

OVER- gebürstet

Redecker's brush magazine
Issue No. 14 / August 2014



And the Oscar goes to...

As a German brush producer, we didn't take the request to present ourselves at the Academy Awards in Hollywood quite seriously at first. Luckily we went back and checked...

No joke: When we receive an email with an invitation to a "Celebrity Gift Show" in Hollywood via the contact form on the Redecker website, we are not initially inclined to take it really seriously. But a tiny remnant of curiosity makes us go back and check anyway, and finally find out beyond a doubt: We are really being invited, as one of 50 companies worldwide, to a fair for the rich and famous leading up to the Academy Awards. So we accept – and initially make our way to California with mixed feelings.



Jon Voight

The fair takes place the day before the award ceremony, in one of the Academy Awards hotels. In a separate hall, products and services from selected companies are presented to an audience that consists of some stars and many more starlets. We build a stand at lightning speed and arm ourselves with copious quantities of Redecker products and materials.



Lou Diamond Phillips

Dear Redecker Customers,

Typically German – this could be the slightly tongue-in-cheek motto of this issue of "Quergebürstet". Our Hollywood appearance before the Academy Awards as a German company was the beginning. Then add to that the German passion for cleanliness, which Redecker brushes symbolise in Rolf Sachs's exhibition on being German. And then we report on a "not so general store" in West Hollywood called "Max & Moritz" that sells good hand-crafted products for daily life – and where, by the way, Redecker brushes along with many other German and European products are sought out by discriminating customers. Still, Redecker products are of course not typically German, but typically Redecker: practical, long-lasting and beautifully designed. So let your fancy be captured by the many new ideas and products that we have developed and discovered. Have fun!

Yours truly, the Redeckers
quergebuerstet@redecor.de

HOLLYWOOD



Buzz Aldrin

For more than five hours we chat with a variety of A and B list celebrities; pose, laugh, show and give away Redecker products – with huge success as proved by the photos we show here. We will never forget meeting Mickey Rooney (now sadly deceased), Buzz Aldrin, Jon Voight and Lou Diamond Phillips. An unforgettable day on which the Redecker ostrich feather dusters, as well as many of our other beautiful products, are greatly admired. So much so that the organiser immediately wants to invite us to other similar fairs for other large events. Suddenly there's a lot going on on our brand-new Facebook page and the Twitter account that was set up just for this event. Redecker products are being tweeted about!



Mickey Rooney

After the fair we can follow the Academy Award ceremony itself on a big screen at an exclusive dinner and meet more big names from show business – great cinema!

Conclusion: In modern, fast-paced Hollywood our production methods and ideas of quality are obviously typically German (see also p. 2) – in a positive way. The contacts and acquaintances made on this day extend far beyond the event itself. We are able to expand our horizons and bring matchless acclaim and recognition home with us. Last but not least: Certain exclusive dealers from the USA now list Redecker products in their portfolios...



cabinet broom
460605



New Products 2014 / 2015

Many things in this issue of "Quer-gebürstet" revolve around the theme "typically German". We cannot get away from this totally with Redecker's new products either, as cleanliness is still considered typically German, isn't it?

So, you will soon be able to clean the tops of your cupboards and under your beds even better with our new, angled cupboard broom, pre-treat your shirt collars and other heavily soiled clothing with a laundry brush, and, after grinding the coffee beans, sweep up the coffee grounds with a hand brush made just for that purpose. In addition, we were able to find a German producer of flax yarn who developed an exclusive Redecker line with us. But new brooms and brushes from pear to olive wood are also in the range. Exclusive tip: Our darling, new little wooden chalk boards that you can write on yourself! For your shop window, the menu or as place cards. Simply brilliant!

small wooden boards
753307



Redecker: Really typically German!?



Against the grain

Rolf Sachs awakens the German in us ...

The commission by the artist and designer Rolf Sachs (son of Gunter Sachs) was a challenge even for an experienced brush maker: an evenly bristled and smoothly cut brush of 1.25 x 1.25 metres! Nevertheless, we basically did not produce the art works any differently to a classic Redecker brush and had a lot of fun with the commission. The humor of being able to help create the concept "cleanliness" as a German brush producer was the icing on the cake for me. While we are talking about clichés: The Redecker brush pictures for Rolf Sachs really embodied many additional German stereotypes: industry, precision, punctuality.... Should we be ashamed? - No!

Yours, Gernot Redecker

Gernot Redecker



©Rolf Sachs Studio – Reinlichkeit / Foto: Byron Slater

One can't deny that almost all Redecker products have something to do with the theme of cleanliness. Whether or not that is typically German, we don't know. Rolf Sachs, however, a designer and artist in Lausanne who is the son of a French mother and German father, used our brush art to do away with the famous German virtues or rather, to depict them as ironically broken. In his celebrated exhibition "Typisch Deutsch" ("Typically German") in Cologne he depicts German "virtues" such as punctuality, industry and also cleanliness. Without us, it may not have been possible. Because we constructed two highly complex, 1.25 x 1.25 m high uniform brush pictures with

bristles - one with goats' hair and one with split horse hair - especially for Rolf Sachs's exhibition. Jutta and Gernot Redecker could not resist the opportunity to be there at the opening and were able to experience first hand the incredulous comments that were made by the visitors: Who makes something like this? How is it done? We were able to clarify and explain in a stimulating discussion.

After being extended, Rolf Sachs's exhibition in Cologne's Museum of Applied Science (MAKK) closed at the beginning of June. What remains are his ironic and intelligent ideas on German virtues and vices, a theme which we are pleased to have had a part in.



©Rolf Sachs Studio - typisch deutsch? Ausstellung im MAKK, Köln

©Rolf Sachs Studio – Reinlichkeit Detail / Foto: Byron Slater

Max & Moritz

- A not-so-general store

The American general store is probably best translated with the old German word "Gemischtwarenladen". The not-so-general store of our customers Esther, Ashley and Nino from Los Angeles is just that – yet in a particular way: The products are presented in a wonderful atmosphere of vintage European furniture and furnishings. In fact, however, Max & Moritz sells primarily high quality household items made by hand that withstand the test of time, reflect the spirit of the times and delight customers. What could be more typical of Redecker products?

The three shop owners search the globe for fantastic products that resist the trend of the throw-away society and that show off the beauty and practicality of good craftsmanship. This delights us and the many customers from West Hollywood and Los Angeles, no less. Thank you, Ashley, Esther & Nino!



**Trade fair
date 2014:**

**We are looking forward
welcoming you!**

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