

Press release

From one who set out to paint skyscapes

Heidelberg iT presents Landscape Art by Holger A. Baehr



The photo shows (from left): Matthias Blatz, Mayor Wolfgang Erichson and the artist Holger A. Baehr with GOLDEN GLOW IN HEIDELBERG, a work that is at the centre of the exhibition "INFRASTRUCTURES - Paintings by Holger A. Baehr" in the facilities of Heidelberg iT. Photo: Andreas Gieser

Heidelberg, Germany, November 10, 2021 - "It takes courage to paint the sky," emphasised Heidelberg's Mayor of Culture Wolfgang Erichson in his laudation on 04 November 2021 at the opening of the exhibition "INFRASTRUCTURES - Paintings by Holger A. Baehr" at the headquarters of Heidelberg iT Management GmbH & Co. KG. Viewers are allowed to participate in the intense colour and light phenomena of the expressive cloudy skies and dare a new perspective on the landscapes, sketched low on the horizon. Those who immerse themselves in the vast panoramas of the large-format landscapes in acrylic on canvas and look closely, will be rewarded with a special visual experience, or visited by an unexpected moment of emotion. This is the situation, for example, while looking at "Golden glow in Heidelberg", a central work from Holger A. Baehr's Heidelberg series, which was created in 2020: under a sky of fluent transitions in golden shades, which we know from sunsets over the Rhine plain, we are looking upstream over the *Alte Brücke* (Old Bridge) into the Neckar valley and feeling the warmth of a high midday sun running through our bodies.

Holger A. Baehr grew up in Heidelberg and is living in Ireland for 26 years. His love for the Irish landscape, especially the Shannon Region, has inspired him so much that he passionately began

practising painting five years ago and has progressed to become one of Germany's most important landscape painters these days. The director of the *Kurpfälzisches Museum Heidelberg*, Professor Hepp, places Baehr very much in the tradition of a Carl Rottmann (born 1797 in Handschuhsheim/Heidelberg) and says: " Like Rottmann, Holger A. Baehr reveals a great confidence in composing a broadly defined landscape setting and a strong interest in light phenomena." Baehr breaks down the basic elements of the landscape into more simplified shapes and shows them in an abstract quality.

For the exhibition series "Kunst-im-Serverhotel" (Art in the Server-Hotel), in which cloud and data centre provider Heidelberg iT regularly presents changing exhibitions, Holger A. Baehr has assorted 50 works from his studio, including works from the new Heidelberg cycle and the work "Ellbogen Sylt", which won an award from the Colors of Humanity Art Gallery Pennsylvania/USA (Second Place, "Yellow" 2021 Show). "We are proud to present Holger A. Baehr, one of the most important Heidelberg painters and one of the great German landscape painters," said Matthias Blatz, initiator of "Kunst-im-Serverhotel" and managing director of Heidelberg iT, when welcoming the numerous guests who had followed the entrepreneur's invitation to the vernissage.

The opening event was a great success for all those involved: Wolfgang Erichson, Mayor for Culture, Civic Service and Creative Industries of the City of Heidelberg, introduced the audience to the life and art of Holger A. Baehr in a very personal laudation, Bordelais Weinhandel from Ziegelhausen served wines from the exclusive "Holger Baehr" artist's edition of the Adam Müller winery from Leimen and pianist Marc Huschke provided the musical setting on the keyboard. Andreas Gieser, Sabine Arndt and Michael Sievers accompanied the exhibition opening photographically and with a video production. Exhibition partners are Winfried Rothermel with abcPremium and Michael Sievers Production.

The vernissage was held in compliance with the Corona Ordinance of Baden-Württemberg on November 4th, 2021.

INFO: Exhibition "INFRASTRUCTURES - Paintings by Holger A. Baehr".

Open 04.11.2021 - 31.01.2022 weekdays from 8 am to 5 pm and by appointment.

Informal registration at info@heidelberg-it.de is requested.

Exhibition venue: Heidelberg iT, Kurpfalzring 110, 69123 Heidelberg, Germany.

The current 2G access rule applies, as well as the up-to-date Corona rules of the City of Heidelberg and Baden-Württemberg on the day of the exhibition visit.

Further information on the art of Holger A. Baehr at <https://holgerbaehr.com>

About the „Kunst-im-Serverhotel“ series (Art in the Server-Hotel" series)

In the series "Art in the Server-Hotel", Heidelberg iT has been showing changing exhibitions since 2012 and enables selected artists to present their works to a broad audience. The interplay of sensuality and abstraction in art stands in unusual contrast to the sterile and sober server landscape of a data centre operator. It is precisely this contrast that motivates managing director Matthias Blatz to stimulate a dialogue between art and IT. As part of the exhibition series, Heidelberg iT has already presented renowned contemporary art, photography and design, including works by Keyetan L. Sawicki, Bernhard Kreger, Martin Häusler, Georg Glatzel and Claudia Bias.

About Heidelberg iT

Heidelberg iT Management GmbH & Co. KG is a leading IT service provider in the Rhine-Neckar metropolitan region and, as a cloud and data centre provider, Internet service provider and IT system house, combines all core competencies of information and telecommunications technology under one roof. The IT/ITC infrastructure service provider based in Heidelberg has distributed data centre units with a total area of 1,500 square metres, including the modern data centre "Serverhotel 2" with TSI certification from the TÜViT/TÜV Nord Group. The focus is on cloud computing and IT outsourcing as well as all IT consulting and IT services related to infrastructure, network and internet, including business telephony, unified communications & collaboration and the supply of hard- and software.

In the area of IT security, Heidelberg iT covers all topics of technical and organisational IT security and can assume the role of external information security officer (ISB) for companies.

The repertoire is supplemented by professional fibre optic services and fibre optic products as well as a fibre optic emergency service.

As a specialist for electrical and network technology, Heidelberg iT plans and implements intelligent home networking projects (Smart Home) and multimedia concepts.

Heidelberg iT's customers are predominantly medium-sized companies, non-profit and social institutions, service providers with high data volumes, IT departments of corporations and small businesses.

Further information at www.heidelberg-it.de

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