



Graphic design: Super BfG

Werkraum Exhibition  
**Gastgeben – Room(s) for Hospitality**  
June 22, 2019 to January 11, 2020

**Opening**  
**June 21, 2019, 6 pm**  
**Werkraumhaus, Andelsbuch**

Welcoming address

**Martin Bereuter**, chairman Werkraum Bregenzerwald

Introduction

**Isabella Natter-Spets**, exhibition curator

**NONA Architektinnen**, exhibition architects

Guest speaker

**Dietmar Nussbaumer**, hotelier Gasthof Krone Hittisau

Presentation

**Thomas Geisler and Miriam Kathrein**, managing directors Werkraum Bregenzerwald

Members of Werkraum Bregenzerwald will be at the opening night to present the rooms they created.

## **Gastgeben**

### **Room(s) for Hospitality**

**What makes us feel welcome? The answer is simple: Hospitality. Being met with hospitality makes us feel good and awakens the desire to stay: right here, in this moment, in this welcoming, hospitable place. But what is it that makes a place hospitable? It is, first and foremost, the people and their attention and affection, their intuition for their guests' needs and their readiness to take care of them. Apart from hosts with these special skills, however, hospitable places also develop when objects are designed to create an inviting, unobtrusive, beautiful and comfortable atmosphere – when hosts, objects and room play together to make guests feel welcome.**

### **Craftspeople as hosts**

The current Werkraum exhibition „Gastgeben – Room(s) for Hospitality“, curated by Isabella Natter-Spets (Funka), presents a wide selection of objects by members of Werkraum Bregenzerwald on various aspects of hospitality. In ten rooms, created by Werkraum members in a joint effort, hospitality comes alive, becomes tangible: in the hallway, the mystical bathroom, the workshop-style kitchen, the urban drawing room, the special music room and the sophisticated lobby. A visit to Werkraum Bregenzerwald, one might say, turns into a special hotel experience. The presented ideas and objects also reflect the outstanding network that has developed between craftspeople and hotels in the Bregenzerwald. These people's high standards to quality and design, to form and execution, are impressive and do not go unnoticed by guests who really appreciate the distinctive, extraordinary atmosphere in hotels and restaurants in the region. All this is the result of intensive collaboration between hosts and craftspeople – and of mastering the challenges posed by manual production, the use of natural materials, the need for cost efficiency and the maintenance of intensively used rooms and spaces.

“The Bregenzerwald is renowned for its perfected practice of the art of hospitality, which includes the people, the local cuisine and the quality-conscious living and building culture. Hospitality is a craft in itself – and part of the immaterial cultural heritage of the region,” says Thomas Geisler, the outgoing managing director who commissioned and co-developed this Werkraumschau.

### **Partner hotels of Werkraum Bregenzerwald as input providers**

The nine partner hotels of Werkraum Bregenzerwald are an important factor in the network of craft and host culture: Biohotel Schwanen in Bizau, Geniesser- & Romantikhôtel Das Schiff in Hittisau, Hotel Bären in Mellau, Hotel Gasthof Hirschen in Schwarzenberg, Hotel Gasthof Krone in Hittisau, Hotel Krone in Au, Hotel Post Bezau by Susanne Kaufmann, Hotel Rössle/Adler in Au and Schtûbat in Andelsbuch. All of them supported the designers and craftspeople in the development of their exhibition spaces for this Werkraum exhibition, and they are also represented in images and recordings, talking to Werkraum members about their approach to hospitality and craftsmanship.

### **Exhibition visitors as hotel guests**

“The title of the exhibition,” explains Isabella Natter-Spets, “is our assignment: An exhibition to turn the Werkraumhaus into an actual place of hospitality.”

This called for an exhibition architecture that would divide the Zumthor building, which is based on the idea of a big glass case, into several separate spaces to allow for the creation of different atmospheres in different rooms. For this purpose, Anja Innauer and Nora Heinze (NONA Architects) designed two centrally located round rooms that provide access to all other rooms of the exhibition. Behind each round room door, visitors will find a different perceptual space. The graphic designers Super BfG designed both signage system and exhibition graphics, including a guide to the craft businesses in the Bregenzerwald.

