



European Heritage Awards / Europa Nostra Awards (2024)

545-Conservation and Adaptive Reuse 1. Conservation & Adaptive Reuse

Schulenburg House - Gesamtkunstwerk Henry van de Velde (HvdV) 1913/14



EMwmBWWI

Entry details

General information

Main country of application Germany

 Registration number HA2024-DE-04

In case there are other official partners involved in the project, please list the country(ies) they come from

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Name of the building, site or work of art Haus Schulenburg Gera

Address of the building, site or work of art

| Straße des Friedens 120
| 07548 Gera

Type (select one type only, as applicable): Building

Brief description of the project

| 1997 to 2020 Reconstruction of the main house, outbuilding, pavilions and park; restoration of the interior structure and design, extensive reunification of the historical furnishings.
| Since 1999, two to three exhibitions annually, 2003 foundation of the European Association of Friends of Henry van de Velde e. V.
| 2014 Foundation of the HvdV Museum with furniture, design and book designs by HvdV, artworks from his environment

and the Bauhaus.

2019 Part of the "Grand Tour of Modernism" on the occasion of "Bauhaus 100", German Prize for Monument Protection.

2023 Event planning music, literature, place of cultural encounter, democratic political exchange.

Start date of the project	1996-12-17
Completion date of the project	2023-09-30
Website(s) of the project/nominee	https://www.haus-schulenburg-gera.de/ , new website under construction
Facebook page of the project, if any	https://www.facebook.com/vandeveldemuseumgera
Instagram page of the project, if any	https://www.instagram.com/vandeveldehausschulenburg/
Does the site or heritage in question have national/regional/local cultural heritage designation or protection status in its country?	Yes

If yes, please specify:

Thuringian Prize for Monument Protection 2012

German Prize for Monument Protection 2019

Is the site or heritage in question included on the UNESCO World Heritage List, either as a single World Heritage Site or as part of one larger site?	No
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If relevant, is the site/heritage accessible to the public?	Yes
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If relevant, is the site/heritage accessible to people with disabilities?

Open all year round, 7 days/week and also accessible to people with disabilities. Guided tours by appointment and within the tourism network. Parking space at the house.

Contact details

Name of the entrant	Dr. Volker Kielstein
Entrant's position	Owner, volunteer director, treasurer of the European Association of Friends of Henry van de Velde e. V.
Organisation of the entrant	European Association of Friends of Henry van de Velde e. V.
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Website of the entrant	https://www.suchttagesklinik.de/
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Organisation of the owner	European Association of Friends of Henry van de Velde e. V.
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Name of the project leader	Dr. Volker Kielstein
Project leader's position	Owner, volunteer director, treasurer of the European Association of Friends of Henry van de Velde e. V.
Organisation of the project leader	European Association of Friends of Henry van de Velde e. V.
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Other relevant participants	<ul style="list-style-type: none"> Prof. Dr. med. Jan T. Kielstein, kielstein@yahoo.com Prof. Dr. Heike Kielstein, heike.kielstein@uk-halle.de Stud. Jur. Milan Kielstein, mkielstein@yahoo.de

Concise summary

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Haus Schulenburg was acquired in 1996. The aim was to restore the building to its original condition and use it as a branch of my Magdeburg day clinic. The day clinic project failed due to structural resistance, rededication as a "cultural location": After the successful restoration, architecture lovers will find HvdV's handwriting here in every detail of the exterior architecture, the interiors, the furniture and fittings. The same applies to the 7,000 m² park with its terraces, 100-year-old yew hedges, lime trees and planting inspired by the historical model.

