

FOLICHON – FAVOURITE DOG AND SYMBOL ANIMAL

Everyone who encounters the Folichon installation becomes part of this unique artistic idea. The “shift” from the public to the private sphere is part of the concept. Fans of Wilhelmina may purchase one of the multiples, and take “their own” Folichon home. Each new owner thus becomes an ambassador for Wilhelmina, for Bayreuth and its cultural and historical heritage.



Folichon, 2016

Plastic material, 37 x 28 x 38 cm, engraved HÖRL
claret violet, purple, orange, black, night blue

Subscription prices (valid up to 9 Oct 2016)

unsigned	60 euros
	(regular price: 80 euros)
signed (250 copies per colour)	120 euro
	(regular price: 160 euros)

The sculptures are available in Bayreuth at
Ottmar Hörl - temporary project office & gallery
Opernstraße 7, 95444 Bayreuth, Germany
phone +49 (0)151 26 05 86 11
Opening times: Mon to Sat 10 a.m. to 6 p.m.,
Sun 12 a.m. to 6 p.m. (25 July to 28 August)

Bayreuth Tourist Information Bayreuth Shop
Opernstraße 22, 95444 Bayreuth, Germany
phone +49 (0)921 88 57 49
Opening times:
Mon to Fri 9 a.m. to 7 p.m., Sat 9 a.m. to 4 p.m.,
Sun 10 a.m. to 2 p.m. (1 May to 31 October)

sigikid Shop at the Bayreuth Landesgartenschau garden
festival, near the south entrance (Eingang Süd)
phone +49 (0)9201 700

Contact for shipped orders

Online Shop Ottmar Hörl
Kembacher Straße 9
97877 Wertheim, Germany
E-mail: shop@ottmarhoerl.de
www.ottmar-hoerl.de



The costs of this art project are borne by the artist, Ottmar Hörl.

For logistics cooperation, thanks are due to these partners:

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CONTACT: Professor Ottmar Hörl
Kembacher Str. 9 | 97877 Wertheim/Germany | ottmar-hoerl.de

O T T M A R
H Ö R L

Sculptural project
Folichon



The art event at the
2016 Bayreuth Landesgartenschau
garden festival



Message from the
Minister of State
Dr Markus Söder



The Bavarian Department of State-owned Palaces, Gardens, and Lakes acts as a partner of the 2016 Bayreuth Landesgartenschau garden festival, contributing an extensive programme of special guided tours, temporary exhibitions and talks. Margravine Wilhelmina of Bayreuth, the legendary sister of Frederick the Great, was selected as the symbolic „host“ for the event. Together with her spouse, Margrave Frederick, it took her a mere two decades to transform Bayreuth into a sovereign seat of importance in Europe. Famous buildings such as the Margravial Opera House, a UNESCO World Heritage Site since 2012, the New Castle in the Bayreuth Rococo style as well as the Hermitage park and the Sanspareil rock garden, still bear witness to this glorious era.

For this reason, I am particularly delighted that Professor Ottmar Hörl, the renowned artist, has chosen a very special way of paying homage to „host“ Wilhelmina. His serial sculptures of „Folichon“, the Margravine’s favourite dog and symbol animal, will also be on show at the Court Garden (Hofgarten) and the Hermitage in Bayreuth. This will serve as yet another bridge between the famous buildings commissioned by Margravine Wilhelmina and „Wilhelminenaue“ park, the site of the 2016 Bayreuth Landesgartenschau garden festival.

I may wish you an inspiring visit!

Dr Markus Söder, MdL
Bavarian State Minister of Finance,
Regional Development and Regional Identity

The „Folichon“ installation
by Professor Ottmar Hörl

Innovation and the idea of the democratisation of sculpture are essential elements of Professor Ottmar Hörl’s recipe for global success. The internationally renowned conceptual artist has taken the idea of sculpture further than almost anyone else. His vision is to familiarise everyone with art. This is why his sculptural projects in public space are always major events. Events that provide powerful pictures, bring about a sense of identity, and spark communication. With his installations centring on Richard Wagner and based on his maxim of „sculpture as an organisational principle“, Hörl has given rise to much discussion and furore in Bayreuth several times before.

The Wilhelmina Society is looking forward to Ottmar Hörl’s new project, which, on the occasion of this year’s Landesgartenschau garden festival, is a passionate way of putting Margravine Wilhelmina in the public eye.

In her lifetime, Wilhelmina enjoyed having herself pictured along with her lap dog. Folichon, which means ‚amusing‘, ‚charming‘ or ‚cute‘, is a papillon dog (also called continental toy spaniel or butterfly dog), her favourite dog and the animal she used as a symbol of herself. „Dearest she-dog. I love you and adore you“, Wilhelmina, in the guise of Folichon, wrote to Biche, her brother Frederick II’s dog, in 1748.

This famous exchange of letters went down in the history of literature as the „Dog Letters“. Folichon also has a central position in the painting decorating the ceiling in Wilhelmina’s state at the Hermitage. The scene depicts Chilonis, who followed her husband Cleombrotus into exile, and was read as a hint at Wilhelmina’s own situation (detail, illus. 2). Particularly the portrait of Wilhelmina in pilgrim’s garb, painted by court painter Antoine Pesne around 1750 (illus. 1),



inspired later generations of artists, such as the Röntz brothers. In 1768, they created the marble sculpture (illus. 3) commissioned by Frederick II for the Temple of Friendship at Sanssouci Park.

The idea of art as a stimulus that may be rephrased in contemporary terms, and transformed into the 21st century, is central to Ottmar Hörl’s oeuvre. He has adopted the Folichon motif so that Wilhelmina’s favourite dog, turned into a modern serial sculpture, will be taking Bayreuth by storm. Certainly, he is also set to steal the hearts of all visitors.

Bernd Saupe,
Chairman of the Margravine
Wilhelmina Society



Ottmar Hörl - Biography

Ottmar Hörl lives in Frankfurt am Main, Nuremberg and Wertheim.

2015 CREO Innovation Award for creativity, Frankfurt am Main/Mainz, Deutsche Gesellschaft für Kreativität (German Society for Creativity)

since 2005 president of the Academy of Fine Arts in Nuremberg

2002 intermedium Award, along with Rainer Römer and Dietmar Wiesner (Ensemble Modern)

since 1999 professor of fine arts at the Academy of Fine Arts in Nuremberg

1998 Wilhelm Loth Award, Darmstadt

1997 art multiple Award, International Art Fair, Düsseldorf

1994 Förderpreis für Baukunst (sponsorship award for architecture), Academy of Arts, Berlin (with Formalhaut)

1992-93 visiting professorship at Graz University of Technology, Austria (with Formalhaut)

1985 founding of the group Formalhaut, with architects Gabriela Seifert and Götz Stöckmann

1979-81 studies at the Academy of Fine Arts, Düsseldorf, with Professor Klaus Rinke

1978-81 scholarship from Studienstiftung des deutschen Volkes (German National Academic Foundation)

1975-79 studies at the Academy of Fine Arts, Frankfurt am Main

1950 born in Nauheim/Hesse, Germany