
Press Kit
ORNAMENTA 2024

5 July – 29 September
Region Nordschwarzwald

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ORNAMENTA 2024

1. About ORNAMENTA 2024

Taking place from July to September 2024, Ornamenta is a regional quinquennial for arts and design in Germany's Northern Black Forest. Held first in 1989, Ornamenta returns in 2024 as a platform for contemporary cultural development, which takes place through site-specific exhibitions, public installations, and events. Local citizens, curious neighbours, and adventurous national and international visitors are invited to discover the Northern Black Forest area through different exhibition routes set out by Ornamenta. The Northern Black Forest region includes the cities of Pforzheim, Calw, Bad-Wildbad, Nagold, and Maulbronn, and is a popular destination for nature tourism. Besides its perpetual natural beauty, the region is also home to fine metal industries, small spa towns, and a rich variety of people, communities and cultures.

Concept

Ornamenta literally blurs the borders of the region. Between July and September 2024, existing municipal districts will be replaced by five thematic neighbourhoods – "Gemeinden" in German – each investigating specific topics that are of local and European significance. These new Gemeinden, named Schmutzige Ecke, Zum Eros, Inhalatorium, Bad Dabrunn, 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. Ornamenta is a platform for local communities and clubs to engage in partnerships with international creatives, for heritage institutions to meet progressive artists, and for designers to propose new ideas to industries in the region.

The Ornamenta programme is composed of five thematic exhibitions, one for each Gemeinde, along with newly commissioned public artworks, and various events such as listening sessions, tasting events, talks and collaborative performances. The curatorial team selected artists and designers with a focus on emerging talent, fostering opportunities for new generations of creatives, artists, and social organisations. Artworks and design objects are shown in unconventional locations, transforming the Northern Black Forest into a meeting place for the culturally curious – tightening relationships between local, national, and international audiences.

Curatorial programme

Black Forest based retailers, companies and entrepreneurs worked with curator Willem Schenk and carefully selected upcoming international designers, fashion experts and jewellery makers on projects giving new entrepreneurial perspectives. For instance a newly made seasonal commodity: the Black Forest Cake in the form of a cocktail, with a longer shelf life than any fresh cake, can be experienced in a series of tasting events. Or for example prototypes and services that enable transforming society from self-centred to sun-centred, shown in a group exhibition around a luminous courtyard.

Black Forest based clubs, communities, grass-root organizations and schools worked with curator Katharina Wahl and upcoming socially engaged makers and thinkers on projects giving new societal perspectives. For instance a yard for intimacy, botany, and health constructed on a historical pharmacy garden. A water bar with educational purposes informs visitors about flows and regulations of our bodily fluids. Find also a series of listening events in a healing cave, where the youth culture around hookah pipes is tied in with the regional air spa towns.

Black Forest based museums, heritage sites, art collectors and property developers worked with curator Jules van den Langenberg and upcoming European artists on site-specific works giving new autonomous perspectives. For instance a public artwork merging craft and technology to occasionally emit rainbows over the river Enz. A park-like public space is reconfigured from abandoned architectural fragments, local leftover materials, and newly designed elements. A performance series throughout forested landscapes and timber-framed historic villages makes us aware of the air we share.

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Highlights of the programme

Inhalatorium

In the Inhalatorium neighbourhood, Ornamenta brings together people looking for clean air and explores new ways of sharing it. Smoking artefacts from European archives blend with virtual narrative devices in the Reuchlinhaus Pforzheim. Paris-based philosopher Makan Fofana and Berlin-based curator Yasemin Keskintepe will reflect on these artefacts and present an audiobook 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 ball, seemingly devoid of form and function, being pushed through villages and towns in the region.

Schmutzige Ecke

We confront taboos, uncover dark secrets, celebrate labour and circularity in the Schmutzige Ecke. Small-scale local breweries and young designers, art-directed by Henriette Waal from Atelier Luma, explore the future of beer drinking. Alumni from dieDas Design Akademie Saaleck reflect on objects with a dark history and shed light on 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.

