

# ACHTUNG: KUNSTHANDWERK!\*

\*Attention: Artistic Crafts!  
An initiative on the  
75th anniversary of the BdK



**It is time to pay more attention to artistic crafts. They are one of the oldest pillars of culture – and of the creative economy, making them an important economic factor.**

**Artistic crafts highlight the special attraction of craft trades through the innovative power of creative work and its challenging implementation. This is particularly important as a rise in the academisation of vocational training has shown that crafts are losing their reputation to such an extent that there is now a notable shortage of skilled workers.**

**Artistic crafts develop intuitive creativity and innovative problem solving, thus significantly contributing to successful digitalisation. This will work best if rational-cognitive as well as analogue-aesthetic skills are specifically targeted.**

**Artistic crafts are an artistically interpreted image of everyday culture and to a high degree create identity. Regional identity, on the other hand, is a prerequisite for a distinguished position in the dialogue between cultures, which must become more important as globalisation advances.**

**The exhibitions on the 75th anniversary of the BDK Baden-Württemberg reflect this by presenting the positions of the artistic crafts from Baden-Württemberg in dialogue with artistic crafts from various European regions.**

Justus Theinert  
Professor for Design,  
University of Applied Sciences, Darmstadt



**Artistic craftswomen and craftsmen create artistic objects. The challenge lies in the combination of creativity, profound knowledge of materials and mastering artisanal techniques. Artistic craftspeople create one-of-a-kind and small-series items that contribute to the culture of daily life, both regionally and globally. They embody the opposite pole to anonymous mass production and are acknowledged as design d'auteur. In 2003, UNESCO classified artistic crafts as part of a nation's "Intangible Cultural Heritage". This does not mean conservation, but ongoing development, improvisation and change.**

**Our activities for the anniversary draw attention to the world of contemporary artistic crafts in our country. We show the uniqueness of these objects and establish a dialogue with the audience. It is also about future development and professional prospects in the artistic crafts.**



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## Exhibitions

With this extraordinary and appealing concept, we would like to show how surprising and diverse artistic crafts can be with their richness of imagination, attention and quality. Topics such as ecology, quality, longevity and regionality will play important roles. Video installations will give visitors insights into the creative processes and enable viewers to become acquainted with the people behind the objects.

Dates: 12th March to 10th April 2022 in the Haus der Wirtschaft in Stuttgart, and from the middle/end of May for six weeks in the Regierungspräsidium in Karlsruhe at Rondell Platz. Each exhibition covers an area of 800 square meters.

## Exhibitors and guests from European countries

All members of the BDK are invited to present their latest works. We are widening the circle and extending our invitation to our international dialogue – with guest exhibitors from European countries. International networking and cooperation are among the principles of the BDK.

## Integration in EACD

The European Artistic Crafts Days are a transnational European initiative. Based in France, craftswomen and craftsmen, museums and educational facilities from 21 countries are currently participating; each event is open on a specific weekend. We will take part in the exhibition in Stuttgart from 8th to 10th April 2022.

## Satellite exhibitions and events

Satellite exhibitions and events are planned in various regional museums and galleries to additionally strengthen the initiative and to reach out to more people throughout the country. Contacts have already been made with several institutions, e.g., with Bad Schussenried and the Prediger in Schwäbisch Gmünd. These events are major contributors to cross-regional communication.

## Symposia, workshops, lectures

All exhibitions will provide a forum for discussions and lectures. A panel discussion on the subject of "Prospects of artistic crafts" is planned with representatives from politics, arts and culture, and business. Distinguished personalities from various fields have already indicated their interest and willingness. They include Petra Olschowski (State Secretary in the Ministry of Economics, Research and

the Arts BW), Justus Theinert (Professor for Design, Darmstadt University of Applied Sciences), Andrew Brewerton (Plymouth College of Art), and others. There will also be keynote lectures on diverse topics.

## Publication

Arnoldesche Art Publishers will publish a comprehensive documentation of all activities with texts by renowned authors and numerous illustrations.

## Communication and public relations

The extensive PR measures comprise the integration of social media, TV, general-interest and specialist media, as well as extensive billboarding in the exhibition venues and the distribution of leaflets.



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### **Partners**

- . Ministry of Economic Affairs,  
Labour and Tourism BW  
(Haus der Wirtschaft, Stuttgart)
- . Regional Council Karlsruhe
- . Dirk Allgaier, publisher at  
Arnoldsche Art Publishers
- . Justus Theinert, publicist,  
Professor for Design, Darmstadt  
University of Applied Sciences
- . Schnuppe von Gwinner, publicist
- . Reinhold Ludwig,  
editor of ART AUREA
- . Museums and galleries,  
organizers of satellite exhibitions  
and satellite events

Winfried Kretschmann, Prime Minister of Baden-Württemberg, has taken over the patronage for this project.



### **BdK**

The Bund der Kunsthanderwerker Baden-Württemberg BdK (Artistic Crafts Confederation) is committed to fostering and promoting contemporary artistic crafts and applied arts. It works on a non-profit basis. Its exhibitions, symposia and fairs raise public awareness of the interaction between art, craft and design. Its approximately 200 members, who were selected by expert jurors, are professional artists whose workshops and ateliers stand for sophisticated design and high-quality craftsmanship.

**[www.kunsthandwerk.de](http://www.kunsthandwerk.de)**