



RUK

MREŽA CENTROV RAZISKOVALNIH
UMETNOSTI IN KULTURE
NETWORK OF ART RESEARCH
AND CULTURE CENTERS

KIBLA2LAB



University of Maribor
Faculty of Agriculture
and Life Sciences

PRESS RELEASE (31 January 2022)

Opening of the exhibition Archduke John, Father of Meranovo

The opening of a **hybrid museum exhibition *Archduke John, Father of Meranovo*** will take place on **8 February 2022 at 12 noon at the Meranovo Estate** (Slovenia). The exhibition was prepared by the **Association for Culture and Education KIBLA in cooperation with the Faculty of Agriculture and Life Sciences of the University of Maribor**. The exhibition, which is the first in a series of Maribor commemorations marking the 200th anniversary of the arrival of Archduke John to Meranovo and Maribor, will take you through the history of the estate in a different way.

In 1822, Archduke John of Habsburg-Lorraine bought the estate that is nowadays known as Meranovo. It was named after his son, Count Franz of Meranovo. At a great expense, he turned it into a model wine-growing estate. He introduced the Rhineland grape variety, which created the opportunity to raise the quality of viticulture in the Podravje region. In 1826, the remarkable first successes were already evident at the harvest, which Archduke John personally attended. In 1830, the Austrian Emperor Franz I, who was also John's brother, and his wife Caroline Augusta paid a visit to the Archduke and his wife Anna Plochl on the estate. The vineyards became so renowned and famous that in 1832, a wine school was founded on the property in what is now known as Hrastje, emphasizing the importance of practical education. These efforts culminated in the establishment of the Styrian Regional School of Fruit Growing and Winemaking in Maribor in 1872. The great achievement of the systematic interplay between

agriculture, culture, research, and education was when the Riesling from Meranovo was selected as a first-class wine at the Great International Exhibition of Agricultural, Industrial, and Artistic Products in Paris in 1855.

Archduke John not only pioneered professional and contemporary winemaking in our territory, but also initiated the construction of the Vienna–Trieste southern railway, which was inaugurated in 1857, and also the construction of other roads. In the 19th century, commemoration plaques and monuments were erected across Slovenia, also in Maribor, as he was one of the most important contributors to the progress of the region.

Marking the 200th anniversary of Meranovo, the 240th anniversary of Archduke John's birth and the 190th anniversary of the first wine school in the Styria region, KIBLA is launching the **first part of the *Invisible Maribor* project**, which also aims to explore other places and people while connecting history, nature, the urban environment and culture with modern technologies. **Together with the Municipality of Maribor, KIBLA will celebrate these events in selected locations in the city center in the autumn months.**

The exhibition *Archduke John, Father of Meranovo* is part of a pilot project of the RUK Network *Invisible Maribor*, implemented by KIBLA2LAB. The investment is co-financed by the Republic of Slovenia and the European Union from the European Regional Development Fund.

The **KIBLA2LAB** explores the content and uses artistic processes and ambient installations to present the content in new ways ranging from physical objects to experiences of the latest technologies (virtual reality (VR), augmented reality (AR), 360-degree drone footage, animations made using artificial intelligence (AI), laser scans...).

ACE KIBLA

KIBLA is a national and international non-governmental institution in the segmented field of creative industries, interdisciplinary, intermedia and multimedia art, visual arts, AV, music, culture, and informal education. In the 25 years of existence, the institution, with its three locations in Maribor, Slovenia (MMC KIBLA, artKIT, and KIBLA PORTAL), developed into a pivotal happening point of the city, the region, the country, and wider, as a place of contemporary arts and culture, informal education, creative use of the emerging ICT and interdisciplinary practices. In 2019, as part of the RUK Network, media, and interdisciplinary research lab KIBLA2LAB was established. The lab focuses on developing tools for the production and post-production of extended reality (XR), user experience, digital storytelling, and developing connecting platforms for public presentation.

