

Horse. Culture. Heritage.

E X H I B I T I O N S O N T O U R



*'WHENEVER MANKIND HAS MADE A GREAT CONQUEST,
IT IS BECAUSE HE HAS MADE A FRIEND OF THE HORSE.'*

GEORGES-LOUIS LECLERC, COMTE DE BUFFON (1707 - 1788)

How it all began

In the beginning there was great love.

Horses fascinate and inspire us through their beauty, elegance and character. They fire our imagination, symbolise freedom, strength and power. They are ambassadors, bridge-builders and connect people across borders and generations.



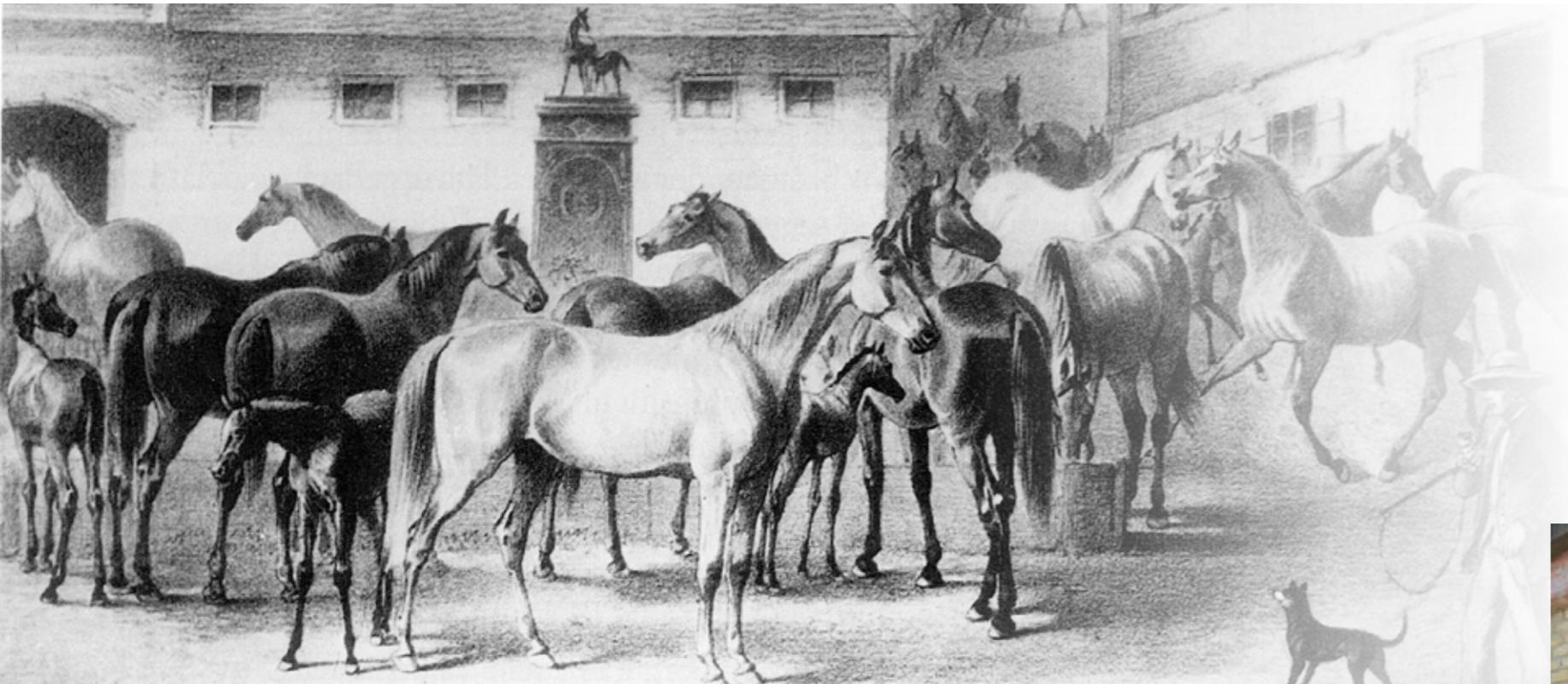
MARES AND FOALS IN THE CZECH NATIONAL STUD KLADRUBY NAD LABEM.

Love became curiosity

**...curiosity became research
and research became knowledge.
With Exhibitions on Tour we would
like to share our knowledge
and our passion.**

Until a few decades ago the hoof-beat of the horse set the rhythms of agriculture, transport, Courtly splendour, war and peace. Today, most people are not even aware of the distinguished role horses used to play and accordingly they are not familiar with the cultural significance of the different breeds, their breeding places and the numerous evidences of the human-horse-relationship from prehistoric times onwards.

We want to change this!



