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Everybody is an artist

Dear Reader,

It's hard to believe, but you're already reading the second edition published in this, our anniversary year. In early summer, we celebrated together with friends of STOCKMAR at our home in Kaltenkirchen. This celebration made it apparent what connects us all. It is our common attitude and outlook, which we will focus on in the pages of this edition. And too the conviction that art makes sense. Once again, we underscored the fact that we see ourselves as a community that wants to bring art and meaning together. In the true Beuysian sense, we don't just mean art as the act of creating, but rather also the social process of design. Joining art and meaning in this way can certainly be seen as a new beginning. Or at an absolute minimum, the start of a new common century.

In order to celebrate this with you, there is a giveaway in this anniversary edition, an edition that proudly flies the rainbow of diversity and which is, in keeping with STOCKMAR's values, dedicated to tolerance and hope for the future.

Best regards,

Inke Kruse



To the future

Since the beginning of the year, politicians have been speaking of a new era dominated by external forces that must continue to be faced with determination for some time. Today, I'd like to reflect on turning points born from an innate necessity. In preparing for our anniversary, we constantly looked at how far we had come, which, of course, gave us a sense of gratitude, but the entrepreneurial spirit has always been a forward-looking one. And this brings us swiftly back to childhood. The justification for our corporate actions is that our products and all our projects are focused on the wellbeing and nurturing of children. This impulse was born in the previous century and has its roots in the Waldorf movement, so this can be viewed as the guiding vision that forms the foundation of STOCKMAR. When a company comes up to its centenary, however, it becomes clear that it cannot all be explained by one man's legacy, but rather must expand beyond this to touch on future generations.

Arriving at this point can be quite challenging in that it forces us to let go of our own interests and focus on others. If we look back at the founder of the company, Hans Stockmar, it is easy to see that *STOCKMAR has developed its own personality over the course of the last 100 years. To a vision, an expression. A value that is linked to a lifestyle that is encompassing respect, appreciation, open communication and a forward-looking desire to create. STOCKMAR not only gave the company his name but his attitude.* And it is this attitude that we share with our international network—this is exactly what makes it so powerful.

Our anniversary, which we celebrated with friends of the company in early summer, could be described as a reflection of this inner turning point.

A relaxed gathering where the masks were finally removed in both a figurative and literal sense, and we were finally able to meet again face-to-face. Maybe it was the claustrophobic feeling outside that we have experienced over the past years



that led to this turning point. The process of inversion would also be an appropriate image. Only by accepting this moment, joining in with the rhythm and, in the best case, helping shape the movement, can we come through this. Closeness is followed by distance, and both are part of the development process—both for people as well as, for instance, a company.

This is what we experienced at the anniversary celebrations. Acknowledging a common attitude that allows us to leave our own biographies behind and look to the future. A common acknowledgement of an attitude named STOCKMAR. A date with the future.

INSiGHTS PROSPeCTS

Everybody is an artist



In our anniversary year, this motto expresses our feelings very well. Our anniversary celebrations were not only designed by our colleagues. A 14-meter-long garland was hung around our warehouse, and our logo blossomed in the full range of colours as a flower display in our garden. All artistic contributions to the party were designed by our partners—a bass brand trio from Kattendorfer Hof played for us and kvartier minne-colson, a community that focuses on art, performed a speech-duet for us. The program was rounded off with a historical contribution that honored Hans Stockmar as Righteous Among the Nations.

Diversity is part of our DNA and this was reflected in the many beautiful contributions to our celebrations. And this diversity can also be seen in our anniversary-year special edition — the limited rainbow edition. Around the world, the colourful rain-

bow is recognized as a symbol for hope, tolerance, and diversity. These are values that STOCKMAR identifies closely with. With an emphasis on each of the six colours in our logo, this edition represents diversity, while the gold and silver reflect the celebratory character of our anniversary year. This edition was made with beeswax sourced from species-appropriate apiculture in Northern Germany.

We are giving away this special edition so that you, too, can celebrate with us. Please send an email with the subject **“Rainbow edition giveaway”** to: info@stockmar.de

ART & MoRE



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