Good hospitality is demonstrated in "Lobby" area, where coffee and drinks are being served and everyone is welcome regardless of a visit to the exhibition. In the various rooms of the exhibition, visitors are invited to look around, to take a seat, to spend some time, to use all furniture and objects, to chat, to leaf through the books provided, to listen to the conversations between craftsmen and hosts on their audio guides and to experience the rooms' atmospheres first-hand. They are, simply put, invited to be guests. "We also came up with the idea that visitors should be allowed to visit and explore this Werkraumschau exhibition more than once with their admission ticket. The motto is: Pay once, be our guest forever", says Miriam Kathrein, new managing director of Werkraum Bregenzwald.

### **Aspects of hospitality**

All of the ten rooms of the exhibition cover aspects of hospitality in both private and professional contexts. The boundaries of these two spheres are becoming increasingly blurred anyway: While private individuals try to be the most skilful and professional hosts for their friends, professional hosts such as restaurateurs or hoteliers strive to create a private, informal atmosphere for their guests.

The exhibition offers an examination of various elements of hospitality: arrival, orientation and information, seeing and being seen, play, music-making, spontaneity, preparation, indulgence, spending time together, interaction, care, offering refuge and rest.

### **Atmospheric, informative rooms, made by craftspeople**

The „Lobby“ is for coming and going, for seeing and being seen, for orientation – made by Lucia Schedler, Rainer Mode mit Tradition; Michael Pircher, Oberhauser & Schedler Bau. The “Hallway” is for arriving, for being welcomed – made by Wolfgang Lässer, Tischlerei Wolfgang Lässer; Lukas Feuerstein, Tischlerei Feuerstein; Karlheinz Gasser, Kaufmann Zimmerei & Tischlerei. The “Kitchen” is for preparing, cooking and testing food – made by Martin Bereuter, Tischlerei Bereuter. The “Dining Room” is for serving meals, for celebrations, for having a nice chat around the dinner table – made by Markus Faißt, Holzwerkstatt Markus Faißt; Heidi Maurer, Blumenbinderin Heidi Maurer; Wolfgang Schmidinger, Schmidinger Möbelbau. The “Drawing Room” is for entertaining guests, for being together and enjoying each other's company – made by Michael Fetz, Fetz Malerei; Wolfgang Meusburger, Tischlerei Wolfgang Meusburger; Valentin Winder, Tischlerei Valentin Winder. The “Music Room” is for practicing, for making music and for concerts – made by Simon Hofer. The “Spare Room” offers additional room for spontaneity – made by Barbara Kremm, Tischlerei Mohr. At the “Spa”, self care and indulgence take centre stage – made by Jodok Felder, Felder Metall. The “Bedroom” is the room for resting, relaxing and dreaming – made by Andrea Mohr, Mohr Polster. And the “Playroom”, of course, is for playing and being creative!

### **Around the exhibition**

In addition to guided tours by Werkraum members and hotel partners, “The GASTGEBEN Experience” offers several special events such as a cooking night, a pop-up hotel tailor service, a picnic in the vegetable garden, an evening with tips and tricks from the bartender or the presentation of a cookbook.

Each event begins with a guided tour by a Werkraum member and a host from one of our Werkraum partner hotels. Besides providing information on all rooms and objects they will talk about the challenges of hospitality, about the qualities that crafts can add to it and about what matters to them as hosts and craftspeople.

Among the highlights will be the “After work. Have a glass and hear a story.” events. Every other Friday from September to December, a host of one of our partner hotels will pour participants a glass of their favourite wine and share some inside stories.

For children, there are workshops for playful first steps into the field of hospitality and hidden objects games in all rooms of the exhibition.

Also, students of the region’s hospitality management school GASCHT will present an installation of photos from “behind the scenes” of their internships, offering another perspective on hotels as places of hospitality. They will also support the service team at the opening night and at other special events.

Werkraumschau is a special exhibition format for members of Werkraum Bregenzerwald, curated by different designers. Replacing more traditional presentations in the Werkraum shop windows, the Werkraumschau invites craftspeople to explore questions of design in a specific topical context.

An accompanying magazine, produced by our media partner, regional newspaper Vorarlberger Nachrichten, and created by Atelier Andrea Gassner, will be published in July, 2019.

