

sinne.formen

STOCKMAR brochure | Fall 2018

Dear Readers,

Nearly every time we put together an issue of sinne.formen, a common thread emerges that weaves itself through each article and ties them together, even if no such idea had been previously agreed upon. In this edition, that thread is creativity. But what does creativity mean to us? To you?

A look at the word's etymology leads us a ways from its contemporary meaning in reference to works of art. "Creativity" comes from the Latin *creare* – to make, to bring forth, to produce something new. Such creative processes do not occur exclusively in the making of art. For one, we experience them here every day, even in production, and they are fundamental in all spheres of life.

This is why the film 'Why Are We Creative?' examines a series of interviews spanning 30 years that director Hermann Vaske conducted on this topic, and not only with artists, but with the *crème de la crème* of politicians, philosophers, and scientists. Read more on this in the art & more section, and let us know what creativity means to you.

If you wonder how creativity (and courage!) apply to the energy revolution, the adventure of the "Tres Hombres" details how the eponymous trio crossed the Atlantic on a cargo sailing ship with only the wind to power their journey. Climb aboard and join us on the voyage through this edition!

Yours most sincerely,
Inke Kruse



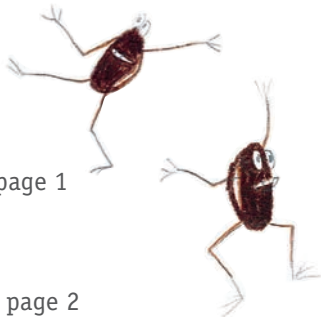
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'Why Are We Creative?'



Dare to try new things: creativity and the energy revolution

Our own sustainability adventure takes us back directly to the founding of STOCKMAR, and a progress report on our work-to-date would certainly be worth our while to publish. That's why we're looking today at an excerpt from one of the many stages of that progress: the question of sustainable mobility. We have already reported on our charging stations, which have so far supplied our company's electric cars with the energy they need. This topic has found a place in our insights & prospects section, and not without reason: this is not a matter to be developed behind closed doors. On the contrary, we want to fling the doors open and include our neighbors and those around us. We opened a new, high-speed charging station in November in Kaltenkirchen, Germany that is now also available for public use. And should you soon hit the road on electric wheels and find yourself in our area, we will await your visit with bells on.



We were enthralled by a much more large-scale journey that we also wanted to offer a glimpse of, a journey that shows how adventurous and creative sustainability can be.

In 2000, three passionate sailors met each other on the training vessel Europa. The ship's captain gave the three young adventurers the nickname "Tres Hombres". The trio of trainees – Andreas Lackner from Austria as well as Jorne Langelaan and

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Arjen van der Veen from the Netherlands – turned out to not just be enthusiastic sailors but also visionaries. With help from 150 volunteers from 25 countries and 160,000 hours of hard work, they turned a ramshackle ship into a cargo sailing vessel ready for the high seas. Thus, the flagship of the first emissions-free commercial



fleet traversed the Atlantic under the name Tres Hombres – all because Andreas Lackner wanted to go the extra nautical mile. In addition to more fair and organically minded production, he wanted to bring a fresh perspective to transport routes that had long been subject to abuse from CO² and create something more environmentally friendly.



With this mission in mind, the Tres Hombres set sail to the Caribbean on a treasure hunt for organic and fair-trade cocoa beans from the CONACADO cooperative they could bring home to Europe. They dropped anchor in Amsterdam, where the private manufacturer Chocolatemakers turned their cocoa beans into organic chocolate. There, the #Schokofahrt initiative took over. They run locally organized cargo bike tours to cities like Hamburg, Germany and ensure the chocolate never comes into contact with pollutants: it is

**Tag along next time on the open road ...
or would you prefer the open water?
Learn more about the projects here:**

www.treshombres.at
www.schokofahrt.de
www.chocolatemakers.nl

PROSPeCTS

sustainable, not for profit, and CO²-neutral. Such a “chocolate caravan” even operates out of Hamburg, which is how our order will make it to Onkel Dieter’s Naturkostladen in Reinbek, Germany. From there, we will be able to pick it up with our electric car to have the chocolate available in time for the holiday season.



'Why Are We Creative?'

"It is much better to travel than to arrive."

Stephen Hawking



The new film 'Why Are We Creative?', released this fall, is based on the interview project 'Why Are You Creative?' by director Hermann Vaske. It takes us on a unique journey through the many facets of creativity. Vaske spent 30 years posing the titular question to artists, musicians, politicians, philosophers, and scientists. From David Bowie to Vivienne Westwood, John Cleese to Marina Abramović, as well as political figures including Nelson Mandela and Mikhail Gorbachev, the participants run the socio-cultural gamut. The lineup also includes Stephen Hawking and the Dalai Lama.

The result is more than a must-see silver screen attraction. In an exhibition with the same name recognizing the project's 30th anniversary, the Museum For Communication in Frankfurt, Germany put sketches, texts, and illustrations on display with corresponding excerpts from the film. An empty room in the exhibition area invites visitors inside to document their own take on the subject.

The question is exciting enough on its own merit; what makes it more exciting are the varying and occasionally surprising perspectives shared by the participants. The question of creativity is also an essential part of our day-to-day work at STOCKMAR. It touches on the core of our enterprise and drives constant further development of our products. We approach the question from every angle, considering its implications for our business culture and our aspirations of aesthetic management – topics we have already addressed in previous editions.

The continuing discussion around creative processes is, for us, not merely theoretical. We also approach the subject artistically in the context of regular quality training. Renovations over the last few years resulted in an on-site

"think tank", an open room that acts as an educational space which we like to fill with ideas. We recently got busy working on the color wheel that is central to STOCKMAR, and did so in a painting course under the tutelage of the Kunstakademie Hamburg's* very own Joachim Heppner. The results were as varied and unique as the employees

ART & MOre

themselves who worked on it. After all, even Goethe's color wheel was meant to evolve, and it is as alive and dynamic as the artists who ponder it.

*www.kunstakademie-hamburg.de



iMPRINT

PUBLISHER: Hans Stockmar GmbH & Co. KG
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www.sabinegasser.de, Hamburg
PRINTER: Die Printur
www.dieprintur.de

www.stockmar.de