

WORLD GRAIN®

Flour Art Museum celebrates anniversary, growth

WITTENBURG, GERMANY — Mühlenchemie celebrated the one-year anniversary of the opening of the Flour Art Museum on June 10. Millers and others around the globe have read about the museum and sent new flour sacks with their own personal story. There are plans to restore the top floor of the building to accommodate the exhibition called “Corn Worlds.”

The museum, located in the Mecklenburg town of Wittenburg, Germany, was founded by Volkmar Wywiol, owner of Mühlenchemie GmbH & Co. KG. The museum is open to the public on every first Sunday in the month.

Mühlenchemie noted that Mecklenburg-West Pomerania is a holiday region, so the exhibition also attracts tourists. Numerous exclusive tours are also arranged with millers and other customers of the Stern-Wywiol Gruppe. “If our customers and partners are in Germany – taking part in training courses at our Technology Centre in Ahrensburg, for example — our flour art museum is a very popular and indispensable item of the program,” Wywiol said. “Over 100 customers from all parts of the world have now visited the exhibition.”

Mühlenchemie said that millers, in particular, are fascinated by the Flour Art

Museum, because it is their products that are displayed. From 1,600 sacks from 110 countries at the opening, the collection has grown to 1,925 exhibits from 115 countries. New countries represented are Mozambique, Austria, the United Kingdom, Korea, Cape Verde and Romania.

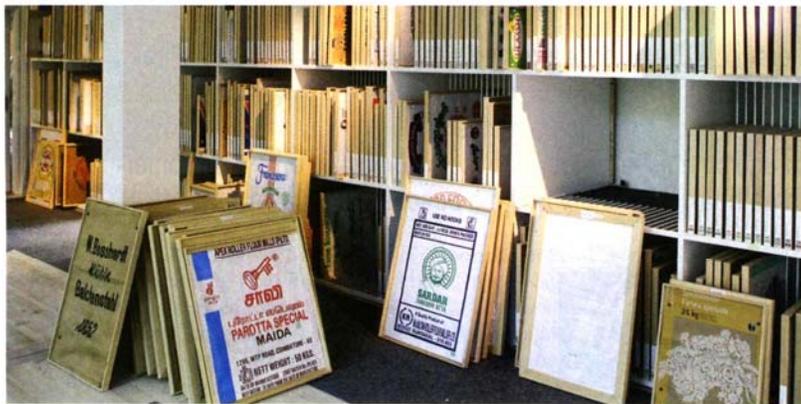
Wywiol said he intends to take his idea a step further. On the upper floor of the building, he hopes to set up a center of excellence for wheat, to present cereal crops as food and demonstrate their significance for human nutrition.

The aim of the exhibition “Corn Worlds” is to answer these questions:

- What are cereals?
- What does corn contain?
- What are the pros and cons of genetically modified grain, and what effect does modification have on the end product?

A tour of the seven rooms with films, photographs, original exhibits, models and media stations will present suggestions and information on the properties of cereals, the history of grain growing and the products made from it. “In the Forum for Nutrition, we hope to describe the greatest challenges of providing food and show that we are all dependent on each other in a globalized world,” Wywiol said.

More information on the museum can be found at: www.flour-art-museum.de.



Within a year, the Flour Art Museum's collection has grown from 1,600 sacks from 110 countries at the opening to 1,925 exhibits from 115 countries. Photo courtesy of Mühlenchemie.