





Invisible Maribor: Archduke John, Father of Meranovo

»Loyal to everything old, yet open to everything new.«

8 January 2022, at 12 noon on the Meranovo Estate

»... A beautiful day, the setting sun and peace. God protect this glorious country, I thought to myself, in Your hands is the peace and happiness of this gentle countryside. You made this country beautiful and populated it with good people ...«

We kindly invite you to visit the new exhibition at Meranovo, which will take you through the history of the estate in a different way. The opening, which will take place on Tuesday, 8 February 2022, at 12 noon, is the first in a series of Maribor commemorations marking the 200th anniversary of the arrival of Archduke John to Meranovo and Maribor. The keynote speakers will be Aleksander Saša Arsenovič, Mayor of the Municipality of Maribor, Dr Zdravko Kačič, Rector of the University of Maribor, and Mag Zoran Poznič, KIBLA2LAB mentor.

In 1822, Archduke John bought the estate that is nowadays known as Meranovo. The following year, new German grape varieties were planted, and the success of the harvest in 1826, which Archduke John personally attended, was already remarkable. In 1830, he and his wife Anna Plochl were visited by the Austrian Emperor Franz I himself. The vineyards became so renowned that in 1832, the first wine-growing school in Styria was founded in what is now known as Hrastje. The culmination of the systematic interplay between agriculture, culture, research, and education was reached in 1855 when the Riesling from Meranovo was selected as a first-class wine at the Great International Exhibition in Paris. The era of Archduke John of Meranovo represents the beginning of modern viticulture.

Through artistic processes and ambient installations, we explore and present these themes in new ways, from physical objects to the experience of the latest technologies.

< Leopold Kupelwieser, *Archduke John in jacket with green lapels*, 1828, oil on canvas, 66 x 52,8 cm. Kept at Neue Galerie Graz Universalmuseum Joanneum, Austria, inv. no. I/2184. Photo: N. Lackner © UMJ. Postproduction: KIBLA2LAB.

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