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 brighter futures, 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 the public as well as homes and offices. Dutch designers buro Belén interact with regional- and Paris-based company La Biosthétique, creating an open air Solar Salon. Blending forward thinking material research with wholistic approaches to living with the sun, they create a pavilion for new beauty rituals and solar gatherings.

Zum Eros

The terrain around the Wildpark, a local zoo on the outskirts of Pforzheim, will temporarily transform into a campus for kinship. In a specially designed chapel in the Ewald-Steinle-Haus at the Wildpark, visitors can experience new binding rituals between friends, lovers, or humans and their beloved objects, designed by Tatjana Stürmer and Diane Hillebrand with support of the local jewellery manufacturer Binder & EGF. The regional social workplace Q-Prints & Service and the Deutsche Naturheilbund e.V. (German naturopathic association) join forces with French landscape architect Céline Baumann to present an inclusive garden of aphrodisiac plants.

Bad Dabrunn

Bad Dabrunn presents future-oriented 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 virtual realm. The vocational training organisation BFW, from the regional spa town Bad Wildbad, opens a Library of Bodily Fluids in collaboration with Pforzheim's School for Goldsmiths and Clockmakers and the WaterSchool by studio Makkink & Bey. German-Icelandic artist duo Veronika Sedlmair and Brynjar Sigurðarson reveal a new public artwork, a mist-emitting sculpture at the river Enz that creates an artificial rainbow at the right time of the day.

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2. Curatorial Team

Katharina Wahl

The freelance designer Katharina Wahl (1977) works for cultural institutions or in the industry, e.g. kvadrat, Messe Frankfurt, Design Museum Gent, Hermitage Amsterdam and Royal Tichelaar Makkum. Wahl shows extensive experience in teaching the next generations of designers in academic contexts. For years, she actively shaped the future of (product) design by developing teaching formats and projects as a member of the University Council of the Karlsruhe University of Arts and Design. In the curatorial team of Ornamenta she initiates and co-develops collaborative encounters with non-profit associations, educational initiatives, clubs and cultural institutions.

Willem Schenk

Willem Schenk (1990) works as a Creative Consultant and specializes in the fields of brand strategy, immersive retail experiences, and cultural programming. He has provided consultancy services in Amsterdam, Paris, and New York City for the watch and jewellery industry, premium department stores, and trend forecaster Lidewij Edelkoort. Schenk gained global attention as co-founder and coordinating producer of the first three editions of New York Textile Month, a cultural festival celebrating textile creativity in all its facets. At ORNAMENTA 2024, he stages different types of collaborations between emerging designers and businesses, markets, and industries in the Northern Black Forest region.

Jules van den Langenberg

Jules van den Langenberg (1988) develops scripted works. In the roles of curator, film- and performance director and writer he makes exhibitions, scenographies, installations and texts. Throughout his life, in friendships, education and travels, van den Langenberg focuses on the dramaturgical and immersive qualities found in the existence of cultural workers, going to school, class mobility and cultural infrastructures. Van den Langenberg made exhibitions and programmes at Van Abbemuseum, Het Nieuwe Instituut, Textielmuseum, London Design Biennale and Dim Sun Lausanne. His texts include De Witte Raaf, Sandberg Instituut, artist Wouter Pajmans and he lectured at Hochschule für Gestaltung Karlsruhe, Gerrit Rietveld Academie and Design Academy Eindhoven.

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3. Collaborators

3.1 Autonomous perspectives

- Artist Yvonne Dröge Wendel (NL) with performers Franziska Lyon (DE), Johanna Heilig (DE), Justus Lietzke (DE), Kosmas Dinh (DE) supported by ISSP-Schmuckmuseum (DE)
- Artist duo Veronika Sedlmair (DE) & Brynjar Sigurðarson (IS) supported by Co. Kärcher industrial cleaning systems (DE)
- Artist collective Spazio Cura led by artist Thorben Gröbel (DE)
- Artist Wiktoria Wojciechowska (PL) supported by gem stone gallerist David Feulner of Schütt Edelsteine (DE) and chain producer Schofer (DE)
- BA Jewellery students (DE) of Pforzheim University with professor Christine Lüdeke (CH) in collaboration with jewellery students from Altinbas University, Istanbul (TR) and Deniz Ova, director of Salt (TR)
- Artist Josse Pyl (NL)
- Jewellery designer Martina Eberth (DE)
- Jewellery designer Kerstin Meyer (DE)
- Artist Martina Morger (LI)
- Curators of OPEN FOR MAINTENANCE, German pavilion of the 18th Venice Architecture Biennial consisting of architecture publication ARCH+ (DE), architects Büro Juliane Greb (DE), and Summacumfemmer (DE)
- Designer Basse Stittgen (DE)
- Designer Zeno Franchini (IT)
- Moderator and pastor Julia Kaiser of Matthäuskirche Pforzheim (DE)

