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*Dear readers,*

*The spatial and cultural confinement of the last year has presented us with significant challenges. Terms such as vision, farsightedness, outlook and even narrow-mindedness emphasize that we as humans need perspectives and visions of the future to avoid becoming mentally and spiritually constricted. Diversity, more than ever before, is both an imperative and a challenge of our times. 2020 called for diversity rather than monotony, because monotony leads to stagnation. However, we should not equate monotony with simplicity. Art teaches us that an apparent scarcity of basic materials offers us exceptional creative stimuli.*

*In this issue, the "Art & more" rubric focuses on Goethe's "Theory of Colours". Compiled in 1810, it was not only said by the master himself to be his most important work, but is also highly topical right now, as you will see. A look at the colour wheel is particularly meaningful for us since it is not only an integral part of our logo but also the springboard for both our products and our corporate culture and policy.*

*Our intention in this issue is to make a case for diversity, since it is profoundly human and a vital spark for the future. In this spirit, we cordially wish you all the best for a peaceful, creative new year.*

*Kind regards,*

*Inke Kruse*

# Life is colourful!

It is no coincidence that the powerful yet harmonious colour palette of all STOCKMAR products is oriented on Goethe's colour wheel. We use this knowledge of how colour affects all the human senses and how the artist plays a key role to develop products that foster artistic experience and appeal to all the senses. Colour has a taste and smell; it cheers, calms, strengthens, enlightens and encourages. Like life itself. Our logo is based on the same colour wheel and thus embodies all these qualities as our "essential traits".

However, it is not only our colour palette that embodies our values of vitality, humanity, diversity – our wax materials also symbolize the creative mission which we as a company are constantly formulating. We do this in many different ways – in our day-to-day dealings with our colleagues, in our insistence on aesthetic management and eye-level cooperation, and not least in our decision to play a proactive part in the process of shaping and changing society. Our products are therefore born out of a dedicated teaching community's demand for teaching materials of a whole new standard of quality, i.e. they are a response to social stimuli rather than being developed with an eye to the market. However, we are equally committed to eco-

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## Creating art and shaping society

*According to Joseph Beuys' theory of "social sculpture," every one of us can contribute to the well-being of the community by being creative and thus "sculpting" society. STOCKMAR believes that this is its future mission – to enable people to shape global society by exploring their artistic side.*

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## INSiGHTS





## PROSPeCTS

logical sustainability, because we know that biodiversity is a vital element of nature. The fact that bees are not only our most industrious but also our most sensitive co-workers is just one example of this.

Every one of us feels intuitively drawn to nature – which is not really surprising, since we came from her womb. Small children in particular are fascinated by all living things. This sense of wonder should be preserved and cultivated. This is a task in itself – more precisely, an educational task. Sometimes it can help to focus on the meaning of the word, since education also encompasses forming and shaping – in both the artistic and the intellectual sense. However, diversity also means forbearance. It teaches us to be tolerant and to respect the views of others, even though we might not share them. It is a perennial task for the future, an educational path that every one of us has to follow.

Diversity is not only a vital part of life, it is also profoundly alive. And human. Just like art. Our ability to create art is one of the qualities that make us human and distinguish us from animals. And this is exactly why the struggles of the last year have been a wake-up call – art and culture might not be considered “essential” but they are vitally important for humanity!



# Colour works

Johann Wolfgang von Goethe already knew that colour has an effect. In contrast to the quantitative recording of natural phenomena that had been standard practice in the natural sciences until then, Goethe's "Theory of Colours" focused on what can be perceived by the senses, the qualitative element. Measurability is superseded by experience. Goethe's theory of colours assumes that colour as such only comes into being in humankind's inner vision, which is why it has a direct impact on humans and their psyche. According to Goethe, the nature of colour, like human character, is experienced much more acutely through what it does than through mere descriptions of its condition. Colours are accordingly "acts (and afflictions) of light".

This is why the "Theory of Colours" – which Goethe incidentally believed was his most important work – engages with the polar opposites of light and dark. Beginning with the three primary colours of yellow (light), red and blue (dark), all the other colours in the so-called colour wheel originate in between – when the primary colours are mixed or enhanced. The immense diversity of colour is accordingly the result of compositional processes that can only come into being with creators of art. Colour also has an effect on creative people and is interactive in the best possible sense. This view shifts living organisms into the focus of scientific observation, displacing the analysis of dead matter and placing humanity at its heart. This knowledge is part of our DNA and goes right to the heart of our products – and not only there.

The anniversaries soon to be celebrated in "Art & more" invite us to look forward with joy. STOCKMAR will be celebrating its 100th anniversary in 2022, while Joseph Beuys would have celebrated his 100th birthday in May 2021. For him too, key questions include who creates art ("Every one of us is an artist!") and how power of art of can shape society and bring about healing. This is a common theme that will accompany us through the next few issues.



## ART & MOre



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