

Glass lives in Frauenau!

In Frauenau, the "glass heart" of the Bavarian Forest, Bild-Werk Frauenau takes glass, culture and art into the future in a contemporary way. Embedded in centuries-old glassmaking traditions, and well networked in the cross-border relations of the International Studio Glass Movement, a **lively hotspot** has been long established for **glass and art makers from the region, Europe and overseas**.

With the decline of the traditional glassworks and the dramatic loss of glass knowledge and sales markets, the Eastern Bavarian glass region is currently at a **turning point**. Here is where the idea of a GLASS CULTURE CAMPUS comes in: On the heritage-protected site of the former Gistl crystal glass factory, we bring together the **resources, networks and experience** that have grown over decades in the **International Summer Academy for Glass and Art** and the projects at **Bild-Werk Frauenau**, together with the artists' house of **Erwin and Gretel Eisch**.

Within the **open infrastructure of a GLASS CULTURE CAMPUS**, these two Frauenau activity centres can develop outstanding future potential and synergies. Both take up the **innovative power of glass** as a European cultural **heritage**. Both have an **international charisma**, with stimulating effects on the Eastern Bavarian **glass, art, culture and economic region**.

The present concept was developed in many discussions and deliberations in the association and advisory board of Bild-Werk Frauenau e.V., with current and designated representatives of the Gretel and Erwin Eisch Foundation, as well as with experts and political representatives at municipal, district and state levels. The concept is essentially based on the results of the EU partner project "**Glass Works. Taking roots through training and networking**". It also lives from the foundation laid by Gretel Eisch in research and documentation.

The urgent task is to **continue these talks** now and to **financially secure the potential created**. Now is the time to realise the GLASS CULTURE CAMPUS in Frauenau.

This is the goal that drives us: In summer 2023, with the **petition "Glass lives in Frauenau!"**, friends of Bild-Werk Frauenau and of Erwin and Gretel Eisch, partners and stakeholders from the region and the international studio glass community are addressing the Bavarian State Government.

Foundation and Inspiration - the life's work of Erwin and Gretel Eisch

Erwin and Gretel Eisch laid lasting foundations for the future of glass and art in Frauenau, the Eastern Bavarian border region, Europe and the world. Following their deaths in 2022, they are the inspiration for the GLASS CULTURE CAMPUS: through their **regional commitment to glass, culture and nature**, through their diverse **artistic work**, as pioneers of the **International Studio Glass Movement** since 1962, through their roots in **glassmaking and craftsmanship**, and through their lifelong engagement for **beauty and humanity**.

Erwin and Gretel Eisch were awarded the **Bavarian Culture Prize** in 2021.

Lively places for Glass, Art and Culture

Situated on the edge of the heritage-protected area of the former crystal glass factory of Isidor Gistl in Frauenau, the artists' house of Erwin and Gretel Eisch and the Academy Bild-Werk Frauenau have been lively meeting places for (glass) artists, and culturally interested people from all over the world for decades.

- The residence of Erwin and Gretel Eisch has been an open house for art and culture, for discussion and dialogue since 1975. In their will, the artist couple designated a **permanent place for art and culture** in the "**Eisch Villa**", which can be seen as a wholistic artwork, and which is also the seat of the Erwin and Gretel Eisch Foundation.
- To this end, Gretel Eisch's bequest enables the house to be passed on to Bild-Werk Frauenau via the foundation. The villa and the life's work of Erwin and Gretel Eisch could be seamlessly integrated into the **educational activities of Bild-Werk**, in close cooperation with the Erwin and Gretel Eisch Foundation.
- The International Summer Academy Bild-Werk Frauenau thrives on the **atmospheric ambience of the Gistl glassworks ensemble**. The main building "Tom's Hall" was renovated in 2005/06 with the help of the EU and the Free State of Bavaria. Two other buildings await renovation, promising expansion opportunities for workshops, event and presentation spaces, for artists' residencies and a continuation of the successful start-up trainings at Bild-Werk Frauenau. .
- The Academy has workshops for craft and art in **hot and cold glass**, and for **fine arts** in painting, printmaking and sculpture. **Energy-efficient studio glass furnaces with international technology** are exemplary for **climate-conscious small-scale production** and open up perspectives for young **self-employed glass makers**.

Future on 3 Pillars

The planned activities of the GLASS CULTURE CAMPUS will be realized on three conceptual pillars. All projects are based on existing experiences and tested formats of educational work and the promotion of young talents, of cross-border creative industries in glass, of research and innovative further development of the European cultural heritage of glassmaking.

- Each **activity area** is assigned a **specialist** within a **joint management team**, plus a coordinating **CEO/project manager** of the GLASS CULTURE CAMPUS. This relieves the academy financially and creates the prerequisite for acquiring funding via projects for temporary projects such as refurbishments.
- The GLASS CULTURE CAMPUS is **institutionally located** at Bild-Werk Frauenau e.V., which is planned to be converted into a non-profit limited liability company in the near future.
- Within the framework of the GLASS CULTURE CAMPUS, **existing cooperative relationships** can be further developed: with institutions of education and training regionally and supra-regionally, with social, cultural and educational institutions in Eastern Bavaria and the Czech Republic, with partners from the networks of the International Studio Glass Movement for Modern Art in Glass, with studios and glass manufactories, museums and research institutions. In the **region**, in **Europe** and **worldwide**.

In Frauenau, the future of glass has already begun. Now it is a matter of safeguarding it.

The glass heart must continue to beat!

GLASS CULTURE CAMPUS Frauenau

Concept Overview

	1 Educational Work for Glass and Art	2 Creative Industry in Glass	3 Border-crossing Heritage
<i>Activities</i>	<ul style="list-style-type: none"> • Further development of the international summer academy for glass and art, • further courses, workshops in art and nature education, masterclasses, • cooperation with schools and adult education bodies, • Scholarship programmes, • symposia and professional conferences, • regional and cross-border cultural events, • and much more 	<ul style="list-style-type: none"> • Regional and international networking of the glass scene, • promotion of synergies between glass art and industry, • startup trainings for glass creators, • development of new distribution and business models, • organization of residencies, work and study stays, • development and marketing of small productions and design series, • technological consulting in the studio glass sector 	<ul style="list-style-type: none"> • Organization of exhibitions, open days, • scientific support of the stock of art works of E. and G. Eisch, • maintenance and indexing of the glass and regional history archive, • publication and edition work, • knowledge and network documentation, • promoting the goals of the Erwin and Gretel Eisch Foundation
<i>Led by</i>	Specialist for adult education, culture and event management	Specialist for culture and art management	Specialist for art history - curator
<i>Places:</i>	Academy Bild-Werk Frauenau, Eisch Villa	Academy Bild-Werk Frauenau (with offices, accommodation and study facilities in the Eisch Villa)	Eisch Villa
<i>Target groups:</i>	Professionals in art and glass, culturally interested amateurs, students and pupils, children, people with disabilities	Glass and art professionals, graduates of glass-related trainings, students	Regional and (inter)national public audiences, researchers of art and regional history, students
<i>Targets/ impact</i>	<ul style="list-style-type: none"> • Introduction of children and adults to glass and art, further education • preservation/further development of know-how in glass, • regional cultural work, • creation of cultural economic and location factors for the regional glass community and for sustainable tourism. 	<ul style="list-style-type: none"> • Capacity building and networking, • Stimulation of regional and transregional collaborations in glass, • ongoing support for young glass studios in the region, • development of a cross-border marketing platform for free-lance glassmakers. 	<ul style="list-style-type: none"> • Public relations for the innovative cultural heritage glass, • audience development for glass craft, art and design.