

# sinne.formen

STOCKMAR Special Edition | 2016

Dear Stockmar and Mercurius Partners,

Welcome to our first international edition of **sinne.formen**! Partnership and dialogue belong together – in order to keep you informed about everything that is near to our heart at Stockmar, here is our new Stockmar themed brochure.

A regular feature of **sinne.formen** is the **insights** into matters we at Stockmar are concerned. Under the heading of **prospects** we look at projects and undertakings that are particularly important to us. And then, on the last page, we have a section on **art and more**, dedicated to artistic and social processes. This brochure is the introduction to the international edition of **sinne.formen** – containing a selection of themes particularly dear to our heart, because they are closely linked to our origins.

So in the middle section we focus on what is undoubtedly our most precious raw material, beeswax, in this context we are concerned with future-related issues. How should we respond to the rising prices of raw materials, how do we relate to raw materials as such, and at the same time do justice to your and our expectations in terms of quality and sustainability? These questions come into particularly sharp focus when we view them in relation to our number one 'supplier' – the bees themselves. The bee population is also a symbolic illustration of the enormous power of functioning communities.

In our last article we contemplate the question 'What does art make?' As understood by Joseph Beuys, it has the power to generate 'plasticising' impulses which can change and shape society. Every individual human being, in his view, has the capacity to become an artist, if they are only allowed – whether in childhood or in old age. So one answer to the question might well be, 'Art makes sense'.

Yours  
Inke Kruse



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# Beeswax, A Precious Raw Material



Beeswax is undoubtedly the component of our products that makes the most powerful sensuous impression. So we would like to provide a few insights, as well as looking at the prospects of this precious raw material. As a matter of fact, Stockmar originated with a wax smelting factory. So ever since the start of productive operations we have been involved with beeswax as a raw material. Another of Stockmar's starting points may be seen in what we call the 'quality-aware customer'. Above all our customers in the school and kindergarten sector – teachers, educators and also parents – value our products because of their colour quality and painting properties. And also like us, they have a profound interest in health, the environment and sustainability.

The properties of our products are derived from the requirements we detect in an ongoing dialogue with educationalists and artists: a powerful application of colour without pasty consistency, mixable colours and suitability for glaze (layered) painting. We do not include any filling materials, and so offer a higher proportion of colour pigments. This forms the basis for the strong application of the colours. Our colour range has been developed on the basis of Goethe's colour circle, to which you can find an allusion in the logo of our theme brochure. Along with the choice of pigments, the colour strength of our products is also crucially dependent on the mixture of pigments and other ingredients. When it comes to glaze painting, for instance, the balanced composition of the wax components is the crucial factor.

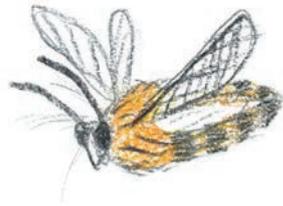
The beeswax we use not only gives our wax paints and crayons their very agreeable scent, it also guarantees just the right degree of transparency. Too much beeswax, on the other hand, would be detrimental to the painting characteristics – too little colour would be applied, the colour shades would be distorted and the pigment would be sticky. As we know, beeswax is an extremely precious and limited natural resource. In the interest of responsible and natural beekeeping, we therefore deliberately adhere to the principle of 'As much as is necessary, but as little as possible'.



**insights**



# Natural Beekeeping



Bees are indispensable to our ecosystem. They pollinate the majority of all wild and commercially grown plants, and so are responsible not only for the variety of species but also for our food supply. At the same time, bees are exceptionally sensitive beings and react immediately to various stress factors. Not infrequently this leads to the extinction of entire bee populations. Beekeeping that takes the bees' nature into account (like any other kind of animal husbandry) calls for a respectful attitude to the species in question and is based on consideration of its natural needs.

Founded in 1985, Mellifera is a registered association that has played a pioneering role in connection with natural and ecological beekeeping. Mellifera organises events and

Bees' products are essential for our products – but that is not the only reason why we feel close to them. One of our former employees regularly brings the yield from his hives to our building, and uses the premises to bottle his honey in jars. This creates a few sticky smears, so our colleagues are also glad to see him go again, but at least we regularly get to enjoy the fruits of his labor.

## prospects

issues publications that cast light on the world of bees, and takes part in research projects, some of them dedicated to finding new methods of treatment for diseases affecting the sensitive creatures. In addition, the association offers seminars on beekeeping at its own teaching and research apiary in Fischermühle. An initiative entitled 'Bienen machen Schule' ['Bees make school', or 'Bees catch on'] has been bringing beekeepers and educationalists together. Anyone who is familiar with our wax products will certainly understand that it is crucially important for us as a company to support Mellifera's work!



**W***e would like to extend this pleasure to you, and present you with a jar of naturally pure biological honey from north Germany, bottled at Stockmar.*

[www.mellifera.de](http://www.mellifera.de)

# What Does Art Make?



Miranda, 12 years old

Child development is powerfully influenced by creative processes. For example, children's acquisition of language is crucially dependent on their having the opportunity of perceiving different colours, forms and surface textures through their senses. Every new experience has a new expression allocated to it, forming the basis for variety in thinking and speaking. It is not difficult to imagine how even a wide range of forms in just one single material, like plastic for instance, is rapidly going to lead to a deadening of the perceptions, because everything feels just the same to the touch. In view of their unconditional will to develop and associated readiness to engage in experimentation, children are unbelievably creative – or as Stockmar says, 'Because children are artists.'

Joseph Beuys' theory of 'social plastics' states that all human beings can contribute to the good of the community through their creative actions, and so have a 'plasticising' effect, so to speak, on society. This idea likewise gave rise to the well-known quotation, 'Every human being is an artist', seeing that the conditions for this kind of artistic creation – any kind of creative, social activity – are something that every human being is already equipped with. This view of art is no longer just aimed at bringing objects into the world; on the contrary, it aspires to make the social organism fit for human beings. What art does here is renewal – replacing antiquated life forms with new ones. Or as Beuys writes in a graphic of 1985, 'I hereby take my leave of art. Joseph Beuys' – taking his leave, that is, of art as it has been understood in the past, the conventional art scene.

Whether you look at children's first watercolour efforts in the kindergarten, or with Beuys contemplate perspectives of social development – it is common to creative processes that they are all meaningful in their different ways. So a possible answer to the question 'What does art make?' might well be, 'Art makes sense!'



## Imprint

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Borsigstraße 7 • D-24568 Kaltenkirchen

EDITORS: Inke Kruse (V.i.S.d.P.), Corinna Maliske

ILLUSTRATIONS: Miranda (12 years old)

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