



**Good Practice 11:**

**KLOSTERLAND e.V. –  
a network for monastic  
product development**

SKIVRE Training Scheme



**SKIVRE**

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## Good Practice 11:

### Klosterland e.V. –a network for monastic product development:

<p><b>KLOSTERLAND</b> Germany / Poland</p>	
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#### Description

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KLOSTERLAND e.V. is an association of 23 monastery sites\* from all over Germany and in western Poland. Organised as an association, the aim is to make the value of monastic culture visible and usable for society and people. It wants to show that the monastic way of working and living can inspire current debates and provide answers to individual questions of life. And last but not least, the members appreciate the monastery buildings, which have shaped the landscape yesterday and today, as places of special cultural heritage and life and make monastic culture there tangible.

#### WORKFIELDS:

**Marketing:** The association carries out press and public relations work for its members and the joint umbrella brand KLOSTERLAND, initiates measures for joint cultural tourism marketing and facilitates an internal exchange within the association.

**Monastic culture:** The main focus is on monastic culture. The work in this thematic field aims at the development of mediation offers for the association and its members.

**Products:** The association develops products as well as cultural and mediation offers and thereby expands the existing range of services of the members. The products also serve to generate income and act as ambassadors for the association.

#### AREAS OF EXPERTISE:



**Combining diversity under one roof:** The monasteries in KLOSTERLAND are very different from each other, from their history to the current offer and the type and nature of their facilities. The association provides an overview for interested parties and designs and advertises offers for visitors.

**Giving relevance to the monastic culture:** The association makes the value of monastic culture visible and usable for today's society and people.

**Cooperate and learn from each other:** KLOSTERLAND organises meetings for monastery networks in the German-speaking countries and offers the actors the opportunity to exchange expertise and get to know each other for mutual inspiration and the implementation of cooperation.

**Centre of competence:** KLOSTERLAND is also a network of experts, which provides knowledge, experience and examples of implementation. Members can fall back on this knowledge and the collegial consultation for questions and suggestions. A suitable team can be formed for events and the implementation of consultations and projects.

**Product development:** With great openness, creativity and knowledge of the monastic field, KLOSTERLAND develops special products which act as mediators of monastic culture and offer monastery shops an attractive addition to their range.

#### ■ Why is this a good practice for monastic products?

As a supra-regional association, KLOSTERLAND has the opportunity to incorporate authenticity into monastery products, which not only refers to the traditions of a place, but is oriented towards the living environment of monasteries in a more comprehensive sense. In this way, monastic products can also develop a unifying character and thus become a vehicle for joint cultural tourism marketing.

How do these principles manifest themselves concretely in the products?

#### ■ The postcard series "Ornaments of Silence"

The development of the postcard series "Ornaments of Silence" was preceded by a cooperation with students of the design department of the University of Applied Arts Hildesheim (Germany). The aim of a series of events over several semesters was that the students, inspired by the history and architecture of monasteries, should dedicate themselves to the development of new monastic products. The term "product" was broadly defined. Some students created service offers or entertainment programmes. Others developed classic products that would give the guests of monasteries the opportunity "to take something home" from the monastery into their everyday life. The designer Carolin Libuda developed a series of postcards that satisfied a whole range of demands. She was inspired by the fact that each monastery is a very individual place, which is characterised by shapes and colours, among other things, and that



these can be captured on a two-dimensional medium - on paper. She developed a very special method of analysing the richness of colour of a monastery complex, bringing it together in a special shade of colour. This colour was then combined with an expressive form found in the architecture of the monastery. The result was a very individual and unique 'picture' that represents exactly this place.

Printed on postcard cardboard, these ornaments are ambassadors of the place. The guests of the monasteries can buy these cards in the monastery shop. But the monastery shops do not only have the cards of their own monastery for sale. As a whole collection, the cards encourage visitors to visit other monasteries.

Meanwhile the association offers 16 different cards, inspired by 16 different monasteries - as a simple postcard and as a folding card with a matching envelope.

- The KLOSTERLAND brew specialities "Wanderer" and "Wächter"

The rich and long brewing tradition of monasteries is legendary. There is one main reason for this: the stable life of religious communities in one and the same place over centuries. In the Middle Ages beer was a staple food. Beer guaranteed 'clean' water even with a low alcohol content. Beer was therefore brewed in great variety and even many households enjoyed the right to brew beer. Monasteries also had this right, of course. Their way of life guaranteed the continuity of their breweries for centuries and the improvement of their recipes over long periods of time. This is why a monastery beer still enjoys a reputation for high quality today.

However, with the dissolution of monasteries (especially during the Reformation and secularisation), the localities lost this tradition. Today, even the former monasteries are recalling this tradition and creating new beers or recall traditional recipes.

The monasteries in the association KLOSTERLAND also want to offer their guests their own beer, and the demands on the product are high: it should be brewed in the tradition of monastery beers, but it should also offer a new interpretation. In order to meet these demands, the KLOSTERLAND association held a competition among craft beer brewers in Germany. A small brewery became a partner of KLOSTERLAND. Excursions to some monasteries inspired the brewer team to develop seven new, craft-brewed beers. A top-class jury of experts tasted and judged their favourites together with 50 other beer lovers: a Wit, originally a Belgian beer type, and a Dubbel, which continues the tradition of Trappist beers. Both beers ("Wanderer" ("hiker") and Wächter ("guardian") are brewed with historical mirror barley, thus creating a link to the history of monastic brewing.

*\*as of February 2020*

## Pictures

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Picture 1: The entire range of the Klosterland postcard series ©Manufactum



Picture 2: The Klosterland beer "Wanderer" ©Klosterland

(The postcard on the title page shows motives of Neuzelle monastery  
<https://www.zisterzienserkloster-neuzelle.de/>)

## Source/link

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This good practice is available under the following link: [www.klosterland.de](http://www.klosterland.de)



## Country

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Germany / Poland

## Topics

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SKIVRE Training Scheme	
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X	Module 3: Monastic Products
X	Module 4: How to Sell Monastic Products Authentically
X	Module 5: Distribution Strategies
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<https://www.skivre.eu/>