KIBLA2LAB

As part of the project RUK (2019–2023), one of the development networks for Slovene arts and culture research centers, KIBLA2LAB is currently being established in KIBLA PORTAL (Valvasorjeva 40, Maribor, Slovenia). KIBLA2LAB is an intersection of research, production, design, and art activities. The research media and interdisciplinary lab is equipped with state-of-the-art 3D scanning technology, photogrammetry, XR equipment for virtual, augmented, mixed, and extended reality visualizations, interactive installations, and volumetric film. It offers

knowledge of specific and integrated designs. It develops from ideas and design to modeling, prototyping, and optimization in the virtual and material environment.

KIBLA2LAB uses creative approaches and integrates art and science with the economy to think of new ways to present tangible and intangible cultural and natural heritage with modern technologies.

RUK Network

RUK is a network of research centers of art and culture at the intersection of contemporary technologies, science, and the economy. In this interdisciplinary hub, innovative products and services for the soft and humane technology of the future are being developed. RUK's goal is the integration of art and culture in scientific and technological research, development and innovation, digitalization, entrepreneurship, training, and education with an emphasis on humanities and social sciences, ecology, circular economy, and sustainable development. The network of RUK centers consists modularly of three locally-regionally-nationally-internationally located platforms DDT, PiNA, and KIBLA. The project is co-financed by the Republic of Slovenia and the European Union from the European Regional Development Fund.

Meranovo Estate

The Meranovo Estate nowadays continues the traditions of viticulture and winemaking on the estate managed by the University Agricultural Center of the Faculty of Agriculture and Life Sciences, University of Maribor. In these diverse slopes under the Pohorje, which are characterized by the Pohorje forests, a varied selection of quality and fine wines is produced, nurtured and marketed. All wines are produced in accordance with the latest modern production guidelines and are sold under the Meranovo brand name. They have received numerous awards and prizes. Nowadays, Meranovo is the center of research in viticulture and winemaking. It is particularly worth noting the genetic bank containing over 400 varieties of different vines.

Faculty of Agriculture and Life Sciences, University of Maribor

The Faculty of Agriculture and Life Sciences, University of Maribor, places emphasis on research, education and the transfer of knowledge into practice in order to accommodate the needs of agriculture, the food processing industry and fields connected to agriculture. It co-creates public opinions and policies on food safety, creating self-sufficiency via environmentally friendly food, preserving agricultural land, increasing biodiversity, reducing greenhouse emissions and other impurities harmful to the environment. Their mission is rooted in honesty, curiosity, creativity, freedom of spirit, cooperation and knowledge exchange, a special care for people and sustainable development, enriching the body of knowledge on agriculture, raising awareness, strengthening humanistic values, encouraging fruitful dialogues, quality of living and global fairness.

Invisible Maribor: Archduke John, Father of Meranovo

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

hybrid musem exhibition

Meranovo Estate, Vrhov Dol 14, 2341 Limbuš, Slovenia

PRESS IMAGES

Please comply with the copyright restrictions! These images are only to be used for press purposes promoting the exhibition *Archduke John, Father of Meranovo*. They are not to be cropped. Please send 2 original copies of your publication to the following address:
ACE KIBLA, Ulica kneza Koclja 9, 2000 Maribor, Slovenia.

By using the following images, the recipient agrees to the terms of usage. The reproduction of the images at a later point in time is only possible in agreement with the author, which needs to be stated in written form. By reproducing these images, the terms of usage are automatically agreed upon.

LINK:

<https://drive.google.com/drive/folders/1ruJcliPgQEvjFoH44ddoyTUmbrXzPBI?usp=sharing>

CONTACT

For all further inquiries please contact:

Zala Koren

Public relations

+386 51 614 858

zala.koren@kibla.org

www.mcruk.si

»The project is co-financed by the Republic of Slovenia and the European Union under the European Regional Development Fund.«