3.2 Societal perspectives

- Community center Nähcafé Pforzheim (DE) with design studio Meyers & Fügmann (DE) run by Sarah Meyers (LU) and Laura Fügmann (DE)
- Berufsförderungswerk Bad Wildbad, (Vocational Training Center Bad Wildbad) (DE) and the Pforzheim Goldsmith and Watchmaking School (DE) with educational platform WaterSchool (NL) by Studio Makkink & Bey (NL), consisting of designers Rianne Makkink (NL), Jurgen Bey (NL), Jaja Pichaya Puapoomcharoen (TH)
- Social gardening of Q-Prints & Service gGmbH, with landscape architect Céline Baumann (FR)

- Healing cave maintained by the Municipality of Neubulach (DE) with philosopher Makan Fofana (FR) and curator Yasemin Keskin-tepe (DE)
- Geomancy Group Pforzheim with Mo Langmuir (UK) and collective STRL_ run by Samuel Collins and Shō Alexander Murayama (UK)

3.3 Entrepreneurial perspectives

- Designers Diane Hillebrand (DE) and Tatjana Stürmer (DE) for chain manufacturer BINDER Group (DE)
- Designer Philipp Schüller (DE) for bespoke fashion manufacturer Digel (DE)
- Designer Suzanne Bernhardt (NL) and artist Philipp Kolmann (AT) for retailer Juwelier Leicht (DE)
- Design studio buro Belén (NL) by Brecht Duijf (NL) and Lenneke Langenhuijsen (NL) for cosmetics company La Biosthétique
- Design studio ThusThat (NL) by Paco Böckelmann (DE) and Kevin Rouff (US) for precious metals recycling company Heimerle + Meule (DE)
- Jewellery designer Nanna Doll (DE) for manufacturer of orthodontic products Forestadent (DE)
- Henriette Waal, artistic research director of Atelier LUMA (NL) art-directing designers Jan Schulz (DE) Amalia Shem Tov (IL) Anthea Oestreicher (DE) Moreno Schweikle (DE) for family-run brewery Ketterer Brauerei (DE)
- Typeface designer Charlotte Rohde (DE) for manufacturer of tower clocks and bell rings PERROT GmbH & Co. KG (DE) supported by Helios Sonnenuhren (DE)
- Julius Schuster (DE), alumnus of BA Transportation Design for the automotive industry (DE) linked to Pforzheim University
- World Hope Forum, virtual platform by trend forecasters Lidewij Edelkoort (NL) and Philip Fimmano (AU)

4. Exhibition Venues

Reuchlinhaus Pforzheim

Jahnstraße 42 in 75172 Pforzheim

The Reuchlinhaus is a masterwork of post-war German architecture of architect Manfred Lehmbruck (1913-1993). Built in 1957-61 as a municipal cultural centre, it presents itself in the clean lines of the International Style. The Reuchlinhaus is home to the Jewellery Museum, the largest collection of jewellery-art in Europe, and the Kunstverein Pforzheim, a non-profit gallery for contemporary art. It takes its name in honour of one of the city's most famous figure, the scholar, writer and lawyer Johannes Reuchlin (1455-1522).

Contributors: Yvonne Dröge Wendel, Makan Fofana in collaboration with Yasemine Keskinetepe, Charlotte Rohde for Perrot, buro Belén for La Biosthétique, Mo Langmuir & _STRL with Geomancy Group Pforzheim, Meyers & Fügmann with Nähcafé

Matthäuskirche Pforzheim

Oosstraße 1 in 75179 Pforzheim

The Matthäuskirche is a Protestant church located in Arlinger Pforzheim. The church is one of the most important new church buildings of post-war modernism. The square shaped stones with octagonal recesses are made from the rubble of Pforzheim, which was almost completely destroyed on the 23rd of February in 1945 during WWII. It was the model for numerous post-war church buildings, the most famous being the Kaiser Wilhelm Memorial Church in Berlin.

