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PRESS RELEASE

16 exquisite gemstones set to transform Indraprastha “Millennium” Park

The Indo-German Urban Mela Comprising 16 Cutting-Edge Pavilions Arrives in the Capital City

Delhi, October 19, 2012:

The Indo-German Urban Mela, a unique blend of technology, science, culture and entertainment – will be inaugurated on October 27th, 2012 at the Indraprastha “Millennium” Park, New Delhi. This touring event is part of the celebration titled “Germany and India 2011-2012: Infinite Opportunities” that commemorates 60 years of Indo-German diplomatic ties. Following the grand success in Mumbai, Bangalore and Chennai earlier this year, it is set to enthrall visitors from all over New Delhi and neighboring areas of the National Capital Region.

This tour is a set of cutting-edge, multi-purpose pavilions, which are designed by renowned German installation artist and designer, Markus Heinsdorff, with a thematic focus on “StadtRäume – CitySpaces”. Travelling across India, this multi-faceted exposition attracts visitors of all ages, examining the impact of rapid urbanization and challenges posed by the pace of change in Indian and German cities today. Issues like mobility, energy, sustainable urban development, architecture, cultural space, education and urban art are prominently featured through a prism of genres such as the performing and visual arts, science, education, technology and business. It creates a unique “city-space” in the heart of the city, promising to entertain, challenge and engage the residents of the city it travels to.

Partner organisations and institutions of the project, such as Bajaj Allianz, BASF, Bosch, Deutsche Bank, Siemens, and the Federal Ministry of Education and Research, among others, will offer a comprehensive and engaging bouquet of information through interactive features, games, models and experiments displaying interactive solutions related to the thematic focus of the exposition.

Apart from the interesting exhibitions, visitors can also feast on traditional German and Indian delicacies and beverages at the Beergarden, which will be managed by hospitality partner Vivanta by Taj Ambassador. There are a host of other activities for visitors to explore during the 9-day festival. They include:

- The Opening Concert by Delhi-based Audio-Visual duo BLOT! and Berlin’s electronic act Jahcoozi.
- Concerts by renowned artists - Indian Ocean, Asad Khan and Fusion Messengers, Mardi Grass.BB, The Ska Vengers and many more.
- The Collegiate Theatre Festival – Dramatics Societies from colleges in Delhi University will adapt German plays into Indian settings.
- A series of workshops in Hip Hop, Creative Writing, Arts and Crafts.



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2011-2012

- Assimilations: Selected images from Pix – a projection of various themes explored in the quarterly publication from Goethe Institut/ Max Mueller Bhavan, Delhi.
- Literary events such as Novel Tree - a series of reading sessions by acclaimed authors such as Jeet Thayil, Rana Dasgupta, Indrajit Hazra, Ambarish Satwik and Barbara Yelin's Diary – a workshop wherein the comic artist and illustrator will compose six portraits of people at the Urban Mela.

Speaking at the press briefing announcing the Indo-German Urban Mela in New Delhi, **Ambassador of the Federal Republic of Germany to India, Michael Steiner**, said, *"Our countries are strategic partners – and we are also neighbours. In today's globalised world neighbourhood is not only about geographical closeness any more. It is about mental closeness, common values and a similar vision of the future. Germany and India are linked by all three. A glimpse of our common future is right ahead of us - in the heart of New Delhi, at Indraprashta Millenium Park next to Humayun's Tomb. Nine days of Indo-German Urban Mela at the nation's capital, the climax of the year of Germany in India, with a most seductive mix. 60 years of Indo-German diplomatic relations – and the year of Germany in India finally comes to town! Don't miss it!"*

Commenting on the burgeoning trade and commerce between Germany and India that the Indo-German Urban Mela proposes to foster **Srinath Bolloju, COO, Deutsche Bank India & Asia Pacific Committee of German Business Representative** said, *"We are pleased to be so closely involved with this magnificent event that has already seen terrific success in other parts of India. "Germany and India 2011-2012: Infinite Opportunities" offers a platform for open and direct exchange among equal partners. Shaping sustainable economic growth and a strategic partnership between both countries is central to APA's work. This is one of the many reasons why APA has become one of the project initiators and is now responsible for coordinating the participation of German Business in this project. The 13th Asia-Pacific Conference of German Business to be held during the Indo-German Urban Mela is a positive step towards the underlying concerns of partnership, innovation and sustainability."*

Adding to the many bilateral initiatives within the education and research sphere between Germany and India, **Anandi Iyer, Special Advisor "Germany and India 2011-2012", Federal Ministry of Education and Research** said, *"As part of the Indo-German Urban Mela, we want to showcase the state-of-art and innovative technology for sustainable cities from German industry, academia and research. We aim to attract interns and students to Germany through this partnership. We also hope that with all the avenues and opportunities in education and research presented at the Urban Mela, many larger mergers between the two countries"*

Speaking about the diversity that the Indo-German Urban Mela offers, **Director, Goethe-Institut/Max Mueller Bhavan, South Asia, Heiko Sievers**, said, *"We are looking forward with great anticipation to welcome the Delhi public to the Indo-German Urban Mela at the Indraprastha "Millennium" Park! The Urban Mela is the climax of the year of Germany in India which celebrates 60 years of diplomatic ties between Germany and India. For nine days at Indraprastha Park, 16 scintillating pavilions will present an astounding range of innovative solutions and exhibits envisioning better and more liveable cities. At the same time, the Urban Mela offers a very rich array of cultural programmes that span from electronic music to classical fusion, from storytelling to*





INFINITE | GERMANY + INDIA
OPPORTUNITIES | 2011-2012

literary gatherings, from rock concerts to hip hop battles and much more. Everyone in Delhi is very welcome!"

In addition to these activities and programs, there will also be guided tours by the installation artist Markus Heinsdorff and many other interactive games, presentations, workshops, conferences on music, art and education including programmes exclusively for children. Following Delhi, the Indo-German Urban Mela will travel to the finale of the tour in Pune.

The year of Germany in India is initiated by the German Federal Foreign Office, the Asia-Pacific Committee of German Business (APA), the German Federal Ministry of Education and Research and the Goethe-Institut.

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About the Indo-German Urban Mela

The concept behind the Indo-German Urban Mela combines design elements from both countries with state-of-the-art textile technology, thereby creating a symbiosis of art, architecture and technology.

Some Facts & Figures of the Indo-German Urban Mela:

- *The "Indo German-Urban Mela" aims at showcasing the potential of Indo-German cooperation in various fields of urban development especially in mobility, energy, sustainable urban development, architecture, cultural space, education and urban art.*
- *The exhibition will be set up for ten days each. Having started off in Mumbai and followed by Bangalore and Chennai, it now comes to Delhi. The final stopover of the tour will be in Pune (11th January to 20th January, 2013).*
- *The set of pavilions consists of six differently shaped modules. They will be arranged and adapted to the local conditions to create a unique temporary festival venue.*
- *The pavilions will host interactive presentations by various German corporations and organisations on topics and solutions related to "StadtRäume – CitySpaces".*
- *In addition, a comprehensive programme, including cultural performances and conferences, will be held at the venue. The Beergarden will be a food and beverage area allowing the visitors to get a taste of special delicacies from the German kitchen.*

