



Family Businesses as a Phenomenon INSIGHTS – OVERVIEWS

Supporting Programme

About the Exhibition

The exhibition ‘Family Businesses as a Phenomenon: Insights – Overviews’ looks at the interface between the two systems of family and business, and approaches this topic from the perspective of entrepreneurs and their families.

Painted portraits, photographs, and busts present the individuals, while letters, journals, wills, and business protocols provide detailed insights into the specific motivations for their actions. The goals, desires, and duties of those involved are therefore brought alive, and turn out to be surprisingly contemporary.

Represented in the exhibition in addition to the Brenninkmeijer Family and its business, C&A, are other entrepreneur families from very different sectors that are emblematic of many others: Bagel (printing and publishing house), Brügelmann (spinning works), Falke (spinning works and knitted goods), Harkort (trade and metal processing), Hohner (musical instruments), De Kuyper (spirits), Roeckl (gloves and accessories), Steiff (toys), Stollwerck (confectionary products), Ullstein (printing and publishing house), Von der Heydt (banking house), and Warburg (banking house).

Please note that admission is only possible by prior arrangement under +49 (0)5452. 9168-3500.

Holiday Programme for Children

MAKING PORTRAITS SPEAK

Thursday, 14 July 2016, 10–12 a.m. and

Thursday, 4 August 2016, 10–12 a.m.

Selected photographic and painted portraits in the exhibition are contemplated with the children and the clothing, age, and the attitudes of the individuals depicted toward one another discussed. Who is portrayed, why is the person in the picture looking past the viewer, what should the things in the picture in addition to the person portrayed say to us? The group addresses questions that first arise as a result of intensive consideration of the pictures. Afterwards, it is time for practical execution. The children have the opportunity to draw their own portraits using various materials including crayons or pencils, watercolours and felt-tip pens, or create collages, which they can naturally take home with them.

Number of participants limited.

Participation fee: € 6 (incl. materials)

Registration until 11 July 2016 and 01 August 2016

Holiday Programme for Children

ART WORKSHOP: TRY IT YOURSELF!

Thursday, 28 July 2016, 10–12 a.m.

Children and teenagers between the ages of 9 and 14 who enjoy artistic experimentation are invited to participate. Collage, frottage, watercolour, coloured pencil, comics, still-life, stamp techniques . . . The title of the workshop says it loud and clear: space and materials are provided to simply try out something new for two hours – and that is what it’s supposed to be about: courage to be innovative! Reciprocal inspiration is naturally also not excluded.

Number of participants limited.

Participation fee: € 6 (incl. materials)

Registration until 25 July 2016

Holiday Programme for Children

FOLLOWING TRACES OF MEMORY

Thursday, 18 August 2016, 10–12 a.m.

The current exhibition includes many personal objects from entrepreneur families: portraits, letters, documents. Why is it often possible to prompt memories with particular objects?

Do I possess something that I would really like to keep forever so as to retain the memory connected with it, as well? The group looks together at these questions and naturally also questions that arise spontaneously.

Following the ca. 60-minute-long exhibition visit, all the participants go together to the Draiflessen art workshop and design their own memory books there – which participants can naturally also take home.

Number of participants limited.

Participation fee: € 6 (incl. materials)

Registration until 15 August 2016

Tour with a Curator

SURVIVAL STRATEGIES: RECRUITING AND SUCCESSION IN FAMILY BUSINESSES

Sunday, 4 September 2016, 11:30 a.m.

The circle of possible successors for a family business is quite limited. He (or she) should namely come from the family and also be willing and able to continue managing the business successfully. Being able to find all these prerequisites in one’s own children is far from certain. For family businesses, succession is therefore rightly considered to be their ‘Achilles heel’. Entrepreneur families have developed various strategies for meeting this challenge.

Based on the businesses and their families included in the exhibition, the historian and curator Kai Bosecker presents various approaches – which were, however, not always completely successful – for passing the family business on to one’s own descendants.

Number of participants limited.

Admission: € 12 regular | € 6 reduced | € 25 family ticket

Film Screening

YOU CANNOT CHOOSE YOUR FAMILY:

‘JOY’ (2015, 124 minutes)

Thursday, 8 September 2016, 5:30 p.m. *guided tour, 7 p.m. film*

Joy Mangano (Jennifer Lawrence) lives in difficult family circumstances: her parents (Virginia Madsen, Robert De Niro) and she herself are all divorced, and she is a single mother who is not respected by her own father. But rather than let herself succumb to this chaos, she feels encouraged to realize her potential



and found a business. The path to success is difficult and Joy has to overcome various obstacles. The balancing act between family responsibilities and entrepreneurial self-realization is not always easy for her.

