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OPPORTUNITIES | 2011-2012

## PRESS RELEASE

### The Indo-German Urban Mela in Namma Bengaluru

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**Bangalore, June 19<sup>th</sup>, 2012:**

The Indo-German Urban Mela in Bangalore, a unique blend of technology, science, culture and entertainment – will be inaugurated on June 22<sup>nd</sup>, 2012 at the grounds next to Bangalore Palace. This urban extravaganza is part of the celebrations titled “Germany and India 2011-2012: Infinite Opportunities” that commemorate 60 years of the establishment of Indo-German diplomatic ties.

The Indo-German Urban Mela is a set of modern, multi-purpose pavilions, which are designed by renowned German installation artist and designer, Markus Heinsdorff, with the thematic focus on “StadtRäume – CitySpaces”. Travelling across India, this multi-faceted exposition attracts young people and examines 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.

The pavilions offer lots of information through interactive features, games, models and experiments. 80 young volunteers are explaining to visitors the fascinating facets of research shaping our common future. The exhibition showcases the potential of Indo-German cooperation in various fields. Partner organisations and institutions of the project, shaping the future by their research and development activities in India and Germany, or their innovative approach, such as Bajaj Allianz, BASF, Bosch, Deutsche Bank, Siemens, and the Federal Ministry of Education and Research, among others, will display interactive solutions related to the thematic focus of the exposition. Joining the Mela in Bangalore will also be organizations such as Metro, Airbus and Volkswagen.

Visitors can feast on German delicacies and drinks at the Beergarden — inspired by the German *Biergarten*, which is an important social space for friends and family to interact. The Beergarden is managed by hospitality partner Vivanta by Taj. Apart from gastronomic treats, there are a host of other activities for visitors to explore during the 10-day festival. They include:

- Performances by heavy metal acts such as Arkadius and Kryptos.
- Workshops in breakdance by Niels Storm
- A dance act by Samir Akika and Attakkalari
- The Youth University – A unique interactive forum for young students to interact with researchers, scientists and CEOs of large corporations all at once.
- Science Slam – An exciting challenge for young scientists and science enthusiasts
- Poetry Slam - A competitive modern art of performance poetry which has gained a lot of popularity among the youth across the world, as a form of self-expression.
- Art Workshop by Gaurav Juyal from “Art Attack” and lots more.





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2011-2012

In addition to these, there will also be guided tours by the architect and designer Markus Heinsdorff, short film screenings, puppet theatre workshops, and many other workshops and conferences on music and art, including programmes exclusively for children. Following Bangalore, the Indo-German Urban Mela will travel to three of India's major metropolises – Chennai, Delhi and Pune.

Speaking on the occasion, **Dr. Ingo Karsten, Consul General of the Federal Republic of Germany, Bangalore** said, *"Like many Germans before, the German artist Markus Heinsdorff felt fascinated by Indian beauty and culture. Inspired by Indian gemstones and architecture, he designed the pavilions. We feel that Germans and Indians can inspire each other. Our wish is to see more Indian students, researchers and scientists from Germany in India and from India in Germany, we are actively promoting more trade and investment between our countries. With combined potential, we will be able to achieve more for the sake of our citizens and our common future. The Indo-German Urban Mela in Bangalore offers a glance on how the city of tomorrow could function: innovative approaches and smart solutions for the main topics of urban life like energy and water supply, respect for the environment, construction and urban planning, but also music, dance and entertainment at large."*

On the presence of the Urban Mela in Bangalore, **Christoph Bertrams, Director, Goethe-Institut/Max Mueller Bhavan, Bangalore** commented, *"We are excited and proud to host the Indo-German Urban Mela, here in Bangalore! In addition to innovative solutions and presentations to help visitors envision better cities, we will be offering an array of programmes and activities for everyone – from thinkers to breakdancers, from kids to heavy metal fans, from young researchers and students to budding poets. Displaying a true Indo-German character, there will be lots to look forward to at the Urban Mela every day!"*

Speaking about the pavilions that will now be set up in Bangalore, **German installation artist and designer of the cutting-edge pavilions, Markus Heinsdorff** said, *"It gives me great pleasure to be a part of this unique tour! In designing these pavilions, I have been heavily inspired by the use of Indian fabric and ceremonial tents. Combining membranes and steel to form these structures has been a challenging and highly satisfying experience as an artist. The pavilions in the Urban Mela will hopefully confront local visitors to reflect on their own design culture and be reminded of the richness that already prevails."*

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 after Bangalore, will travel to Chennai (24<sup>th</sup> August to 2<sup>nd</sup> September, 2012), Delhi (26<sup>th</sup> October to 4<sup>th</sup> November, 2012) and Pune (11<sup>th</sup> January to 20<sup>th</sup> January, 2013) subsequently.*
- *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.*

### **About “Germany and India 2011-2012: Infinite Opportunities”**

*On the occasion of completing 60 years of Indo-German diplomatic relations, a collaborative celebration titled “Germany and India 2011-2012: Infinite Opportunities” is being held in India. The programme started in September 2011 and is scheduled to continue until early 2013.*

*With a thematic focus on “StadtRäume – CitySpaces”, this programme series across India broaches the implications of rapid urbanisation and challenges posed by the pace of change in German and Indian cities today. Issues like mobility, energy, sustainable urban development, architecture, cultural space, education and urban art are prominently featured, touching genres such as the performing and visual arts, science, education, technology and business.*

*The remarkable cooperation between Germany and India in the fields of politics, business, science, culture and education that has developed over the past decades will be intensified and new projects will be initiated. The celebration of the year of Germany in India highlights collaborative programmes and projects reflecting facets of urban life and development such as mobility, architecture, energy planning, urban art and cultural infrastructure. Public space is essential to urban development and its importance for urban living will be showcased through a range of projects that explore new areas besides reaching out to new target audiences.*

*The project is being initiated by the following partners: 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. The project is managed by the Goethe-Institut / Max Mueller Bhavan New Delhi. The corporate partners of the project include companies such as Bajaj Allianz, BASF, Bosch, Deutsche Bank and Siemens. To learn more about our projects please visit the programme calendar on our website:*

[www.germany-and-india.com](http://www.germany-and-india.com)