The museum contains a private collection. It begins with the English Arts and Crafts movement, the Parisian avant-garde around 1895 and the reception of Japanese art. Thematically, it continues with artists of the Berlin and Weimar environment

of HvdV, the German Werkbund, the Bauhaus, up to the modernism of the 20th century and the present. An extensive collection of book designs by HvdV, including book covers by the "Bauhaus bookbinder" Otto Dorfner, deserves special mention. The exhibitions that have been held since 1999 (2-3/year) are oriented to the framework presented. A cabaret stage with 70 seats has been set up in the basement. The Belle Etage offers space for 50 visitors (seminars, concerts of the "Residenzensemble", receptions etc.). Events with 200 guests are possible in the park, supply via a fully equipped cafeteria. Parking facilities for 60 cars. In Gera, Haus Schulenburg is considered a "tourist gem", and we have been ranked first in TripAdvisor for years. The museum is open all year round (7 days/week). The programme of events is continually being expanded. Outstanding in the European context is the complex and precise restoration. The extension of the park into a "sculpture park" has begun. The collections in the HvdV Museum are outstanding (see above). A cooperation with the Bauhaus University Weimar and the ECAL art school in Lausanne (exhibition of young European artists) is in preparation. The HvdV's Gesamtkunstwerk is suitable as a place for cultural exchange and democratic political discussion. The "European reference" is also created by HvdV himself as an architect and designer who has been active throughout Europe. Total costs of restoration and furnishing approx. 5.100,000.00 €, of which 1,400,000.00 € subsidies, annual costs HvdV Museum 270,000.00 €, no financing agreements, very high sponsoring costs for the undersigned.

Historical background

Historical background with dates

Paul Schulenburg, born in 1871 in St. Louis/USA, founded a wool and silk weaving mill together with Alexander Bessler in 1897. In 1906 Schulenburg acquired a dining room by HvdV at the German Arts and Crafts Exhibition in Dresden, as well as wicker furniture, porcelain and silverware. In 1913/14, HvdV built a country house for Schulenburg's family of seven. After leaving Weimar due to the war, HvdV designed a gardener's house and several greenhouses for the passionate orchid grower and art collector from Switzerland and Holland. After Schulenburg's death in 1937, the house was occupied by two sons and their families. The lower and upper hallways were separated by removing the central double-flight staircase. From 1946 to 1989, Haus Schulenburg was used as a nurses' school. From 1970 to 1996 the house stood empty and was in danger of falling into disrepair.

Value and significance in its local/regional/national context

Haus Schulenburg with its spacious park is considered HvdV's most mature achievement before his departure from Germany 1917 and at the beginning of "Neues Bauen". Within Gera, it forms a contrast to the buildings of the next generation, which are mainly represented by his student and friend Thilo Schoder. Most of the HvdV buildings in Germany are located in Eastern Germany. In the course of reunification, they became visible again, excellently restored and scientifically processed. In addition, there are the thick-volume catalogues of works on HvdV by the Klassik-Stiftung Weimar. The result is the renaissance of HvdV not only in Germany, but also in Holland, Belgium and Europe.

Former and new use of the building/site, if applicable

The use of Haus Schulenburg underwent a change: upper middle-class family home and horticultural farm until 1945, refugee accommodation, medical college "Salvador Allende" from 1947 to 1989, vacancy from 1989 to 1997, threatening decay, now use as HvdV museum, for ambitious art exhibitions, place for receptions, meetings, establishment of a sculpture park. The European dimension is underlined by the European-oriented composition of the collection and the European network of the European Association of Friends of HvdV, founded in 2003 in cooperation with the Belgian Embassy in Berlin.

State of conservation of the building/site/work of art before the project commenced

The house had been vacant for 7 years in 1996, roof beams were rotten - fortunately the intermediate ceilings were made of concrete - the ironwork of HvdV was rusty, the slate roofing was defective, the roofs were leaking, some of them had fungal infestation, damp parquet flooring was bending upwards, scraps of paint were hanging from the ceilings, the park was

overgrown, the sandstone terraces were rotting.

But the basic structure of the brick building, the interiors and the garden had been preserved - a great challenge.

Conservation work undertaken

Aims and objectives of the project.

Initially, the building was rescued and restored in accordance with the preservation order, then the interior was refurbished in accordance with the design of HvdV, the original furnishings were extensively restored and a work of art of European significance was brought to life. Later establishment of a European network, foundation of the European Association of Friends of HvdV, and the HvdV Museum, continuous exhibition activity.

