

Behind the scenes of Ornamenta
Press update November 2021

The contours of Ornamenta 2024 are taking shape - a new cultural event in Region Nordschwarzwald ranging from Pforzheim, Enzkreis, Calw, Freudenstadt and everywhere in between. Through performing a kind of acupuncture in the social fabric of the region, the curators of Ornamenta are mapping out specific people, places and products of the region that are open to reinterpretation with art and design.

Monthly try-out events, a weekly virtual open desk, and various field trips help formulate a definition for Ornamenta as a European go-to in 2024, attracting cultural tourists from the region and beyond. In 2022 the team developing the project is looking for new places to stay and explore the Nordschwarzwald.

To learn about site-specific qualities and the different communities, the curators installed themselves in different hubs; from the Familien Asperger at the Maulbronn monastery to retailers Mode Lenk and Müssle Weinbar, Kommunales Kino, Hofgut Buckenberg, and Parkhotel Pforzheim. Before welcoming international, national, and regional visitors in July until September 2024 (The key period of Ornamenta).

Becoming a week-long host of the Ornamenta curators

Nordschwarzwald companies, museums, sports clubs, families, and other organizations are invited to get in touch with the curators of Ornamenta about hosting them in 2022 and showing their behind-the-scenes of life and work in German society. Get in touch with curators of Ornamenta, join the weekly virtual open desk via Zoom, or email curator@ornamenta2024.eu.

Save the dates in 2022

Join the Ornamenta team and save the date of a series of free try out events for a regional and international public on these Fridays in 2022: Fri. January 14, Fri. February 11, Fri. March 11, Fri. April 8, Fri. May 13, Fri. June 10, Fri. July 8, Fri. August 12, Fri. September 9, Fri. November 7 and Fri. December 9. Email Office Manager Monika Heinzmann to join the mailing list and stay updated on the to be determined locations of the events: rsvp@ornamenta2024.eu.

The curators of Ornamenta work and live in the Region Nordschwarzwald every second week of the month next year: January 10 - 14, February 7 - 11, March 7 - 11, April 4 - 8, May 9 - 13, June 6 - 10, July 4 - 8, August 8 - 12, September 5 - 9, October 3 - 7, November 7 - 11, December 5 - 9.

Note to press

Learn more about the different Ornamenta storylines and programmes for 2024. Join the curators of Ornamenta 2024 for their first major press event on April 7, 2022.
Exact time and location to be announced.

The working method of the Ornamenta team

To develop a relevant and durable Ornamenta 2024 the curatorial team presents a framework of working methods. The Ornamenta team is sharing these methods with the aim to invite new hosts and collaborators.

Hub - Becoming a week-long host of the Ornamenta curators

For one week of the month, the curators schedule a condensed Ornamenta focus week. To develop a new cultural event with Nordschwarzwalders citizens, organizations and companies are invited to host the curators for seven days straight. These temporary offices enable the team to locate topics for Ornamenta 2024 by navigating the city and the region as an open book. The curatorial team is eager to explore new Ornamenta Hubs located in industry and Nordschwarzwalders communities.

Friday Gathering - Join the Ornamenta team in monthly try out events

Every second Friday of the month — at the end of the focus week — the public joins for a public gathering at the hub. Guests are spontaneously invited throughout the week. Regional, national, and international artists, designers, and experts present new and existing works that resonate with site-specific narratives. The curators seek new crossovers, complementing international works with national and local endeavors and vice versa. Listen to a recap of the week, or enjoy the work of a new artist or designer - pass by on Friday.

Open Desk - Meeting the Ornamenta Team every week

Spend your lunchtime every Friday from 13:00 until 14:00 with the Ornamenta Team at their virtual Open Desk. You are most welcome to join the public video call to offer your spaces, materials, and ideas. So far, the open desk turned out a valuable source of information and contacts for the curators and team. Join the intergenerational tool to stay in touch and join Ornamenta. Join via Zoom: www.ornamenta2024.eu.

Study trips - Learning with the Ornamenta team and building a European network

To develop and enhance the followers the curatorial team organizes field trips to European biennials, site-specific events, and exhibitions. Here the Ornamenta team gathers a group of about twenty Nordschwarzwalder from different backgrounds and institutions to engage with, learn from, and bond with (international) organizations, editors, stakeholders, project managers, office managers, and curators that are developing cultural events on different scales.

Ornamenta team

The team developing Ornamenta consists of curators Katharina Wahl, Jules van den Langenberg and Willem Schenk, office manager Monika Heinzmann and project manager Juliane Peiser and managing director Andreas Ruf.