**Admission: € 12 regular | € 6 reduced | € 25 family ticket
(guided tour of the current exhibition included)**

Lecture

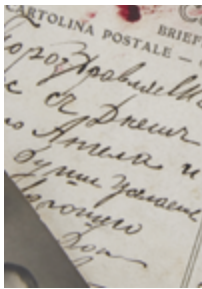
EVELIN WINANDS, ‘ENTREPRENEURS AS REFLECTED BY THEIR HANDWRITING’

Thursday, 15 September 2016, 5:30 p.m. *guided tour, 7 p.m. lecture*

What does our handwriting say about our personality? It expresses more than a writer thinks or perhaps also desires. Is it therefore possible to ‘read’ us like an open book? What do the size and width of the letters, the pressure, angle of inclination, and spatial design say about the writer? Evelin Winands, a graphologist and handwriting psychologist, is able to draw conclusions about the personality of the writer based on handwriting: character traits as well as personal and social skills, assertiveness and resilience, intellect, vitality, emotional intelligence, . . . Based on various written documents from the exhibition, she sleuths out the personality of the respective entrepreneur.

Admission: € 12 regular | € 6 reduced

(guided tour of the current exhibition included)



Reading and Follow-up Discussion

MARIE-LUISE MARJAN READS ‘BUDDENBROOKS: THE DECLINE OF A FAMILY’

Sunday, 25 September 2016, 1:30 p.m. *guided tour, 3 p.m. reading*

Thomas Mann created the perhaps best-known entrepreneur family in literature with his novel ‘Buddenbrooks: The Decline of a Family’. Marie-Luise Marjan reads from Mann’s debut work, for which he received the Nobel Prize in 1929. Following Buddenbrooks, the actor and author establishes a connection to her own family history with excerpts from her autobiographical book ‘Ganz unerwartet anders’.

Admission with guided tour: € 20 regular | € 15 reduced

Admission without guided tour: € 15 regular | € 12 reduced



Film Screening

ON LIFTING OFF AND LANDING:

‘VITUS’ (2006, 120 minutes)

Thursday, 29 September 2016, 5:30 p.m. guided tour, 7 p.m. film

The highly gifted Vitus (Teo Gheorghiu) is a remarkable piano player. Against his will, his parents do everything in their power to have him trained to become a famous piano player. Vitus has his difficulties not only at home, but also at school. The more strained the situation becomes, the more often Vitus visits his grandfather (Bruno Ganz), the only person who supports him and also simply lets him be a child for a while. As the situation gets worse and worse, Vitus rebels in order to be able to live his life the way he wants.

Admission: € 12 regular | € 6 reduced | € 25 family ticket (guided tour of the current exhibition included)

Tour with a Curator

SOLIDARITY

Sunday, 2 October 2016, 11:30 a.m.

‘Unity is strength’ – this saying also applies to family businesses. The solidarity and unity of the owner family are important prerequisites for the continuing existence of its business. During the tour of the exhibition with the curator Nicole Roth, visitors learn how difficult it can be to reconcile one’s own needs with the demands of a business, the fact that family ties are no guarantee for unity, and what mechanisms families develop in order to promote inner solidarity based on concrete examples.

Number of participants limited.

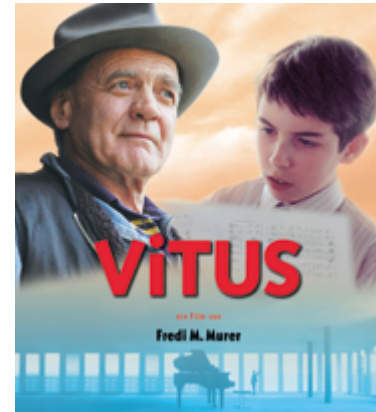
Admission: € 12 regular | € 6 reduced | € 25 family ticket

Excursion

LIVING FAMILY BUSINESS TODAY

Monday, 23 January 2017, 9:30 a.m. to ca. 6 p.m.

After a guided tour of the exhibition ‘Family Businesses as a Phenomenon’ to put participants in the right frame of mind, the group travels by bus to Dr. Oetker Welt in Bielefeld. A guided tour of four floors there imparts



surprising, interesting, and fascinating facts about the business and the history of the family, about the famed test kitchen, and about production and products. It is naturally also possible to taste things to one’s heart’s content.

The offer includes:

- Admission and guided tour of the special exhibition at Draiflessen
- Bus trip to the Dr. Oetker Welt in Bielefeld and back
- Lunch packet
- Admission and guided tour of Dr. Oetker Welt
- Food tasting stations, beverages, coffee

Number of participants limited.

Price: € 39

Registration until 12 December 2016

Tour with a Curator

PORTRAITS: BETWEEN PRIVATE MEMORY AND REPRESENTATION

Sunday, 6 November 2016, 11:30 a.m.

