

# ORNAMENTA 2024

## Reimagines Germany's Northern Black Forest Region

Press conference  
29th September 2023

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Jewelry Museum, Reuchlinhaus  
75173 Pforzheim  
Germany

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ORNAMENTA 2024 is a regional cultural programme in Germany's Northern Black Forest (Nordschwarzwald) that will take place from July to September 2024. Held first in 1989, Ornamenta will be re-launched as a platform for contemporary cultural development manifested through exhibitions, public installations, performances, galas, symposiums, and community events.

Local citizens, curious neighbors, and adventurous (inter)national visitors are invited to discover the often-overlooked Nordschwarzwald and to collectively reimagine the region through an exhibition route. The Northern Black Forest, made up of the cities of Alpirsbach, Calw, Pforzheim, Nagold, and Maulbronn, is a destination for nature tourism. This region of perpetual natural beauty also harbors fine metal industries, small spa towns, and a rich variety of communities and cultural landscapes.

Ornamenta literally blurs the region's borders. For three months, municipal districts will be replaced by five thematic neighbourhoods – Gemeinden in German – that investigate topics of local and European relevance. These new Gemeinden, named Schmutzige Ecke, Zum Eros, Inhalatorium, Bad Databrunn, and Solartal, address and articulate issues that affect people across all layers of society. From sunshine and access to clean air to social taboos and technology, every Gemeinde is a site for interaction. Local communities and clubs present unexpected partnerships with international creatives, heritage institutions meet progressive artists, and designers propose new ideas to industries in the region.

Ornamenta is dedicated to long-term development. The program has a strong focus on fostering emerging talent and creating opportunities for new generations of creatives, artists, and social organisations through the commission of temporary and permanent works. By setting up partnerships with regional industries and exhibiting works in unconventional, non-institutional contexts, the Nordschwarzwald will become a meeting place for the culturally curious – tightening relationships between local, national, and international audiences.

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### Highlights of the ORNAMENTA 2024 programme

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#### **Inhalatorium**

In the Inhalatorium neighbourhood, Ornamenta brings together people looking for clean air and explores new ways of sharing it. One of Pforzheim's most popular shisha bars will be the source of a mobile smoking kit prototype. Smoking artefacts from various European archives will be presented at the Reuchlinhaus Pforzheim. Paris-based philosopher Makan Fofana and Berlin-based curator Yasemin Keskinetepe will reflect on this collection and create an installation in the disused mediaeval mine in Heilstollen Neubulach. Witness a re-enactment of the performative piece *Black Ball* by Karlsruhe-born artist Yvonne Dröge Wendel, with an enormous air-filled latex ball being pushed through villages and towns in the region.

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#### **Schmutzige Ecke**

We confront taboos, uncover dark secrets, celebrate labour and circularity in the Schmutzige Ecke. Small-scale local breweries, art-directed by Henriette Waal from Atelier Luma, explore the future of beer drinking. The Design Akademie Saaleck reflects on objects with a dark past and uncomfortable monuments. A public artwork by Berlin-based design group Spazio Cura negotiates old and new architecture, repurposing found fragments of buildings from the region to demarcate a park that will host native plant species in the middle of a new residential neighbourhood.

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#### **Solartal**

Solartal celebrates the region's reputation as one of the sunniest parts of southern Germany. Paying homage to our sun as a symbol for a brighter future, we look into paths connecting the Northern Black Forest to places beyond. Perrot, the Calw-based clock manufacturers, present a fresh take on their couture of clock production with typographer and feminist Charlotte Rohde through a sundial designed for homes and offices. The local mosque, DITIB Fatih Moschee Pforzheim, will host a salon on solar energy, inviting local experts to enter an international dialogue on sunny futures.

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## **Zum Eros**

The library of the University of Applied Sciences Pforzheim will temporarily transform into a campus for kinship. In a specially designed chapel at the Wildpark Pforzheim, visitors can perform weddings between humans and their beloved objects, supported by the local jewelry manufacturer Binder & EGF. The local, social workplace Q-Prints & Service and the Deutsche Naturheilbund (German naturopathic association) join forces with French landscape architect Céline Baumann to present a garden of aphrodisiac plants.

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## **Bad Databrunn**

Bad Databrunn presents forward-thinking spa towns as the antidote to a society close to burnout. It is a haven for digital detoxes, allowing us to reflect on our relationship with the digital. Architecture studio Ossidiana presents an innovative office integrating exercises inspired by Sebastian Kneipp, one of the forefathers of naturopathy, that improve physical and mental health in the workplace. The education and vocational training organisation BFW, from the regional spa town Bad Wildbad, opens a library of bodily fluids in collaboration with the Pforzheim Goldsmith and Watchmaking School and WaterSchool Rotterdam. The artist duo Veronika Sedlmair and Brynjar Sigurðarson reveal a new public, mist-emitting sculpture at the river Enz.

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## **About Ornamenta**

The first edition of Ornamenta was held in 1989 in Germany's former Goldstadt Pforzheim with a focus on international schmuck (jewelry art). Despite local success, the program did not continue. Thirty-five years later, ORNAMENTA 2024 is set to welcome both residents and visitors through a quinquennial program that starts from these multidisciplinary roots. Ornamenta is organised and facilitated by Ornamenta gGmbH and supported by the Municipality of Pforzheim, Enzkreis, Landkreis Calw and a range of regional corporate sponsors and partners.

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## **About the Curatorial Team**

The City of Pforzheim organised an open call for curators which led to the appointment of a three-headed curatorial group. Katharina Wahl, Willem Schenk, and Jules van den Langenberg proposed working with local communities, artists, and emerging companies to develop five themes that reflect topics relevant to Europe, manifested in a region-specific manner.

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## **Colophon**

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Chairman of the supervisory board:  
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