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Dear reader,

It seems like only yesterday that we started to look at the preparations for our 100th anniversary. It was actually three years ago. And now we have finally reached the doorstep of our centenary! It is not just our own anniversary that informs our insights and outlooks. Neuguss is also celebrating an anniversary in 2022 – its 50th – and we look at what makes us so special as individuals and why we also work so well together.

One of the things we have prepared for this important year is a special publication that will take you back to our roots and look forward to our future. I am very curious to hear your thoughts about this STOCKMAR100 book. This is also going to be a very special, exciting year for me personally, so I will be devoting the first few months of 2022 to my personal “Project Future”.

*“STOCKMAR connects people of every gender, culture, and nation. That, for me, is the connection to the future – through children.”
(Inke Kruse)*

I am already looking forward to seeing you, hearing from you and reading your responses. See you soon and my best regards,

Inke Kruse

100 years of STOCKMAR – but exactly what are we celebrating?

“These sensual experiences are, for me, something like a piece of home for the soul and human identity. STOCKMAR is part of the Waldorf brand. It embodies this ... and has been instrumental in shaping my connection to the world through the senses.”

(Nikolai Fuchs, GLS Treuhand)

In 1922, Hans Stockmar founded a company for beekeeping supplies and beeswax candles. However, right from the very start, wax was always more than just a high-quality material for us. Rather, as a company we also see this as a creative mission. We wanted a business model aligned with the needs of people. The question “What do you need?” has always been our starting point in everything we do. We wanted a different model when it comes to property issues and financial resources too. On the inside we see ourselves as designers. We want to create development spaces for employees. Our corporate self-image is based on a three-pronged approach of economy, ecology and social issues. The connection to the Neuguss Group in 1979 was a very logical step in the ongoing effort to distribute capital, all based on the conviction to put surpluses at the service of social effectiveness. To achieve a sustainable society, but also a sustainable economy.

“Taking steps together means choosing each other. That is what I call shaping the future.”

(Nikolai Fuchs)

In preparation for our 100th anniversary, we have delved into our past and engaged in dialogue with various partners to explore our roots and inspirations. We have looked back. Never backwards though. To *“expand what exists by forging ahead through it”*.* (We’ll keep quoting Beuys this year as well.)

In the process, we have also been able to learn a lot about ourselves – experiencing ourselves through the eyes of others. We took a look at our core themes together for our anniversary book STOCKMAR100 and discovered:

“We are not only celebrating 100 years of wax crayons and watercolours, but 100 years of comprehensive quality.”

(Ronald Peeters, Mercurius)

INSiGHTS

And how this quality finds its expression – beyond that of the substances themselves, which are of course essential for us. It is also in the way we do business, how we shape our interactions – with partners, customers and colleagues alike. And when it comes to art, we also took another closer look at the art itself. Because what we all do together is artistic activity in the true Beuysian sense. And it is precisely this that gives meaning and connects us. This is what we stand for as a community: creating empowering spaces in which art and the creation of meaning have the freedom to combine and unfold.



*Joseph Beuys

It is not just STOCKMAR that is celebrating an anniversary – 50 years of Neuguss

In terms of our corporate self-image, merging with the Neuguss Group was, as described, a logical progression. But what is actually special about this merger? Why is community needed – and for what? Money is part and parcel of every economic endeavor,

Another duty is to stay alert to the questions that are posed. Both from the outside, but also from the inside. Our way of doing business is new. Not that we are constantly producing new, expanded or changed products, but rather, the way we shape work is new. And this is precisely the development and design that Neuguss follows.

“... we could also ask ourselves what we have actually practised in the past 50 years. Namely, to design succession plans in such a way that the company’s biography can develop.”

(Andrea Valdinoci, Neuguss)

PROSPeCTS

and how we deal with these funds is a core question of what we do. Neuguss is, so to speak, the answer to this question, or at least part of the answer.

The Neuguss Group is a reflection of a community of individuals. And it has to have independence if it is to be capable of being fully socially integrated. One of the primary missions of the Neuguss Group is therefore to continuously encourage its participating companies to maintain and further develop their own independence. The individual depends on the other person to be able to develop though. Of course, this debate also generates some friction. But, as we all know, friction generates warmth and a togetherness that is as productive as it is loving.

“We try to put everything we do to the service of people and creation. Its power and effectiveness would be limited if we did this alone. And likewise, when we do this as a community, doors open.”

(Andrea Valdinoci, Neuguss)

Such a constellation can never have too much of a surplus, because it is this very surplus that flows into the community and in turn to philanthropic purposes. Social effectiveness is one of our main reasons to exist. We must never lose sight of that.



Utopia is feasible

What Walter Gropius and his followers built in Germany in the 1920s and '30s to make housing affordable for the great mass of workers may not seem to have too much in common with what we understand by modern city life today. But the ideals of the Bauhaus movement are worthy of so much more than being mere museum pieces! Two Swiss architects have brought Bauhaus ideals to deprived areas of the 21st century with their "Urban Think Tank". Escalators and cable cars give disenfranchised slum dwellers access to the city of the rich at the foot of their hill. The architect Rex Hohlbein also had a successful architectural practice, a career, money. An encounter with a homeless man radically transformed his life. Ever since, he has given everything up to help the poorest of the poor. There are more than 11,000 homeless people in Seattle and its suburbs. More than half of these

people live on the streets. By way of comparison, only ten per cent of the estimated 3,100 homeless people in Frankfurt live on the streets. His Facing Homelessness aid organisation does more than give these people a face. In addition to a donation platform that helps provide the most basic necessities to those affected, he has also launched a project where people can participate in a – literally – concrete way. Twelve square metres of living. That was the former architect's brainwave. It would only take one resident per street block to provide twelve square metres on their property for this Block Home to take all the homeless people off the street. The Block Home not only provides a bed, table and cupboards on this 12m² space, but also a shower and toilet. So not only does it give those affected a roof over their heads, it also improves one's own sense of happiness, along with the happiness of others.



ART & MoRE

 **STOCKMAR**

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