Next goals: Improvement of tourist use, representative place of convivial, cultural and political meetings, revitalisation of the cabaret stage and the Belle-Etage with sophisticated events. Finally, economic issues of maintaining the project are important - improving income, securing regional and supra-regional funding, without which no comparable project can get by.

Historical and technical research undertaken for the project.

- HvdV monograph by Osthaus 1920: Haus Schulenburg photographically documented.
 - 1995 Room book, architect Klaus Schellenberg Gera.
 - After 1996 visits to HvdV houses in Weimar, Chemnitz, Lauterbach, Hagen.
 - Collection of HvdV's book designs in order to get to know HvdV's colour habits, examination of the Neo-Impressionist colour scheme.
 - Visits to Brussels mediated through the Belgian Embassy in Berlin (School of Visual Arts, LA Cambre - HvdV archive), Royal Library, Zurich Museum Bellerive (HvdV's fabric collection), collection of the Technical University of Zurich and visit to Alfred Roth (architect and HvdV friend).
 - 2005 HvdV collection in the Musée d'Orsay Paris, research in the "Berlin Museum".
 - Detailed information on the building and its design came from the Schulenburg and Müller families (photo albums, letters, verbal reports, rare HvdV book designs, fabric designs, furnishing objects).
 - "Denkmalpflegerische Zielsetzung" 1997 Kappler-Architekten Gera, Farbbefundung (33 sheets) Dipl. Rest. Stephan Keilwerth, a wood preservation technical investigation report Dipl. Ing. Roland Richter.
- The extensive research made it possible to reconstruct the building almost exactly. The greatest significance is the "memory" of the building itself, which is found in the stone, plaster and paint remains or as substrates in the terrain.

Design and conservation work carried out and the stages of implementation of the project.

In 1997, the design work began at Kappler-Architekten: first a survey of the existing building, then the planning of the gateway, the outbuilding and the main house. The planning was flanked by art-historical research by the author, who saw himself as the guardian of the design of HvdV vis-à-vis architects and craftsmen, and had to do so. Kappler was then also responsible for the planning of heating, electricity, water/sewage, ventilation, etc., including the involvement of companies for specialised projects.

1997 Construction phase I + II: Renovation of the gateway/adjoining building, especially the structural requirements for the cafeteria.

1998 Construction phase III: Renovation of the main building, exterior façade

1999 - 2007 Construction phase IV: Renovation of the interior of the main building.

In preparation for the Federal Garden Show 2007, the city of Gera provided three workers for the design of the park. Within about 2 years, the original garden structure, the terraces and the pergola were restored and the plantings were completed, partly with the help of external companies. The garden pavilion could be reopened.

The finishing work in the attic of the main house took until 2017. The architectural office of Uwe Thal from Magdeburg provided advice.

Problems encountered and justification for the decisions taken to overcome these problems, both before and during the project.

The main problem was the enforcement of monumental justice and the aesthetic claim against craftsmen and partly also architects. Basically, no one specialises in early modern buildings. Another problem was that project companies sell oversized technology.

Grants: it's hard to get in and you never get everything you need. Surprises, for example, at the Deutsche Stiftung Denkmalschutz and the Bundesverwaltungsamt. Apart from that, I found the structural, technical and monument preservation problems solvable, often with a lot of patience.

Building and conservation techniques and materials employed and any traditional crafts and skills that were used.

Fortunately, there are good traditional craftsmen in Thuringia when you find them. For example, Funk- Bedachungen from Gera (remaking the historic slate stencil covering) stone restorers (Bennert Mellingen; Kahnt Greiz), parquet restorers (Woitkowiak, Borstendorf), metal restorers (Arnold, Gera; Gerhard, Knau; Nowak, Gera), carpenters (Schulz, Chemnitz; Flach, Auma), blacksmiths (Lorenz, Chemnitz), upholsterer (Golte, Plauen).

Without these traditional craftsmen, the problems of such a building cannot be solved.