### **The people behind GASTGEBEN FUNKA. Developing ideas together.**

Funka, run by Isabella Natter-Spets, specialises in developing ideas. Isabella comes from a family of hosts in the village of Hittisau im Bregenzerwald, so many of her early memories revolve around hosting: meeting guests from all over the world, sitting around the dinner table with hotel staff, creating a new menu every day, coming up with funny ideas on how to entertain guests. These early experiences are also reflected in Isabella’s work today. After an education in hospitality and hotel management and graduating from university with a degree in international economics (having studied in Innsbruck, Tyrol, and Nantes, France), Isabella has always loved to work where a human touch, creativity and design are needed. In 2010, after working in advertising and higher education, she founded designforum Vorarlberg, a networking platform for designers and the industrial sector, where she still serves as a curator. In 2015, she started FUNKA, an agency for the development of ideas, participation and service design. Isabella curated and developed this Werkraumschau and the additional program.

### **NONA Architects.**

In 2005, Anja Innauer and Nora Heinzle and five fellow students opened Atelier Schleifmühlgasse in Vienna. Four exhibitions, six office parties, two university degrees, 200 litres of coffee, 5,000 kilograms of paper, 300 visits to the coffeehouse next door and countless new contacts later, they emerged with one big friendship and one big vision: To turn ideas into realities in their own office. After a few years of experiencing and learning (from the Bregenzerwald to London), they finally reunited – and made their vision come true. Today, among other projects, NONA Architects have realised the reconstruction of a house for children in Hittisau and are working on the conversion of a former Postbus garage at Campus Dornbirn. Anja and Nora designed the exhibition’s architecture and love a good round of ping-pong brainstorming with Isabella.

### **Participating Werkraum members**

Axber – Technische Produkte, Blumenbinderin Heidi Maurer, Brauerei Egg, dr’Holzbauer, Elektrotechnik Schneider, Felder Metall, Fetz Malerei, Georg Bechter Licht, Gerhard Berchtold Zimmerei, Goldschmiede Gassner, Gschtrub Grafikdesign, Himmelgrün, Simon Hofer, Holzhandwerk Fink, Holzig Küchen & Möbel, Holzwerkstatt Markus Faißt, Ina Rüb Maßschuhe, Ing. Gunter Rusch Dachdeckerei – Spenglerei, Kaspar Fetz Vieh- und Fleischhandel, Kaufmann

Zimmerei & Tischlerei, Kunstschmiede Figer, Simeoni Metallbau, Mohr Polster, Oberhauser & Schedler Bau, Ofenbau Beer, Rainer Mode mit Tradition, Schmidinger Möbelbau, Strolz Leuchten, Super BfG, Tischlerei Bereuter, Tischlerei Dür Naturholzmöbel, Tischlerei Feuerstein, Tischlerei Greußing, Tischlerei Kühne, Tischlerei Mohr, Tischlerei Rüscher, Tischlerei Valentin Winder, Tischlerei Wolfgang Lässer, Tischlerei Wolfgang Meusbürger, Treppenbau Reinhard Feurstein, Waelderspielzeug

## **Werkraum Exhibition**

### **Gastgeben – Room(s) for Hospitality**

**Opening:** June, 21 2019, 6 pm

**Run Time:** June 22, 2019 – January 11, 2020

### **Opening hours**

Tuesday to Saturday, 10 am to 6 am

Closed on Mondays, Sundays and Public Holidays

### **Admission**

Pay once, be our guest forever! Following the idea of a season ticket, visitors may explore the exhibition several times with their admission ticket.

Adults € 7.5

Discount Ticket € 5.0

No fee for children and young adults age 15 and below

### **Guided Tours**

Groups of 15 or more

€ 7 + discount admission ticket for each person

€ 4 for students and apprentices + discount admission ticket for each person

Groups of 14 or less

€ 105 per group + discount admission ticket for each person

Special programs for schools, guided tours with Werkraum members or hotel partners as well as workshop visits on request. Please contact [info@werkraum.at](mailto:info@werkraum.at).

At lunchtime, the Werkraum becomes a lively place to eat and mingle with craftspeople, locals and guests. Meals for groups on request.

### **Press Contact**

Werkraum Bregenzerwald

Andrea Masal

Hof 800, A-6866 Andelsbuch

Vorarlberg, Austria

T +43 5512 26 386

[andrea.masal@werkraum.at](mailto:andrea.masal@werkraum.at), [www.werkraum.at](http://www.werkraum.at)