Contributors: Henriette Waal, Amalia Shem Tov, Anthea Oestreicher, Jan Schulz, Moreno Schweikle, Spazio Cura, Studio ThusThat for Heimerle + Meule, Studio Basse Stittgen

Forum König-Karls-Bad Bad Wildbad

König-Karl-Straße in 75323 Bad Wildbad

The majestic König-Karls-Bad, used as a "Haus des Gastes" (Hospitality Center) from 1978 to 2010, was built in Neo-Baroque style at the end of the last century. Originally, it served spa guests as a thermal bath. In order to preserve the impressive cultural monument, extensive reconstruction and modernization measures were carried out in 2010. Centrally located in the town center, close to the Kurpark S-Bahn stop, the building now houses a variety of well equipped meeting and conference rooms.

Contributors: WaterSchool with School for Jewellery- & Clockmakers and Vocational Training Center Bad Wildbad, Studio Brynjar & Veronika, Wiktorija with Schütt Edelsteine

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Wildpark Pforzheim
Ewald-Steinle-Haus
Tiefenbronner Straße 100 in 75175 Pforzheim

The Wildpark Pforzheim is known far beyond its borders and attracts many visitors every day. Whether young or old, the wildlife park is a special free-access leisure and recreation facility. Close-to-nature enclosures and the keeping of Central European wildlife in social groups appropriate to the species' needs are the hallmarks of the Wildpark. Originally a private initiative, the city of Pforzheim now runs the Wildpark, continuously expanding it since the 1970s. The Wildpark in Pforzheim is one of the most unusual wildlife parks in southern Germany. It was even singled out for special recognition in "Die schönsten Wildparks zwischen Nordsee und Alpen – Deutschland wilde Tiere", the renowned international magazine "National Geographic" (Collector's Edition N.18), alongside 29 other parks.

Contributors: Philipp Schüller for Digel, Tatjana Stürmer, Diane Hillebrandt for EGF Binder, Céline Baumann with German Naturopathic Association and Q-Prints social gardening, Suzanne Bernhardt, Philipp Kolmann, BA Transportation Design and BA Jewellery of Pforzheim University

Heilstollen Neubulach
Ziegelbach 1, 75387 Neubulach

In Neubulach, special treatment in a healing climatic cave called speleotherapy has been offered since 1972 in a long-defunct medieval mine. The healing effect has been extensively researched in various scientific studies and is now recognized by the German Spa Association. Visitors can regularly book breathing therapy sessions or guided historical tours organized by a local non-profit initiative.

Contributors: Makan Fofana with Yasemin Keskintepe

Juwelier Leicht
Schmuckwelten - Poststraße 1, 75172 Pforzheim

Juwelier Leicht offers a wide selection of international jewellery and watch brands as well as jewels from its master atelier. As a "jewel among jewellers", jeweller Georg Leicht and his wife Silke have been running their family business for more than 60 years - with 10 jewellery stores in the most beautiful places in Germany. Their headquarter is located in the heart of the 'Goldstadt' Pforzheim, a German hub for fine metal industries.

Contributors: Philipp Kohlmann and Suzanne Bernhardt

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Zeller-Mörrike-Garten Nagold
Emminger Straße 42, 72202 Nagold

The Zeller-Mörrike Garden, located just ten minutes from Nagold city center, takes visitors back in time. In the year 1862, the pharmacist Gottlieb Heinrich Zeller and the famous poet Eduard Mörike met in an enchanting garden in Nagold. The fact that Zeller-Mörrike-Garden has not fallen into oblivion is primarily thanks to Elisabeth and Dr. Klaus Horn and the Zeller-Mörrike-Garden Association. Letters from Mörike's archive document that the poet was taking a cure at the Rötenbad in Nagold and that he was invited to Zeller's garden several times. Together with other literary enthusiasts, Horn fought to preserve the historical garden. In 2003, the garden, including the garden house and arbour, was finally placed under a preservation order. The town of Nagold bought the property in 2008 in order to secure restoration efforts of the premises.

