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Handmade in Germany

Maufactory 4.0

Edited by Pascal Johanssen

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- ***Handmade in Germany*** presents the best manufacturers in their fields and proves why the label 'Made in Germany' is still sought after worldwide
- Famous brands like Leica, Maybach, Bollhagen, Theresienthal or Faber-Castell allow insights into their production process
- Touring exhibition, for the next stops, see: www.handmade-worldtour.com

Manufacturers from Germany enjoy a worldwide reputation. Whether porcelain, watches, organs or writing implements, the origin of artisanal craftsmanship lies in the immaterial cultural heritage of traditional handicrafts training in central Europe. Now, in the twenty-first century, the fundamental processes of change brought about by digitalisation and globalisation are clearly felt by each individual, and manufacturers too must reinvent themselves in view of the global market, relying on future technologies and endeavouring to combine the artwork – the vision of a 'manufactory 4.0' – with the classical self-image of the workshop. Globally networked businesses thus arise that are oriented towards a human dimension and mindful of sustainable production. ***Handmade in Germany*** provides an insight into the practice and future concepts of the most significant German manufacturers.

Text in English and German.

Pascal Johanssen founded the Direktorenhaus in Berlin in 2010. It is regarded as an innovative model in the combination of design, crafts and art. The Berlin-born curator developed the international touring exhibition 'Handmade in Germany'. Since 2017 Pascal Johanssen has been chair of the Meisterrat e.V., a community of manufacturers and productive designers.

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