Farbwerte

What colors bear your country?
What values are behind it?

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Colors – A country's flag has the ability to invoke a disparate set of sentiments: from pride to nostalgia, nationalism to racism among others.

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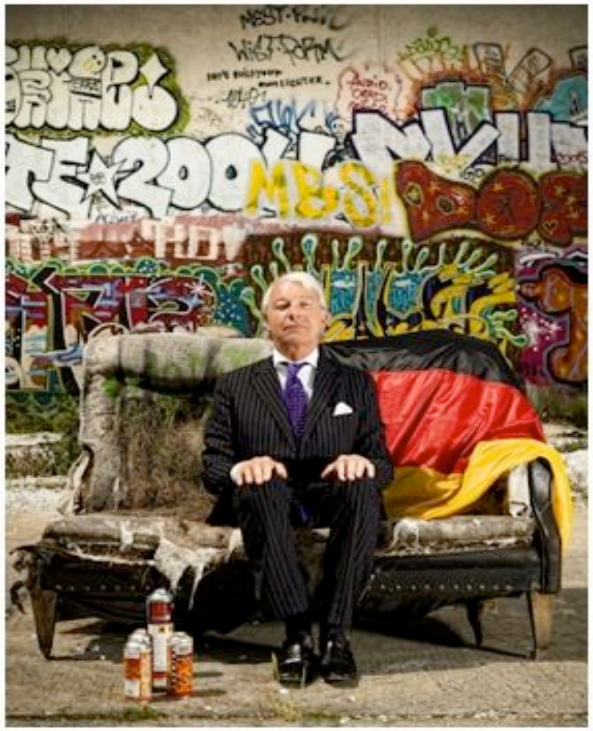

Values – Whether being hoisted up a pole, adorning the clothes and faces of sports enthusiasts or being set a light by racial extremists, a nation's flag is a powerful, yet polarizing symbol.

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Initiator – Robert Eysoldt, a Berlin-based creative director and project developer, initiated Farbwerte (color values) in March 2009.

The first still ongoing project is **Farbwerte – SchwarzRotGold** and concerned with questions surrounding German identity and its respective forms of public display.

A project – transferable to other nations und flags!

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The exhibition – For this first project, international designers and artists were given the task of incorporating the **German flag** into artworks, thereby using this public object as a medium to illustrate a **personal story** or **point of view**.

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The result – over 120 designs, photographs, illustrations, paintings and more provide a timely means of reflection in a year when Germany marks **60 years** of the Bundesrepublik and **20 years** since the fall of the Berlin Wall.

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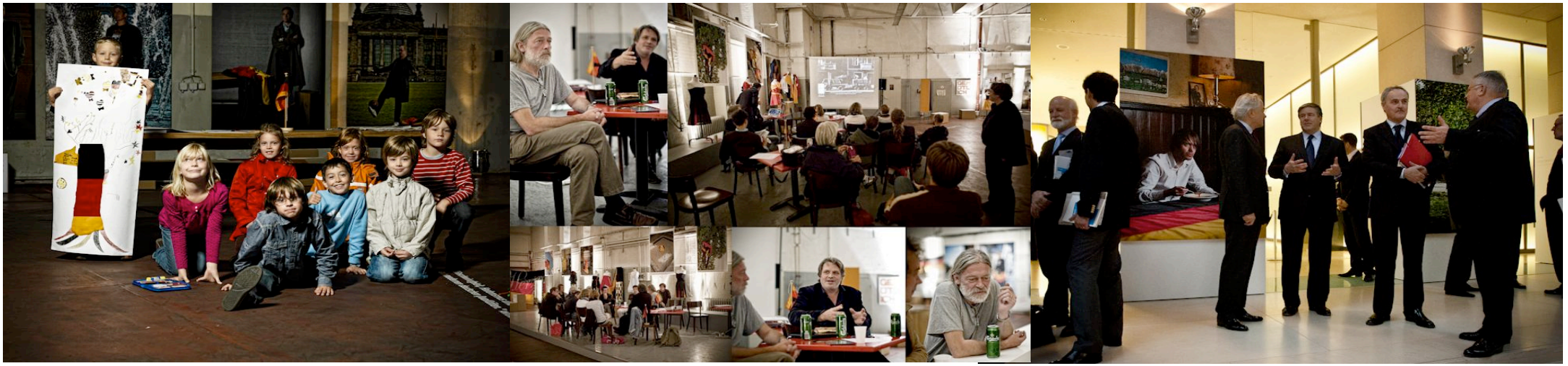

The platform – Farbwerte is an exhibition and a social platform for discussion and different accompanying program formats:

– Business meets Arts / Poltics meets Citizens
– School classes
– Film-Screenings and subsequent discussions
– Feedback: Visitors are asked to write down their thoughts
– Photocall: Visitors were photographed with the flag

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Examples – Portraits

Unitil today Robert Eysoldt and photographer Frank Roesner have contributed over **45 large format portraits** of people from various areas of the society.