Results and impact

Summary of the main results achieved and knowledge that has been gained. List the ways that the project/initiative contributes to the preservation and/or enhancement of the historical, cultural, environmental, educational and/or social values of the heritage in question. Mention the project's impact on conservation policy and practice, if any.

The main result is the re-experience of an authentically restored work of art, in an authentically restored place. Design principles can be experienced that have been lost in the course of the often "white-grey modernism": Colour and material contrasts, linear relationship, animated surfaces, connection between interior and exterior space, etc. All this is connected to the life reform and emotional liberation of the avant-garde after 1900. The founding of the European Association of Friends of HvdV in 2003 and the HvdV Museum in 2014, with contents reflecting the European work of HvdV and its allies, make Haus Schulenburg, as Nic Van der Marliere, representative of the Flemish government in Berlin, says, a place that can be "put at the service of understanding, cultural exchange, democracy and European integration".

Aspects of the project that can be considered innovative within its area or field.

The first innovative aspect is the restoration of Haus Schulenburg and the park as a total work of art. In comparable projects, the equivalence and architecture-relatedness of the garden/park is often not taken into account from the beginning. It was also possible to integrate contemporary technology into the monument. The museum holdings (furniture, pictures, ceramics, etc.) were digitised in cooperation with the Thuringian University and State Library (ThULB) in Jena and can be accessed at "kulthura".

In connection with the planned new website of Haus Schulenburg, a visitor guidance system (via QR codes) is being prepared. New forms of communication are running via Facebook, Instagram and an email newsletter. Contact has been made with schools on the topics of "Haus Schulenburg" as an extracurricular place of learning and as a venue for musical student performances.

Measures to ensure the sustainability/future viability of the project (in terms of future plans and funding).

With the complex restoration described several times, the foundation for sustainability has been laid. Now the total work of art, the museum, the cabaret, the venue and the cafeteria must reach the public through programming and advertising. Indispensable in this context is the inclusion of the HvdV-Museum in the city's museum publications (so far incomplete) and in the museum development plan, so far no response to my application. Sponsorship by large companies (3,000.00 - 4,000.00 €/year each) and by the undersigned's day clinic (70,000.00 €/year)

cannot replace the previous lack of public support and is not sustainable on my part. Forms of supra-regional support must be found.

Environmental sustainability of the project and contribution to climate action (in terms of results, techniques, materials employed, methodologies etc.), if relevant.

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Project's interaction with the surrounding community and landscape.

Contacts were sought and found: with the mayor of Gera Julian Vonarb, with the head of the cultural office Felix Eckerle, with the former Member of Parliament Volkmar Vogel from Gera, with the former President of the National Committee for the Protection of Monuments Dr. Uwe Koch, with the Cultural and Sports Committee of the City of Gera (Sandra Raatz), furthermore with the Debschwitz Local History Society, with the district mayor René Jung and others, with the aim of joint events and actions.

Dissemination of the project's results and knowledge gained and any outreach or educational activities.

2013 saw the launch of the HvdV Museum's publication series, 9 issues so far, here is a selection.

- 100 years of Haus Schulenburg, the story of a reconstruction
- Biographies of the HvdV furniture from Haus Schulenburg
- Thilo Schoder, pupil and friend of HvdV
- Henry van de Velde - Pioneer of the Bauhaus and Border Crosser of Modernism
- Ingo Kirchner - Abstraction and Pop from East Berlin
- 100 Years of the Bauhaus - 100 loans from a private collection

Digitisation of essential collection holdings by the Thuringian University and State Library Jena, available on the internet at "kultura".

Publication of results in the press, on television, the Internet, Facebook and Instagram, the website is currently being renewed.

Involvement of youth, community and/or non-traditional audiences.

Admission is free for children up to 14 years of age. Contacts with schools and colleges have been repeatedly sought to introduce young people to the Gesamtkunstwerk and its collections. A special culturally interested public comes - unfortunately not yet in sufficient numbers - from all over Europe, especially from Holland and Belgium; before Corona it was often organised tour groups.

Transferability of the initiative to other contexts and its scalability potential.

