



Hand.Werk.Haus Salzkammergut  
Association and Center for Contemporary Craft-based Culture

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**Hand.Werk.Haus Salzkammergut** is located in the very center of Bad Goisern and is part of the historical ensemble of Neuwildenstein Castle. Opening the Hand.Werk.Haus in 2009 was the realization of a long-term wish and vision, the vision to establish a focal meeting and networking place for crafts of all kinds, exhibitions, performances and presentations, related events and sales. It represents one of the few successful follow-up projects originally initiated by a federal exhibition.

The driving force behind Hand.Werk.Haus Salzkammergut is an association of crafts people from across the Salzkammergut and beyond, amongst them family-run businesses in existence for 150 years or more. These members are the backbone of the Hand.Werk.Haus and make our manual-cultural events possible.

Hand.Werk.Haus Salzkammergut is committed to a change of perspective, such as a re-valorization of manual intelligence and skills and a new image of artisanship as a material and cultural local supplier. Consequently, a fundamental goal of the network is to raise the profile and image of artisanship and to carry it on to the future via many various activities, exhibitions and other “tools”.

In 2016 Hand.Werk.Haus Salzkammergut was inscribed, together with two other Austrian centers, on the international UNESCO intangible cultural heritage list for good safeguarding practices.

### **Hand.Werk.Haus Salzkammergut – the Building**

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#### **Exhibition Rooms**

The permanent exhibition on the two upper floors is divided into four thematic areas:

##### Artisanship

- from head to toe (TF)
- about the necessity of the beautiful (TF)
- from the cellar to the roof (UF)
- from hand to mouth (UF)

This permanent exhibition makes the variety of artisanship visible, tangible and real. Every year, from May/June to the end of October, the Hand.Werk.Haus is dedicated to the Master Artisan Summer, focusing on artisanship-related key topics in temporary exhibitions and related events.

On the third weekend of Advent, Hand.Werk.Haus and Hof Neuwildenstein accommodate the annual “Master Artisan Advent” (Meisteradvent), a high-quality sales exhibition dedicated to artisanship including manual craft-related activities for young people.

## **Workroom Bookbinding**

In 2021, the complete workshop equipment of a bookbindery, located in Bad Goisern between 1890 and 2015, was reestablished in the Hand.Werk.Haus. Presses, cutting machines, beautiful old tools as well as papers, cartons and cardboards, partly original stock from 1890, were rescued, moved and re-assembled under the direction of the Fuchs bookbindery. Since then, workshops and activities on books and paper, but also on other materials, have taken place in our Workshop Bookbinding. On request, workshops are possible for school groups, interested parties and during events such as the Master Artisans Advent or the Goiserer Gamjagatage.

## **Open Space**

In 2023, the Open Space has been established on the ground floor. Dedicated as a multifunctional meeting space for crafts, arts and culture, it is used for exhibitions, cinema, gallery, workshops, work meetings, exchange and talks and can also be rented.

The ground floor also houses the entrance to the exhibition rooms and the store in the Hand.Werk.Haus. The Werkstatt-Beisl in the adjoining wonderful venue of Court Neuwildenstein is a pub from Tuesday to Saturday in the evenings and local caterer during events.

## **Hand.Werk.Haus Master Artisan Summer and its Temporary Exhibitions**

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Since 2020, the Hand.Werk.Haus has been organizing its annual Master Artisan Summer as a curated special exhibition dedicated to artisanship-related key topics in order to show variety, diverse aspects and manual know-how of artisanship.

"FLORAL ingenious" and "Artisanship Bids You to the Table" were the themes in 2020 and 2021, while the 2022 Master Artisan Summer was "Literally MASTERFUL".

### **Who are the Protagonists?**

The careful selection of exhibition themes guarantees the participation of crafts people and experts from the most diverse fields and directions. The "authors" of the showcased objects are, on the one hand, members of the Hand.Werk.Haus as well as "external" artisans from the Salzkammergut and beyond.

On the other hand, we are cooperating with interdisciplinary interfaces, such as arts, culture, education and science. Manual skills and cultural relevance are the linking elements. We operate in the context of the Salzkammergut, which is why schools or museum institutions are also important partners.

A central guiding principle for designing our exhibitions is cooperation, networking and bringing together manual skills. The Master Artisan Summer is a plea for the recognition of the importance of manual intelligence and the diversity of artisanship. In this context historical, present and future crafts and art aspects must not be neglected because they represent our material culture.