*MARES AND FOALS AT THE MARBACH STUDDEN FOUNTAIN.
LUDWIG GUSTAV VOLTZ, AROUND 1860*



Walk, trot, gallop...

Horses & Heritage

Alexandra Lotz

Master of Arts
in World Heritage Management

Master of Science
in Building and Conservation

Dipl. Ing. Interior Architect
... dedicated horsewomen

We pull together

Museum on tour

Jürgen Hagenkötter

Draught Horse Museum Director

Exhibition Curator

Textbook and script author



Alexandra Lotz has been researching European stud culture for many years. She has established a network of European State Studs and can look back on organising numerous events whose purpose was to illuminate and celebrate horse heritage. She captures her experiences with her camera. She is in demand as a lecturer, publishes on regular basis and has consulted on the successful World Heritage nomination of the Czech National Stud, Kladruby nad Labem. As a passionate rider she feels at home in different saddles, and cuts a good figure as a groom in carriage driving.

We are able to offer permanent, changing and travelling exhibitions. From first idea to content and design, up to logistics, realisation on site and communication design, we offer complete service in one hand. We provide different display systems for small and large solutions. Furthermore, we have a pool of objects to be used depending on the focus of the exhibition in question.



Jürgen Hagenkötter's special interests are the documentation and display of the development of horse-drawn mobility in the context of industry, business, communication (mail) and military – largely in the time-frame of industrialisation. Apart from exhibitions designed for his own museum, he curates and realises special exhibitions for museums of industry and transport and develops presentation concepts for a variety of collections, internationally.

What moves us.

Architecture and cultural landscapes for horses

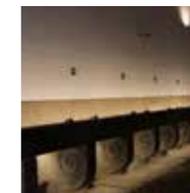
In larger traditional studs, cultural landscapes shaped by many generations of horses and people bear witness to centuries of co-habitation of horses and humans. Their architecture is characterized by a strong emphasis on functionality while, at the same time, those who established the studs gave them an equally high cultural character. The larger studs document a special way of life, characterized by the intensive cohabitation of humans and animals. A significant portion of their heritage value lies in their continuity and use. Furthermore, we celebrate and work with simple vernacular stables in rural areas and ingeniously devised horse accommodation in restricted urban conditions as well as with the magnificence of mews and studs appertaining to noble and Royal households where the horses were housed as magnificently as their owners. A feast is there for lovers of horses and architecture!



What moves us.

Studs and breeds

The heritage of horse-breeding institutions is diverse and multi-layered. It encompasses ensembles of historic buildings and the cultural landscapes which surround them as well as knowledge of breeding and training horses and the way of life determined by the daily routines of the stud. Last but not least, the horses themselves can be regarded as 'living heritage'. The breeds of today have been developed over centuries to match the pattern of human needs. Therefore, they mirror by type and abilities the demands of people at different periods of time.



*'WE SHOULD BE CONCERNED NOT TO DISTURB THE HORSE AND TO MAINTAIN ITS
NATURAL GRACE. BECAUSE IT RESEMBLES THE FLORAL SCENT OF THE FRUIT, WHICH NEVER
RETURNS ONCE IT HAS FADED.'*

ANTOINE DE PLUVINEL (1552-1620), RIDING INSTRUCTOR OF LOUIS XIII OF FRANCE

What moves us.

Classical Riding

Knowledge of the physical and mental well-being and needs of the horse is the basis for equestrian training in the sense of classic riding culture. This was developed and refined over many centuries at the European riding academies and in the riding schools of the noble and royal Courts with the aim of achieving harmony between people and horses. Training in the saddle was part of the educational programme of heirs to the throne until the 20th century. A person who had the skill to control a horse was clearly also a person capable of leading entire peoples and even great empires.



*'IN LIFE, HOPE RUNS WITH SIX HORSES,
EXPECTATION WITH TWO HORSES AND REALITY WITH A SINGLE HORSE.'*

LOUISE BERTRAM



What moves us.

Traditional carriage driving

The art of carriage driving was a question of a high level of breeding and skill before mankind switched from the carriage to the means of transport of our day. Our ancestors documented their wealth and social status with a stylish equipage, consisting of a carriage appropriate for the occasion, along with matching horses, harnesses and appropriately dressed staff. The coach-builders out performed one another in the technical development and in the detailed equipment of the vehicles they manufactured. While in south-eastern Europe the Hungarian style of driving was evolved, Benno von Achenbach developed the driving system named after him in his function as head of the Berlin imperial mews under Kaiser Wilhelm II aiming at the greatest possible safety and practicality with maximum protection of the horses.



What moves us.