Transferable are the necessity and the methods of comprehensive data acquisition in the reconstruction of a Gesamtkunstwerk, also the necessity to engage in a relatively long-lasting process. Important are cultural-scientific and "diplomatic" networks as well as a foundation of an specific association. Growth potential comes not only from quality, but also from marketing, involvement in tourism associations, cooperation with local cultural institutions, whereby there is a danger that the "private exotic" will be marginalised in the struggle for funds and receive less public support. In this respect, a European reputation is helpful in overcoming regional hurdles.

Any related work that still needs to be completed, if applicable.

Intensive anchoring in the "cultural market", helpful alliances, cooperation with other museums and cultural institutions, continuous events, sufficiently qualified and adequately paid staff.

European and international dimension

European significance of the project/initiative/nominee.

The European dimension of the project is already evident from the person of HvdV, who absorbed the European avant-garde cultural currents before 1900 and thus had a great influence on Weimar and Germany. He prepared the Bauhaus in Weimar and after the First World War - again became active throughout Europe. Until the end of his life, he was at the forefront of "modernism". Likewise, Haus Schulenburg, a comprehensively and precisely restored total work of art by HvdV, establishes a European claim. The task is to further justify this claim through the museum and its specific collections, exhibitions, cultural and European activities. This is what the undersigned, his family and the staff stand for.

Costs of the project/initiative

Costs of the project (in euro), financial and management arrangements, funding partners and/or the type of funding.

- Restoration of listed buildings by 2007 (4,500,000.00 €) of which 1,400,000.00 € subsidies
- Demolition of nurses' home, restoration of grounds (200,000.00 €), without subsidies
- Attic conversion, park, terraces, gravel areas (400,000.00 €), without subsidies

Total expenditure: € 5,100,000.00

Annual costs (according to balance sheet 2022) Henry van de Velde - Museum in sponsorship of the European Association of Friends of HvdV, € 270,000.00

The income is supported by a donation of 70.000,000 € by the undersigned, furthermore by the labour office (costs for two sponsored workers). Sponsorship by three large companies ranges between € 2,000.00 - € 4,000.00. Grants for projects were obtained from the city and the state of Thuringia.

There is no contractually secured institutional funding by the city, the state of Thuringia or from other sources.

Funding provided by the European Union or the EEA/Norway Grants (including programme, year and amount of the Grant), if any.

None of the above grants.

Additional information

How would winning the European Heritage Award / Europa Nostra Award benefit you, your project and/or your organisation?

Increase in public reputation, attractiveness for visiting artists (exhibitions, music, literature), Europe-wide visibility, good position in cooperations with other museums and cultural institutions, increase in funding eligibility.

In case this submission is the winner of the Grand Prix, what will the monetary award be used for?

Funding of the Henry van de Velde Museum

In case this submission is the winner of the Grand Prix, who will be the recipient of the monetary award?

Cash prize goes to the European Association of Friends of Henry van de Velde e. V.

How did you find out about the European Heritage Awards / Europa Other

Nostra Awards?

Is this the first time that this entry has been submitted to the European Heritage Awards / Europa Nostra Awards? Yes

On a scale of 1-10, how satisfied are you with this online submission form? ✓ 8

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Log in to european-heritage.awardsplatform.com to see complete entry attachments.



