

## Press Release

March 2023

**Swiss Woodcarving Museum, Brienz, Switzerland**

### **Recovery, a special exhibition that attracts the public and holistic further development**

How nice that we were almost able to resume our usual activities last year, just as we were used to in the years before the pandemic. Nevertheless, the Foundation and the Museum continued to face major challenges.

On the positive side, we were again able to welcome 5,196 visitors to the museum. In addition, the group business recovered steadily better, even though there is further potential there. A total of 843 interactive programmes were held with guests, of which 507 were again of international origin. This made us very confident that the number of international visitors will continue to recover. Already today, a good booking level is emerging for 2023. It should also be emphasised that our museum management often makes the museum accessible for special programmes outside opening hours. For us, this is part of true customer service, and it is appreciated.

The 2022 special exhibition was dedicated to the Swiss sculptor Bernhard Dürig. His fascinating works, which are based on the evolved forms of nature, delighted the public. To document and support his work, the Foundation acquired one of the large works, which can also be presented to museum visitors in the future.

A further nine works were added to the museum's collective exhibition and a considerable number of plaster models were expertly restored.

Marketing and communication for the museum underwent a significant step of professional development. A new website now provides information in three languages and gives a comprehensive insight into the great world of wood sculpture with extensive information on old masters, international performances, and today's varied work. Accompanied by new information tools, physical and digital, as well as new presences via social media, new target groups are being developed to further increase visitor numbers.

As a foundation, we are looking forward with great anticipation to the upcoming special exhibition in 2023, which will show the diversity of the valuable work of the Swiss Wood Sculptors Association under the title "Out of the Workshop and into the Cube". The permanent exhibition will also be further upgraded and made more attractive with professional exhibition makers. The return of the famous Melchtal group is eagerly awaited. The vernissage for the 2023 summer season will take place on 6 May 2023.

(2335 characters)

Further information [www.museum-holzbildhauerei.ch](http://www.museum-holzbildhauerei.ch)



your Anton Reisacher, President of the Foundation Board