## **Master Artisan Summer 2023 – Artisanhip Connects**

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The current exhibition Artisanhip Connects was opened on June 23, 2023.

The motto of this exhibition is to make visible the mostly invisible FAIR aspects and connections of artisanhip in the context of a world facing structural change and multiple challenges.

The exhibition title is the program and this is why the connection to a Tyrolian association of crafts people is shown by guest exhibitors such as roof tile maker, tanner, coppersmith and others.

This year's museum cooperation partner is the Nonseum, a "museum for inventions we also don't need". Because humor definitely needs space again!

### **Contents**

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Artisanhip is more than only business, hobby or entertainment; it definitely creates jobs, local training and learning, and regional added value and regional economic circulatory system. But craft-based know-how, techniques and skills do also contribute to local culture, identity, cultural landscape. Our butcher i.e. buys 100% of beef, veal, sheep and deer from Salzkammergut's small-size farmers and hunters who in turn cultivate the landscape and the high alpine pastures. Clearly a FAIR example how craftsmanship has been contributing to regional circulatory systems throughout hundreds of years. As such, craftsmanship is convincing in a time of structural change, offering possible solutions and answers to our current global and structural crises via i.e. short distances, careful and respectful use and FAIR connections.

### **A Puzzle?**

A stylized jigsaw puzzle has been the key visual of the Master Artisan Summer 2023. Because there are many puzzle pieces that make up a whole. The puzzle is a beautiful metaphor for the association Hand.Werk.Haus Salzkammergut. Founded at the turn of the millennium, the association has been growing steadily since, gaining members, friends and helpers. Since May 2009 the building Hand.Werk.Haus has been home to networking, events and presentations in Bad Goisern. Here goals are formulated, stories told, special exhibitions designed and educational programs implemented.

The Puzzle Hand.Werk.Haus is not production- or profit-oriented. It rather pursues idealistic goals. For example, to make artisanhip visible, to carry it on to the future and to promote the revalorization of manual intelligence. A lot of commitment is done on the basis of unpaid voluntary work, by helpers and members. History, communication, coordination, evaluation of thematic focal points, exhibition design, mediation, public relations, web and social media, group dynamic work, research, networking, tidying up, financial calculations, maintenance and repair. All important building and puzzle blocks require time, passion, brainpower, energy ... and money.

# PERLMUT 2024



## PerlMUT

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is the leitmotif of the Capital of Culture activities of the Hand.Werk.Haus Salzkammergut in 2024 as well as part of the Capital of Culture project "SCALA".

SCALA = Salzkammergut Craft Art LAB – New paths between Craft and Art  
(Joint project of Hand.Werk.Haus and OTELO eGen)

Artists are invited to take part in residencies (AIR) on materials such as textiles/leather, glass, metal/ jewelry, books/printing/paper, and wood. These residencies are open to mediation, i.e. they enter into an exchange with local craftspeople, schools, and other interested parties.

Within the framework of these residencies, empty spaces in Bad Goisern will be used and know-how for the development of a sustainable cultural platform will be generated. Workshops, panel discussions, exhibitions and public events are just some of the formats that take place within the framework of these residencies.

PerlMUT will take place at three levels of action:

- AIR (Artists in Residence) starting February 2024
- Public event on May 25, 2024
- Special exhibition PerlMUT from May 25 until the end of October

The May 25 audience event includes:

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Rushing pearl and gold hood meeting under the leadership of Brigitte Mittendorfer (chair-woman Goiserer gold hood and headscarf group) in Bad Goisern with

- parade
  - Dance of the youth on the market place
  - decentralized hood exhibition from the Gexi Tostmann collection
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Opening special exhibition PERlMUT at Hand.Werk.Haus with thematic object contributions by

- AIR (Artists in Residence)
  - Members of the Hand.Werk.Haus association
  - Guest exhibitors
  - Schools
  - Interdisciplinary interfaces
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SCALA Work presentation in the Open Space meeting room

- Artists/craftsmen from the field of textile/leather, glass, metal/jewelry (in the context of their residencies)
  - Italian textile artisans from Veneto (Venetian needlepoint)
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Artisans of the association and guest exhibitors as well as

- Culinary meets art in the Neuwildenstein courtyard
  - Workshops for the youth "from textile via glass to visuals"
  - PerLMUT evening event with music and visuals in the courtyard of Schloss Neuwildenstein
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Press contact

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