventional visual strategies and her innovative media-led practice, Katharina Sieverding has revitalised the artistic potential of photography. She introduced the super-sized format as a key element of her exhibitions at a time when this was far from common.

Since the 1960s, using film and photography, Sieverding has employed her portrait with unparalleled consistency, often blowing it up to monumental size and manipulating it in myriad ways. In the 1970s, with astonishing prescience, she began to develop her large-format multilayer montages on the state of the world. Her creative practice not only reproduces the accelerated visual processes of the present, it also scrutinises them in terms of responsibility, not least her own.

The retrospective exhibition presents a survey of Katharina Sieverding's serial photographic works from 1967 to today complemented by floor-to-ceiling projections that allow the artist to visualise the innovative power of her archive of images.

### **JUERGEN TELLER**

**Enjoy Your Life!**

**20 April to 3 July 2017 at the Martin-Gropius-Bau, Berlin**

Juergen Teller is one of the world's most sought-after contemporary photographers. His pictures have straddled the interface of art and commercial photography. His stylistic device of choice is the portrait. Working in the areas of music, fashion and celebrities as well as everyday scenes and landscape, he draws on his intuitive feel for people, situations, milieus and clichés to create images of great immediacy and deceptive simplicity.

Deliberately distancing himself from the relentless glamour of fashion and people photography, Juergen Teller forged his own distinctive path. In his shoots for well-known fashion designers, he not only placed supermodels, pop stars and other celebrities in unexpected and often disturbing contexts, he also allowed their individuality to shine through, thus lifting the images out of established visual codes and preconceived expectations. Teller applies the same artistic principle to his non-commercial work. The resulting images – now more than ever – are baffling, unpredictable, cliché-defying, intimate, seemingly transgressive and in-your-face, but never compromising, because they are informed by great empathy and sensitivity.



## **COMICS! MANGAS! GRAPHIC NOVELS!**

**7 May to 10 September 2017**

With more than 250 exhibits from the United States, Europe and Japan, *Comics! Mangas! Graphic Novels!* is the most comprehensive exhibition about the genre to be held in Germany.

The comic was the first visual mass medium in history. By the end of the nineteenth century, the major American daily newspapers brought it to millions of readers – day in, day out, and in colour on Sundays. Series like Winsor McCay's *Little Nemo in Slumberland* or George Herriman's *Krazy Kat* bear witness to the abiding cultural significance of the medium. With the rise of the comic book and the superheroes in the early 1930s, the first media-related youth culture developed around the comic – long before the advent of rock 'n' roll. In the 1960s, thanks to artists like Robert Crumb or Will Eisner and figures like Asterix or Barbarella, the comic once again began to attract an older readership. In the wake of the cultural upheaval of 1968, the comic came to be seen as the 'ninth art', and with the phenomenon of the graphic novel, we now witness the discovery of its hitherto ignored literary potential. At the same time, manga has established itself as a global phenomenon.

Subject to change!

*Head of Corporate Communications / Press Officer*

Sven Bergmann

T +49 228 9171-204

F +49 228 9171-211

bergmann@bundeskunsthalle.de