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STOCKMAR Themed Brochure III | 2016

Dear Readers,

It isn't just the approach of Christmas that makes us inclined to think of our fellow human beings, and to ponder the art of sharing. When the stock exchange tottered in 2008, if not before, the economic system of the past showed itself to be out-of-date. In the words of the World Agriculture Report presented in the same year, 'Business as usual is not an option'. Since that time, concern on the subject of the sharing economy have come to enjoy growing acceptance.

As long ago as in the sixties, entrepreneur Alfred Rexroth was concerned with the question of the social responsibility that industrial production brings in its succession. One result of his preoccupation with this issue of the interaction between industrial and creative processes was that Rexroth supplemented his steel casting activities with artistic endeavours, creating numerous sculptures. Another was his setting up Neuguss-Verwaltungsgesellschaft – the Neuguss Management Company. This corporate association has seen it as its mandate, right up to the present day, to invest its surplus profits in charitable projects, predominantly in the fields of education and culture.

In overcoming polarities, industrial and creative processes offer pointers for the future. For us, working in a meaningful way in the overall context of the senses is an automatic part of the way we see ourselves, and an ongoing future-directed responsibility – an economy of sharing, in the best possible sense.

In view of these considerations, we are dedicating this issue to associative forms of social organism, and would like to invite you warmly to share with us your ideas and suggestions on the subject.

Yours,
Inke Kruse



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'The walk into the country' * – Partners' Meeting in Kaltenkirchen



From time to time Kaltenkirchen becomes the navel of the world – of the Stockmar world, at any rate. Partners from as many as 42 different nations were invited to this biennial meeting. This year we met at Stockmar in order to share our thoughts and ideas about futuristic forms of cooperation. At the start of October, a selection of interesting and highly varied companies and people from 31 countries came together in response to the invitation.

Stockmar products can be purchased all over the world. It is fundamental for us, in this connection, to guarantee the product quality and provide adequate consulting services, in order to make artists in all parts of the planet understand what makes the quality exceptional. To do this, we rely on a network of partners.

It wasn't just the encounters and the atmosphere of these days that were characterised by social togetherness. In thematic terms as well, we engaged with questions like – What economic structures, what forms of entrepreneurial activity answer to our understanding of ourselves? How can economic problems be jointly resolved without regard to the one's own private interest?

In the context of agriculture – which may be seen, in a certain sense, as the origin of all economic activity – associations have developed as a result of the consideration of precisely these issues. In the United States they go by the name of Community Supported Agriculture (CSA). In our own country they are known as Solidarische Land-

wirtschaft [Solidarity-Based Farming]. These examples are a vivid illustration of the way in which self-interest can evolve into a community of interest.

insights

'Associative' communities of this kind no longer place the main emphasis on growth as such; rather, their economic activity serves an object. For this object to be recognized, we repeatedly have to ask the question, 'What do you need?' – in other words, this entails first of all an ongoing dialogue with the consumer, and at the same time the will and the resources to carry on constant research and further development.

A particularly pleasing point in this connection, incidentally, is the double meaning of the word association. First of all it implies a coming together, a sense of community. But at the same time it suggests, of course, logical links and the association of ideas. That makes it a very satisfying symbol for these three days, and for the ongoing process with which we will continue to be involved, already in advance of the next meeting in two years' time and indeed, looking beyond that, right into the future.

'Come! Into the open, my friend!' * – realm of possibility



prospects

Our 'prospects' also amount to a realm of possibility, though at the same time, there are effective insights. Last year we managed various rebuilding projects here at Stockmar. I guess our 'new space' – also known as the Stockmar 'think tank' – can well be seen as the highlight of this process of transformation on company premises.

With the support of the architect responsible for designing the Waldorf School in Kaltenkirchen, we have succeeded in creating a very special place. As a former production centre for wax crayons, the room has an exceptionally high ceiling. That gives it a great openness, allowing for the free passage of thoughts and ideas. This is a place where product and quality development takes place, where research is carried on, a venue for painting courses and seminars. Capable of accommodating 20 to 30 people, the 'think tank' can equally be used just as a place of interaction. It was important to us to create space in every sense of the word. We

focused with great intensity on the question of what ideas are needed, if we are to be capable of facing the future. Now a place has been created which offers space for this very purpose, and aims to let ideas become possibilities.

The special thing about this place is that while its location in the building makes it reminiscent of the past, at the same time it also points to the future. The idea of making this place happen has long been a cherished project at Stockmar – and now it has actually come to be, as a symbol of our care for tomorrow, coupled with the retained awareness of our origins. This is a space for change and transformation, for organically unique development.

* 'Der Gang aufs Land. An Landauer' ['The walk into the country – to Landauer'] is an unfinished elegy by Friedrich Hölderlin. It starts with the invocation 'Komm! ins Offene, Freund!' ['Come! – into the open, my friend!'].

'But suddenly some new blue seemingly is seen'



Blue Hydrangea

*Just like the last green in a colour pot
So are these leaves, withered and wrecked
Behind the flower umbels, which reflect
A hue of blue only, more they do not.*

*Reflections are tear-stained, inaccurate,
As if they were about to cease,
And like old blue notepaper sheets
They wear some yellow, grey and violet,*

*Washed-out like on a children's apron,
Outworn and now no more in use:
We contemplate a small life's short duration.*

*But suddenly some new blue seemingly is seen
In just one umbel, and we muse
Over a moving blue delighting in the green.*

Rainer Maria Rilke

Rainer Maria Rilke wrote his sonnet *Blue Hydrangea* in Paris in July 1906. This image of transformation is appropriate to the present issue, in many different ways. We have here first of all the interplay of colours, which became ever more important to Rilke in his Paris period through his encounter with Auguste Rodin and Paul Cézanne. In this sonnet the colours have quite a special quality. Not the hydrangea itself, but the blue of its petals and the green of its leaves press into the foreground and generate – along with the harmony of the words and the rhythms – their own kind of symphony of colour. On the one hand the perceived qualities of the things themselves, like the withering and perishing, are very precisely incorporated in the picture. But on the other hand, the play of colour also, and above all, opens up to us space for associations.

art & more

Just as in reading we are brought back to the object itself, the hydrangea, the image of its Renaissance touches on a motif which, along with the idea of association, runs through this issue like a golden thread: that of renewal as an ongoing process of development from within, as a result of which 'a moving blue delighting in the green' – and a whole lot more – becomes possible.



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