1a. Gate entranc... 1.8 MiB



1b. Gate entranc... 1.9 MiB



1c. Gate entranc... 2.9 MiB



2a. Gate entranc... 1.3 MiB



2b. Gate entranc... 2.4 MiB



2c. Gate entranc... 3.1 MiB



3a. East 1920.jpg 2.2 MiB



3b. East 1996.jpg 4.5 MiB



3c. East 2012.jpg 2.7 MiB



4a. South 1920.j... 1.3 MiB



4b. South 1999.j... 2.5 MiB



4c. South 2012.jpg 3.7 MiB



5a. West 1920.jpg 2.8 MiB



5b. West 2000.jpg 4.6 MiB



5c. West 2012.jpg 3.1 MiB



6a. South terrac... 2.4 MiB



6b. South terrac... 2.2 MiB



6c. South terrace... 2.5 MiB



[7a. Lower hall 1...](#) 1.9 MiB

[7b. Lower hall 2...](#) 1.9 MiB



[7c. Lower hall 20...](#) 3.1 MiB



[8a. Music salon...](#) 2.6 MiB



[8b. Music salon...](#) 2.6 MiB



[8c. Music salon...](#) 1.9 MiB



[9a. Dining room...](#) 5.0 MiB



[9b. Dining room...](#) 2.3 MiB



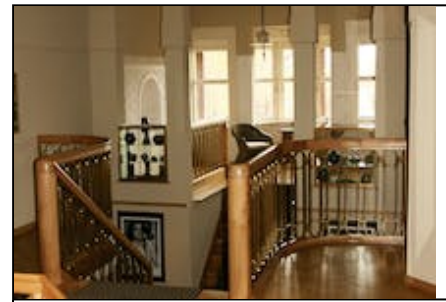
[9c. Dining room...](#) 4.8 MiB



[10a. Flower roo...](#) 3.1 MiB



[10b. Flower roo...](#) 1.3 MiB



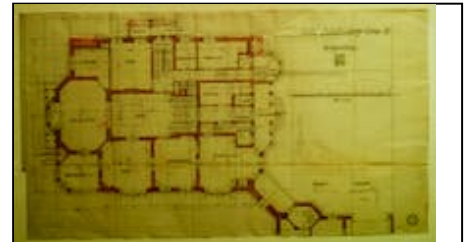
[10c. Flower roo...](#) 1.8 MiB

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Photo captions... 12 KiB



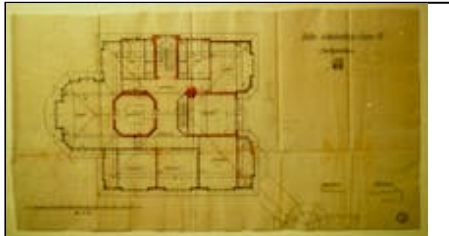
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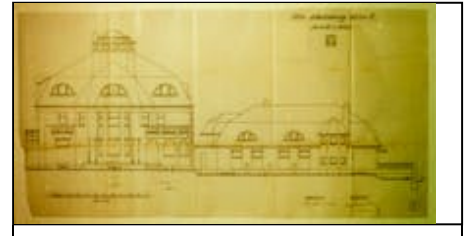
2. Ground floor... 309 KiB



3. Upper floor or... 300 KiB



4. Attic original ... 256 KiB



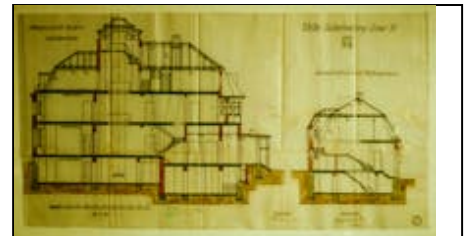
5. East view origi... 195 KiB



6. West view ori... 255 KiB



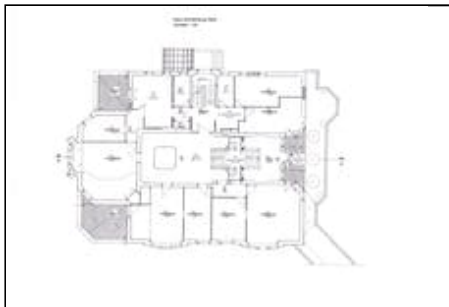
7. North view or... 242 KiB



8. Length cut ori... 315 KiB



9. Ground floor ... 942 KiB



10. Upper floor ... 933 KiB



11. Attic Buildin... 843 KiB



12. East view bui... 1.7 MiB



13. South view b... 1.9 MiB



14. West view b... 2.0 MiB



15. North view b... 1.6 MiB



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Letter of recom... 43 KiB



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Letter state cons... 894 KiB



Publication 4 20... 2.5 MiB



Document Mus... 442 KiB



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HA2024 Entrant... 539 KiB



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