More than 50 portraits of female and male entrepreneurs and their spouses are found in the exhibition. Based on external characteristics such as size and detail as well as the posture, facial expression, gestures, and clothing of the individuals portrayed, curator Dr Maria Spitz discusses the portraits and the effect that they have until today.

Number of participants limited.

Admission: € 12 regular | € 6 reduced | € 25 family ticket

Reading by the Author and Follow-up Discussion

JOHN VON DÜFFEL, ‘VOM WASSER’ – A FAMILY SAGA

Sunday, 13 November 2016, 1:30 p.m. guided tour, 3 p.m. reading

In his first novel ‘Vom Wasser’ John von Düffel tells the moving story of a paper factory dynasty over five generations. The story is told from the perspective of the unnamed great-grandchild of the founder of the factory, who was able to start the business thanks to the water of two rivers. What emerges is the portrait of a family in which everything is connected with the water, beginning with the humorous



great-great-grandfather with his zest for life, to the cool and unapproachable great-grandfather and the artistic grandfather, to the life of the narrator.

Admission with guided tour: € 20 regular | € 15 reduced

Admission without guided tour: € 15 regular | € 12 reduced

Film Screening

LIFE IS SOUR AND SWEET: ‘EINE FAMILIE’ (2010, 102 minutes)

Thursday, 24 November 2016, 5:30 p.m. guided tour, 7 p.m. film

Ditte Rheinwald (Lene Maria Christensen) is running a successful gallery in Copenhagen when she receives an offer of a demanding and well-paid job from New York. Her bags are already packed when she learns that her father, Rikard (Jesper Christensen), has been diagnosed with cancer. He expects her, his eldest daughter, to take over the management of his large bakery with its long tradition. Ditte is faced with a dilemma: Should she break with tradition and pursue her lifelong dream, or meet her father’s expectations and continue the family business?

Admission: € 12 regular | € 6 reduced | € 25 family ticket

(guided tour of the current exhibition included)

Family Tour

Sunday, 27 November 2016, 3 – 4 p.m.

In this overview tour, which has been especially tailored to families with children, for families with children, the group poses questions about a sense of togetherness, family identity, and memories, and looks together at the letters, documents, portraits, and mementoes of renowned entrepreneur families on exhibit. The tour is designed individually so that adults and children are able to participate together. There’s a lot to discover!

Number of participants limited.

Admission: € 12 regular | € 6 reduced | € 25 family ticket

Tour with a Curator

STRONG WOMEN

Sunday, 4 December 2016, 11:30 a.m.

What would companies be without the women? Wives, mothers, female entrepreneurs . . . In this thematic tour, the female protagonists take centre stage. Based on the stories of women such as Margarete Steiff, Dina Falke, and Therese Roeckl, the curator Andrea Kambartel

provides fascinating insights into the various roles that women have played in family-run businesses. Whether in the top management or as a spouse on the side of the family entrepreneur, the significance of the women for the success and continuity of the business is of crucial importance.

Number of participants limited.

Admission: € 12 regular | € 6 reduced | € 25 family ticket

Lecture

INGO KÖHLER, ‘NETWORK(ING)’

In cooperation with the VHS Ibbenbüren

Thursday, 19 January 2017, 5:30 p.m. guided tour, 7 p.m. lecture

Facebook and LinkedIn are the modern forms of expression of an age-old human need, networking with others. Personal contacts contribute to shaping and defining our position in society and can give rise to personal and economic advantages. The long-distance trade of the Middle Ages was based on networks of individuals. The merchants of the Hanseatic League in Baltic Sea region, the Upper German Fugger and Welser families, or the trading dynasties of Northern Italy wove dense networks of personal relationships of trust so as to make the risks of their businesses more calculable. In his lecture, the economic historian Dr Ingo Köhler provides an introduction to the history and importance of the economic and social technique of ‘networking’.

Admission: € 12 regular | € 6 reduced

(guided tour of the current exhibition included)



Family Businesses as a Phenomenon INSIGHTS – OVERVIEWS

Draiflessen Collection, Mettingen
11 July 2016 – 29 January 2017

Opening hours:

Monday from 2 to 5 p.m.

Thursday from 11 a.m. to 9 p.m.

Friday and Sunday from 11 a.m. to 5 p.m.

After advance registration by telephone +49 (0)5452. 9168-3500 (The number is manned from Monday to Friday from 10 to 12 a.m..)

Admission:

Regular: € 12

Reduced: € 6

Family ticket (2 adults and child / children): € 25

A catalogue in German, English, and Dutch and a trilingual children’s book have been published in conjunction with the exhibition.

Contact:

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