



Hand.Werk.Haus Salzammergut

Association and Center for Contemporary Artisan Culture

Hand.Werk.Haus Salzammergut is housed in the former forester's house of the listed ensemble of Neuwildenstein Castle. It was opened in May 2009 and has since been used as a meeting place for crafts of all kinds, exhibition, presentation, events and sales. It represents one of the few successful follow-up projects to state exhibitions.

Behind Hand.Werk.Haus Salzammergut is an association of craftsmen from the entire Salzammergut region and beyond. Many of these association members are family or generational businesses, some of which have been in existence for 150 years or more. They make the manual-cultural events possible and support them.

As a **center for contemporary artisan culture**, **Hand.Werk.Haus Salzammergut** is committed to a change of perspective, to a new image of craft as a material and cultural local supplier. As such, craftsmanship is convincing in a time of structural change with circular cycles and the ability to repair.

Making artisanship visible and carrying it into the future are the main concerns of the network, which is also committed to the valorization of manual intelligence. In 2016, the Hand.Werk.Haus Salzammergut, together with the Werkraum Bregenzerwald and the Textile Center Haslach, was included in the international UNESCO register of good practices for the preservation of the intangible cultural heritage.

Hand.Werk.Haus Salzammergut – the building

Exhibition rooms

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

Artisanship

From head to toe (TF)

From the necessity of beauty (TF)

From the cellar to the roof (UF)

From the hand to the mouth (UF)

The exhibition shows the diversity of craftsmanship and manual skills. From May/June to the end of October, the Hand.Werk.Haus is under the sign of **Meistersommer** (Master Artisan Summer) and deals with key topics within the framework of temporary special exhibitions.

On the third weekend of Advent, the Hand.Werk.Haus and Hof Neuwildenstein will host the annual **Master Craftsman's Advent**, a high-quality sales exhibition dedicated to handicrafts with activities around manual skills to participate in.

Workroom-Bookbindery

Since 2021, Hand.Werk.Haus has housed the complete workshop equipment of a bookbindery that was part of the Goiserer crafts landscape between 1890 and 2015. Presses, cutting machines, beautiful old tools as well as papers, cartons and cardboards, partly original stock from 1890, were rescued, moved and rebuilt in working order 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 Werkraum-Buchbinderei. On request for students in classes, small groups, interested parties and at events such as the Master Advent or the Goiserer Gam-jagatage.

Open Space meeting room

Since 2023, Hand.Werk.Haus has housed the Open Space on the ground floor. Dedicated as a multifunctional meeting space for crafts, art and culture, it is used for exhibitions, cinema, gallery, workshops, work meetings, exchange and talks and can be rented by third parties.

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

Hand.Werk.Haus Meistersommer and its special exhibitions

Since 2020, the Hand.Werk.Haus has been organizing its annual Master Summer as a curated special exhibition around a key theme. "FLORAL ingenious" and "Craftsmanship invites you to the table" were the main themes in 2020 and 2021, while the 2022 Master Summer was "Literally MASTERFUL. The aim of these special exhibitions is to showcase the diversity and skills of the skilled trades.

Who are the protagonists?

The careful selection of themes guarantees the participation of craftsmen, specialists and experts from the most diverse fields and directions. The originators of the exhibition contributions are on the one hand members of the Hand.Werk.Haus as well as "external" craftsmen from the Salzkammergut and beyond. All of these people's livelihoods are based on manual work.

On the other hand, the Hand.Werk.Haus has been cooperating with interdisciplinary interfaces since 2020, i.e. actors from art, culture, education and science, who are relevant regionally, culturally and in terms of content, also participate in the exhibition. We operate in the context of the Salzkammergut, which is why schools or museum institutions, for example, are also important partners.

A central guiding principle in the exhibition designs is cooperation, i.e. networking and bringing together manual skills. The special shows in the Hand.Werk.Haus are a plea for manual intelligence and the diversity of craftsmanship. For historical, present and future handicraft, because it represents our material culture.

Meistersommer/Master's Summer 2023 – Handwerk FAIRbindet/Artisanship Connects

The special exhibition of 2023, Artisanship Connects, was running from June to November 2023. Its motto was to make visible the FAIR ties that are often invisible to the observer. These can be technical, material, regional or exciting FAIR ties as well as supplier FAIR ties that have existed for generations or the FAIR aspects inherent in handicrafts.

The title was program and thus the FAIR connection to the network handicraft in Tyrol was shown by guest exhibitors such as roof panel maker, Sämisch-Gerber/tanner, coppersmith and others.

The current museum cooperation partner was the Nonseum, a "museum for inventions we don't need either". Because humor definitely needs space again!

Key areas

The contributions and services provided by the skilled trades in the context of the national economy are considerable, but unseen. It is a livelihood, an economic factor, an employer, a provider of training, a creator of regional added value and cycles, and a payer of taxes, levies and contributions. It "contributes" instead of siphoning off. This is actually a FAIR story - in the context of a national economy. The current global crisis could be beneficial to the craft, because it has not fit so well into a time as ours for a long time. It is in the nature of the traditional economic model of craftsmanship that it could contribute solutions to the burning issues of the climate crisis, the mountains of waste, the lack of resources and the globalization crisis. True costs instead of at the expense of the environment and consequently of people, conservation of resources and avoidance of waste mountains through the reparability and longevity of its products, regional cycles instead of global dependencies, short distances due to the mostly regional radius of action.

A puzzle?

A stylized jigsaw puzzle was the subject of the Master's Summer 2023, because there are many puzzle pieces that make up a whole. The puzzle is a beautiful metaphor for the association Hand.Werk.

House Salzkammergut. Founded at the turn of the millennium, the association has grown steadily since then, gaining members, friends, fellow campaigners and helpers. Since May 2009, it has been using the Hand.Werk.Haus as a networking, event and presentation platform, where goals are formulated, stories told, special exhibitions designed and educational programs implemented.

The Puzzle Hand.Werk.Haus has an association structure that is not production- or profit-oriented, but rather pursues idealistic goals. For example, to make artisanship visible, to carry it into the future and to promote the awareness of manual intelligence. A lot of work and commitment is done on the basis of unpaid voluntary work, by members, helpers and friends of the association. History, communication, coordination, development of thematic focal points, exhibition design, mediation, public relations, web and social media, group dynamic work, research, networking, tidying up columns of figures, paying attention to cleanliness, maintenance, repair and then evaluating everything - all important building blocks that require time, passion, brain-power, energy ... and money.



PerIMUT

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.

PerIMUT will take place at three levels of action:

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

The May 25 audience event includes:

Rushing pearl and gold hood meeting under the leadership of Brigitte Mittendorfer (chairwoman 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

Opening special exhibition PerIMUT at Hand.Werk.Haus with thematic object contributions by

- Schlossmuseum Linz
- AIR (Artists in Residence)

- Members of the Hand.Werk.Haus association
 - Guest exhibitors
 - Schools
 - Associations and other interdisciplinary interfaces
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SCALA **Work presentation** in the Open Space

LIVE presenting

- Artists/craftspeople from the field of textile/leather, glass, metal/jewelry (in the context of their residencies)
 - Italian textile artisans from Veneto (Venetian needlepoint)
 - Pearl-knitting artisans from AUT/Salzkammergut and GER/NE
 - **Artisans of the association and guest exhibitors** as well as culinary meets art in the Neuwildenstein courtyard
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Workshops for the youth „from textile via glass to music “

PerIMUT evening event in the Neuwildenstein courtyard

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