Horse-related professions and vocations

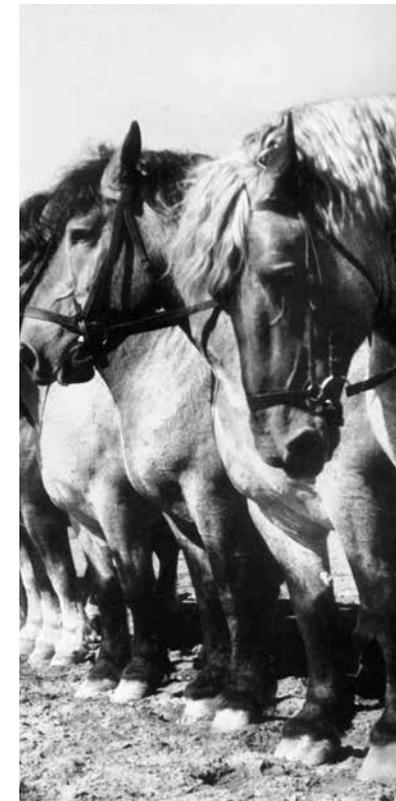
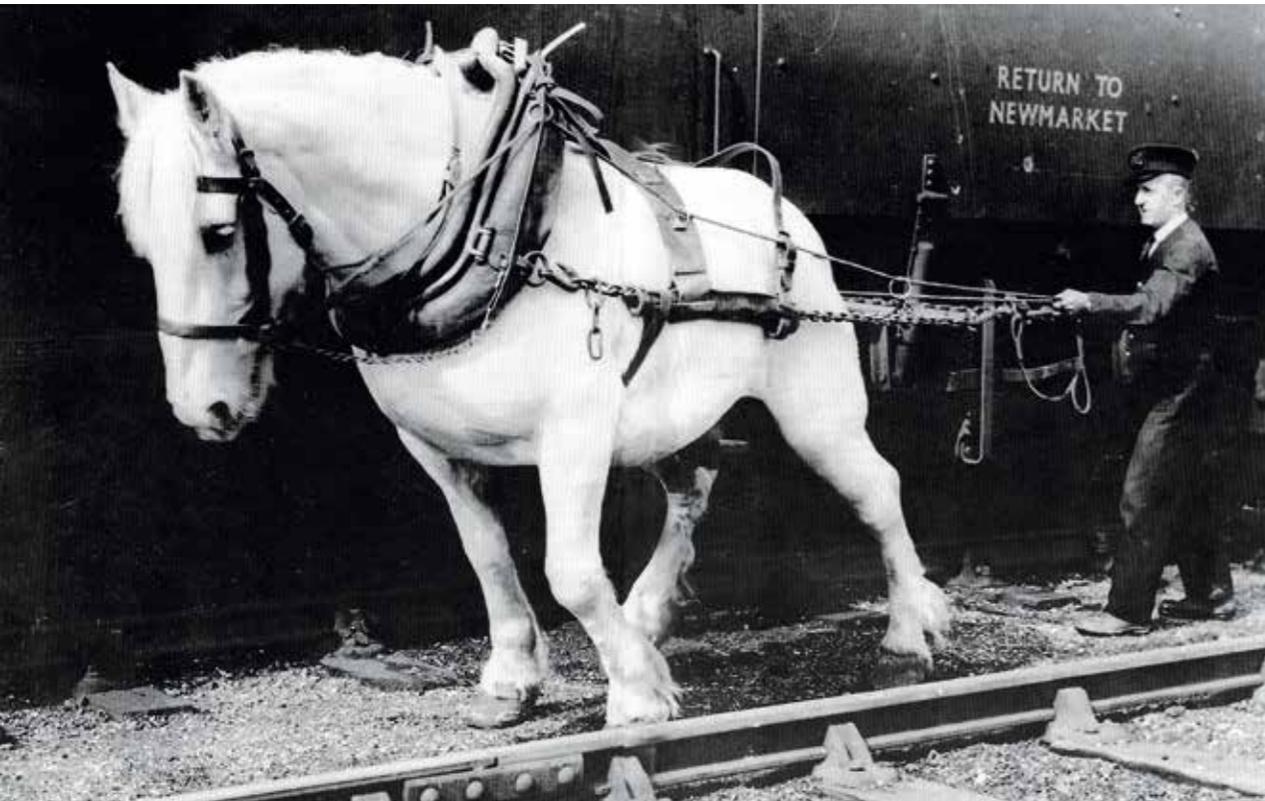
In accordance with the social role of the horse, hippology and veterinary medicine once enjoyed the highest social recognition. Professions such as farrier, coach-builder, wheelwright or saddler were as omnipresent as horses. With their disappearance from the streets and from the fields, there was also the dismantling of businesses and jobs associated with the use of the horse. Many of today's car-workshops have emerged from forges. Farriers, saddlers and a small number of coach-builders and restoration workshops are still operating for sports and leisure riders and drivers. Their knowledge and craftsmanship are still highly valued and deserve recognition as intangible cultural heritage.