Katharina Wahl (Erlenbach, 1977) is a designer working for cultural institutions and industry. She is engaged in design education and has an interest in fringe culture and grassroots organizations. **Jules van den Langenberg** (Lennisheuvel, 1988) works as a curator developing museum exhibitions, short fiction films, and publications. He has an interest in developing site-specific works together with artists and designers. **Willem Schenk** (Nijmegen, 1990) is a strategist and advises companies and organizations with his creative insights. He has an interest in developing communication tools and new narratives. **Monika Heinzmann** (Freiburg, 1960) lived in Frankfurt and Karlsruhe and has been in Pforzheim for 21 years, where she is well connected through her work with various cultural institutions. **Juliane Peiser** (Berlin, 1981) studied cultural studies and art theory and worked for cultural institutions, contemporary art galleries and artists' studios in Barcelona, Berlin, London, Rio de Janeiro, Karlsruhe and now Pforzheim. **Andreas Ruf** (Pforzheim, 1969) is an entrepreneur, business coach and consultant and after many years abroad, Pforzheim's urban development is particularly close to his heart.

Ornamenta community

The growing Ornamenta community that contributed as hub-hosts and in study trips and try-out events consists of amongst others Research fellow at ETH Zürich **Adam Jasper**, Student and Shisha Enthusiast **Alex Scheffler**, Administration Maulbronn Monastery **Alexandra Müller**, Director & Curator MU Art Space **Angelique Spaninks**, Designer Duo **Atelier NL**, Bakery **Wiskandt**, Car Tuning Club **Black Forest Society**, Designer Duo **Brynjar & Veronika**, Plattform für Architektur und Design **Bureau Europa**, Professor Hochschule Pforzheim **Christine Lüdeke**, Movie-theatre Director **Christine Müh**, Art Historian **Claudia Baumbusch**, Director Schmuckmuseum Pforzheim **Cornelie Holzach**, Director Istanbul Design Biennial **Deniz Ova**, Cultural Organization **Dutch Design Foundation**, Ozon Bar Owner **Efran Erman**, Pforzheim Dancer **Elena Cattardico**, Artist **Elise Ehry**, Curator Triennale Brugge **Els Wuyts**, Chief Curator Open House Melbourne **Fleur Watson**, Curator and Director Rogaland Kunstsenter **Geir Haraldseth**, Artistic Research Director Atelier Luma **Henriette Waal**, Former President Handelsverbands Baden-Württemberg e.V. **Horst Lenk**, Author and Publisher **Jeff Klotz**, Head of Program Dutch Design Week **Jorn Konijn**, Editor and Concept Developer HfG **Julia Ihls**, Municipal Greenery & Public Parks Pforzheim **Jürgen Metzger**, Photographer **Karolina Sobel**, Representative Frauenkirche Lienzingen **Katja Langenstein**, Cosmetic Company **La Biosthétique Paris and Pforzheim**, Artist **Laila El Mehelmy**, Trend Forecaster **Lidewij Edelkoort**, Art Historian **Liesbeth den Besten**, Curator **Martina Muzi**, Retailer **Max Müssle**, Artist **Melanie Bonajo**, Ketterer Brewery representative **Michael Ketterer**, Retailer **Michaela Lenk**, Creative Director **Moritz Jähde**, Curator **Nadine Botha**, Artist **Özgür Kar**, Accomodation **Parkhotel Pforzheim**, Director Museum van Bommel van Dam **Paulo Martina**, Curator **Philipp Ziegler**, AIDS-Hilfe Pforzheim e.V. **Queer Space Pforzheim**, Curator Bureau Europa **Remco Beckers**, Entrepreneur **Sandra Baral**, Director Rhythmic Choir **Sascha Rieger**, Head of Public Programme Triennale Brugge **Shendy Gardin**, Curator Museum van Bommel van Dam **Sjors Bindels**, Musician and Composer **Slobodan Jovanović**, Spokesperson Alter Schlachthof Pforzheim **Stefanie Wetzke**, Dancer Stadttheater Pforzheim **Stella Covi**, Filmmakers **Studio Lernert & Sander**, Graphic Design Studio **Studio Pointer**, Jewelry Designer **Ted Noten**, Cultural Event **Triennale Brugge**, Curator Vitra Design Museum **Viviane Stappmanns**, Designer Duo **Xolo Cuintle**, Center for Art and Media Karlsruhe **ZKM**

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1. Curators of Ornamenta 2024, Katharina Wahl, Willem Schenk & Jules van den Langenberg
2. Weekly Open Desk of the Ornamenta Team
3. Monthly try out event for Ornamenta
4. Curators of Ornamenta in monthly hubs around the Northern Black Forest region
5. Study trip of Ornamenta 2024, from Pforzheim to Paris with performer Elise Ehry
6. Team Ornamenta 2024, Managing Director Andreas Ruf, Project Manager Juliane Peiser, Office Manager Monika Heinzmann and curators Katharina Wahl, Willem Schenk & Jules van den Langenberg

All photos by Karolina Sobel, Ornamenta 2024