



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

Hand.Werk.Haus Salzkammergut is located in the very center of Bad Goisern and is part of the historical ensemble of Neuwildenstein Castle. The opening of Hand.Werk.Haus in 2009 was the realization of a long-term wish and vision. The vision to establish a central 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 150+ year old family-run businesses. 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 revalorization 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

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 host the annual “Master Artisan Advent” (Meisteradvent), a high-quality sales exhibition dedicated to artisanship including manual craft-related activities for young people.

The Bookbindery

In 2021, the complete workshop of a local Bad Goisern bookbindery (1890-2015), was relocated to 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 Bookbindery. 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 was established on the ground floor. It functions as a multifunctional meeting space for crafts, arts and culture. It is used for exhibitions, movies, workshops, work meetings, presentations and talks. Open Space is also available to rent.

The ground floor is also the entrance to the exhibition rooms and the store in the Hand.Werk.Haus. The pub Werkstatt-Beisl, in the adjoining wonderful inner courtyard of Neuwildenstein, is open from Tuesday to Saturday evenings and also functions as local caterer during events.

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

Since 2020, the Hand.Werk.Haus has organized the annual Master Artisan Summer as a curated special exhibition dedicated to artisanship-related key topics. The goal is 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, 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 cooperate 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 museums 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 – Artisanship Connects

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

The exhibition title was the program. This is why a Tyrolian association of crafts people were invited as guest exhibitors – a roof tile maker, a tanner, a coppersmith and others.

The annual museum cooperation partner of 2023 was the Nonseum, a "museum for inventions we also don't need". Humor definitely needs space again!

Contents

Artisanship is more than only a business, hobby or entertainment. It creates jobs, local training and learning, regional added value as well as regional economic circulatory systems. Craft-based know-how, techniques and skills also contribute to local culture, identity and the 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 is the key visual of the Master Artisan Summer 2023. Because there are many puzzle pieces that make 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 grown steadily since the, 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. Rather, it pursues idealistic goals. For example, to make artisanship visible, to carry it on to the future and to promote the revalorization of manual intelligence. A lot of commitment is provided by volunteer work, by helpers and members. Artisanship story telling, 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 these important building and puzzle blocks require time, passion, brainpower, energy ... and money.

ECOC 2024 events?

→ Please view current website handwerkhaus.at and scala2024.com

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