Contributors: Céline Baumann in collaboration with the German Naturopathic Association and the social gardening of Q-Prints & Services gGmbH

Rainbow Fountain (public artwork)
Inselsteg & Auerbrücke Pforzheim

Contributors: Studio Brynjar & Veronika

Aphrodisiac Garden (public installation)
Zeller-Mörrike-Garten, Nagold

Contributors: Céline Baumann in collaboration with German Naturopathic Association and social gardening of Q-Prints & Services gGmbH

Inverted Paradise (a public park)
Vetterstr. 36, Mühlacker

Contributors: Spazio Cura

Sundial Series (public artwork series)
Bahnhofplatz Mühlacker
Gerichtsplatz Nagold
Leopoldplatz Pforzheim

Contributors: Charlotte Rohde for Perrot

Black Ball (performative installation in public)
At varying locations in the region

Contributors: Yvonne Dröge Wendel with ISSP – Internationale Gesellschaft der Freunde des Schmuckmuseums Pforzheim, Franziska Lyon, Johanna Heilig, Justus Lietzke, Kosmas Dinh

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5. ORNAMENTA LUST – Independent Programme of the Region

Ornamenta Lust is a parallel programme that embodies the diversity of the Northern Black Forest region and its evolving cultural landscape. Organised by the Ornamenta curatorial team, this initiative extends an open invitation to the region's local communities to contribute to the event with independent projects. This inclusive call to action is directed at a wide array of regional participants – from traditional spas, to artisanal bakeries, established cultural venues and emerging initiatives. By encouraging diverse makers to become part of the Lust Programme and joining one of the five thematic "Gemeinden", Ornamenta fosters a collaborative environment for exploring innovative ways of producing culture.

Participants (selection)

- All Cleared Out, Jewellery Museum Pforzheim
- Breathing and Seeing, Kunstverein Pforzheim
- Schmuck+, Old Slaughterhouse Pforzheim
- Open Atelier Peter Jacobi, Wurmberg
- Phönix Würm - East vs West, Football Club Würm
- Break on Through (to the other Side), Faustmuseum Knittlingen
- Reminiszenz, Monastery Museum Hirsau
- Calwer Open Air Cinema, Monastery Hirsau
- Lebensräume "when imaterial heritage becomes art", Atelier Ars Cubis in Calw
- Garden of Ornaments by Viron Erol Vert, Staatliche Kunsthalle Baden-Baden
- Hydromedia exhibition, Städtische Galerie Karlsruhe

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6. Fact Sheet

Title of the quinquennial:

ORNAMENTA 2024

Curatorial team:

Katharina Wahl, Willem Schenk,
Jules van den Langenberg

Managing Director:

Dr. Christian Saalfrank

Duration:

5 July – 29 September 2024

Opening hours:

Friday – Sunday
10 am – 8 pm

Opening weekend:

Preview: Thurs. 4 July 2024, 8 – 10 pm
Opening ceremony: Sat. 6 July 2024, 12 – 1 pm

First day open to public:

Fri. 5 July 2024, 10 am – 8 pm

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7. History of the ORNAMENTA 2024

ORNAMENTA 1 (1989)

First launched in 1989, the first edition of Ornamenta focused on jewellery and media art. Conceptualised as a world-expo of 'Schmuck', ORNAMENTA 1989 presented designers and artists from more than twenty-three countries around the Reuchlinhaus in Pforzheim, which houses Europe's biggest collection of Jewellery in the Jewellery Museum Pforzheim and which nowadays also hosts the Kunstverein Pforzheim. The exhibitions of ORNAMENTA 1989 were complemented by a public programme that brought together diverse perspectives on jewellery, design, culture, and commerce through a series of symposia, lectures, and workshops. Despite its local success, the programme was not continued. Thirty-five years later, ORNAMENTA 2024 is set to welcome both residents and visitors with a quinquennial programme that builds on these multidisciplinary roots.

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8. Contact

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