Business and industry were enabled to become mobile

When horsepowers were still powerful horses

According to popular belief, the era of horse-driven mobility ended with the use of steam locomotives. Quite the opposite was the case. While the railroad developed for long distance transportation, horses took over the entire inner-city and company-internal mobility. Hundreds of thousands of draught horses performed their service in urban spaces. Without this potential the industrialization phase would have been significantly delayed. This applies especially for heavy loads. There was no alternative to heavy horses.



ENGLISH RAILWAY HORSE AT NEWMARKET, 1963

High on the mail-coach

Here goes the mail

Postal deliveries by mail-coach or rider were clearly better than their reputation. We can read in the notes of the 'complaint books', that were placed at every post station, about the most adventurous incidents. On closer examination, most of those incidents can be put into perspective quickly. Male and female (during the war) postillions and horses have moved millions of passengers and goods on time every year. And on streets that were not constructed according to modern standards of smoothness.



FEMALE MAIL-DRIVERS, CENTRAL POST OFFICE, BERLIN 1917

Inter-dependability of horses and men
in dangerous occupation

Horses in the mining industry

Underground mining is in a world of its own. Safety, caution and prudence are paramount. Rely on the colleague is law - whether he has two or four legs. The slightest mistake can lead to disaster. Horses were to be found working in the middle of whatever was going on. Around 1910 there were about 8,000 horses working underground in the Prussian Oberbergamt districts alone. Many of them stayed in the mountain for several years. Meanwhile, the conveyor lines were too long to bring the animals regularly to daylight. Instead, they lived underground in their stables at their working levels.



Suffering, despair and grief

Horses in war

The Second World War was one of the largest 'horse battles' in history. Taking all armies into account, around 10 million horses participated. On the German side there were 2.75 million animals.

Of the 400 divisions established in Germany only 40 were fully motorized – all others moved into the field partly motorized or with horses. They were used in the navy and the air force as well as the infantry.



We have already inspired the following owners or institutions

Draught Horse Museum – Museum on tour in collaboration with Horses & Heritage



Museum of Transport Dresden

Draught horses.
When horsepowers were still powerful horses.



Town Hall Altona / Hamburg

350 years of Altona – The Royal Danish Post achieved mobility.



German Museum Munich

Powerful horses.
Mobility on four legs.



Heinrich-Schliemann-Museum Ankershagen

The never-ending story of the Trojan Horse.



Open air museum at the Kiekeberg

Draught horses. Cultural history of real horsepower



Stadthauptmannshof Mölln

One letter and 1000 horses.
The Royal Danish Post in Schleswig-Holstein and Hamburg.



Museum Lüneburg

Powerful horses on the move.



Agroneum Alt Schwerin

When horsepowers were still strong horses.



3 Königinnen Palais Mirow

3 queens, 300 letters and 3000 horses. The history of the Mecklenburg Post.



UNESCO World Heritage Site Rammelsberg / Goslar

Animal mining. Horses, donkeys, pit dogs in the Harz.



Project in preparation

**From carriage horse to World Heritage:
The Czech National Stud
Kladruby nad Labem and its horses**

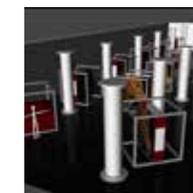
The landscape for breeding and training of ceremonial carriage horses at Kladruby nad Labem is the first UNESCO World Heritage Site in which everything turns on horses, their culture and heritage. Rudolf II surely did not expect future glory when he established the Courtly stud in 1579. He was keen to breed noble yet powerful carriage horses for the elaborate Court occasions, horses able to pull the heavy ceremonial carriages in a sublime manner with cadenced movements. It was the time of Baroque culture and a different type of horse from today was in fashion. Steep shoulders, high necks and Roman noses are still the trademarks of Kladruby horses. Today, they can be found in the Royal Mews of Denmark and Sweden. The gentle giants prove that they are not only able to pull carriages in style, but also have a say in fast-paced driving sports at tournament venues all over the world.



So that everything runs like clockwork

Technology and logistics

We provide three different exhibition systems, with which any room situation can be designed individually and attractively. From compact presentations to large-scale structures we use inventory-friendly, tool-free systems with short assembly times. The entire planning process, realization (assembly and dismantling, logistics) lie in one unified hand and are managed professionally and in time. So that everything runs like clockwork...



HORSES
— & —
HERITAGE



*EXHIBITIONS ON TOUR IS A COLLABORATION
BETWEEN HORSES & HERITAGE AND MUSEUM ON TOUR.*



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