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# Garden Dreams

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“Models of Management observing efficiency, sustainability & demographic fragility”

## “Garden Dreams” in Saxony-Anhalt

**50 historic parks and gardens.** These are just a representative sample of the more than 1,000 gardens in the state, chosen because they

- \* reflect the history of garden design in Saxony-Anhalt from the Baroque to the present
- \* present various types of gardens: monastery gardens, botanical gardens, palace parks, and many more
- \* are attractive tourist destinations in Saxony-Anhalt.

### Mission:

- \* restore and maintain historic gardens,
- \* improve their attractiveness to tourists and the economic sustainability of the parks
- \* develop and expand "Garden Dreams" as a key tourism brand for Saxony-Anhalt
- \* provide information about garden design and the preservation of historic gardens
- \* strengthen lobbying for parks and gardens to ensure their survival for future generations



## “Garden Dreams” in Saxony-Anhalt

- ... secure public interest in the future of 50 historic parks and gardens in Saxony-Anhalt.
- ... anchor the principles of conservation in the minds and hearts of the people.
- ... host festivals, concerts, and tours.
- ... show the diverse cultural heritage of gardening, both artificial and natural, old and new.
- ... connect historic preservation, architecture, garden design, and horticulture, industry and tourism, politics and education, in an open, purposeful, flexible, and transparent manner.
- ... each member makes a unique contribution.
- ... target different groups (vibrant and relaxing, loud and quiet).
- ... support local economies as important factor for cities and regions to invigorate the tourism, education, culture, event management, and landscaping sectors.
- ... be a role model for networking, image, and lifestyle, a tourism brand, and a key economic factor.



# “Garden Dreams” in Saxony-Anhalt

## Garden Dreams association

The charitable association "Garden Dreams – Historic Parks in Saxony-Anhalt" organises and coordinates the implementation, development, and long-term preservation of the state's Garden Dreams initiative.

Its activities include holding professional and cultural events, press and public relations work, lobbying, quality assurance, and networking.

Historically appropriate conservation and tourism marketing are at the centre of its activities.

Garden Dreams has both ordinary and supporting members.

Ordinary members are primarily the legal entities or bodies that own and fund the 43 gardens in the Garden Dreams network.

Supporting members are those attracted to the objectives and activities of the association, who want to get involved and promote the activities of the association with word and deed.

The association is open to all!



# “Garden Dreams” in Saxony-Anhalt



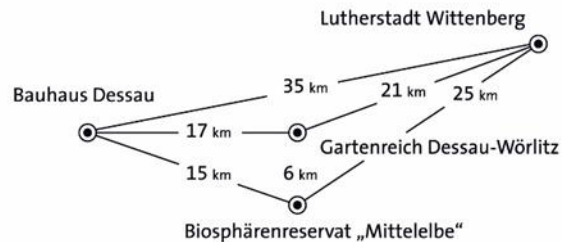
**\* Anniversary 2020**  
The network "Garden Dreams - Historical Parks in Saxony-Anhalt" turns 20!  
Festivals, light festivals, classical concerts in front of a fantastic backdrop and practical seminars in the countryside offer unforgettable experiences.



# World Heritage Region Anhalt-Dessau-Wittenberg

The **four UNESCO sites**, which are unique in the world, have been united in the marketing network “Luther | Bauhaus | Garden Kingdom” since 2004. This has created an incomparable tourist co-operation, which enables tourists to experience the great variety of offers in the region.

## \* World Heritage card and bus route



\* **Free WIFI:** natural heritage destinations and monuments of architectural culture in rural areas are equipped with free WIFI and provide specific tourist information as soon as you enter the WIFI





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**Thank you!**

**Pictures / graphs / further information:**  
<https://gartentraeume-sachsen-anhalt.de/>  
<https://www.anhalt-dessau-wittenberg.de/>

*Questions welcome*



*Project smedia*