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Roland Meyer de Voltaire

I spent a lot of my childhood abroad and was always aware of being German in a foreign country: when, as a 9-year-old I was called a fascist by the other kids in the playground in Moscow, when I chatted with people from every corner of the world as a teenager in Beijing, always ready to offer my hand as an apology for our culture. Sometimes I took this too far and simply ended up getting quizzical looks …

While other cultures set down a clear structure, ours is imperfect and self-critical. This gives us the freedom to make the best of our situation.

Jeannette Ladewig

Harald Jäger opened the barrier at the Bornholmer Straße border crossing on 9 November 1989. His brave decision opened the prison gates for us East Germans.

One evening I was sitting watching TV in my parents' house in Schorfheide. The next day everything had changed. West Germany, the enemy of the people, was beckoning to us from beyond the wall, waving a DM 100 note.

A few weeks later our civics lessons came to an end, replaced with classes in politics. Instead of a polytechnic, the college I attended was now referred to as a secondary school and the curriculum was changed in an instant. We also had to learn that the proper German word for Chicken was not "Broiler", but "Hähnchen".

I have known two social systems and have lived through two currency unions. I associate Germany with change and that's what gives us the opportunity to be open to changes for the better. If we can manage this, I will be able to say that I am proud to be German.

Lutz Engelke

… I am happy that there has been some movement here. The black, red and gold of the German flag have come to encompass more a more colorful society than the Basic Law. The team that won the World Cup in 1954 now has quite a different complexion, quite a different drive. The cooperation and game plans now to be found in the country are more go ahead and have overtaken current political logic.

Germany has put its winter years behind it. Contemplation can be an enjoyable pastime in this country. It can also be enjoyable to talk about Germany when abroad. Instead of begrudgery, we are now met with a smile. And then at the heart of Germany is Berlin, which has always been like the cosmopolitan soul of our country and which has always been aware of its own wounds. There is something really wonderful brewing here.

‘In our hearts we are armed against the displeasure of these heroic lackeys in black-red-gold livery,’ wrote Heine in his foreword to his Winter’s Tale. Germany is now more than just a fairytale and will last more than just a summer …

Examples – ESMOD Fashion School

Students from the Berlin-based renowned ESMOD fashion school also took part in this project. They made **dresses from original flag silk**.

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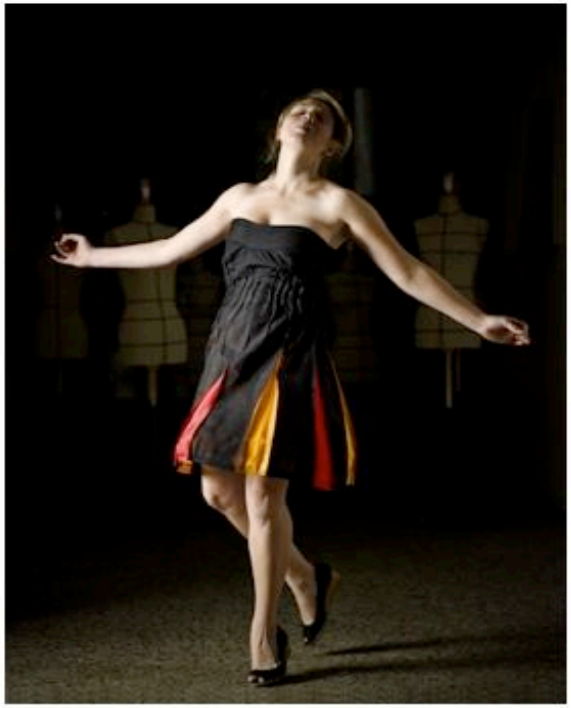

André Le Guin: *“What we are faced with is a Germany that has been patched together stitch by stitch.”*

Frederike Meyer: *“If you stand still, it looks black, but the more you move, the more colorful it becomes.”*

Jana Späth: *“For me, being German is like a permanent responsibility, as one might be responsible for a child, for example.”*

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Examples – Designer and Artists

Over **120** international Fashion- and Graphic-Designers, Illustrators and Photograpers **from all over the world** participate in this project.

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“When I was a little kid, I liked to draw German castles.“

Jeremy Traum (New York)

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Exhibitions – Germany and China

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Berlin, Germany

October 2009: Münze Berlin. Exhibition on 750 sqm.

November 2009: Capital representation of Deutsche Bank in cooperation with Alfred Herrhausen Society und Frankfurter Allgemeine Zeitung.

January – February 2010: Malzfabrik. Exhibition on 500 sqm.

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Shanghai, China

March – April 2010: M50 Creative Space. Exhibition in Shanghai and project start in China. 11 designers and artists are working with the German flag right now.

May 2010: EXPO 2010, German Pavilion.

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Shanghai, China

May 2010: EXPO photo call at the German Pavilion. We photographed over 1.000 portraits. All photos are online and can be send as e-cards.

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Project Partner an Supporter