



Flour as a gift from the gods

The success of a harvest is a matter of divine providence. That is the belief of the Hopi Indians, a people living in close contact with nature, who have developed agriculture in spite of poor soil. The secret of their success: friendly relations with the gods. In order to gain heavenly favour, they initiate a nine-day ceremony every two years to be sure of rain. The emissaries of the Hopi gods are poisonous rattlesnakes; on the ninth day they are passed round, taken into the participants' mouths and sprinkled with flour. After ritual washing, the snakes are set free in order to take the prayers of the Hopi to the gods. That none of these ceremonies ended fatally provoked the curiosity of the zoologist Charles Mitchell Bogert. In 1941 he discovered why: Poisonous snakes make Hopi wishes come true even when they are toothless.

The Mühlenchemie FlourWorld Museum in Wittenburg is an expression of our company culture and the responsibility we feel towards the miller and his flour, as one of the most important staple foods. The museum is a journey through the millennia, illuminating the development and importance of flour. It is the only one of its kind in the world.
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A cultural contribution

On the initiative of Mühlenchemie, the Music Festival of Mecklenburg - West Pomerania presented the Russian master pianist Evgeni Koroliov on the occasion of its 25th anniversary



What flour is for human nutrition, so music is for the mind and soul, a truth that transcends all national boundaries. Volkmar Wywiol, the owner of Mühlenchemie and a managing director, recently created a very special bridge between cultures. On the initiative of Mühlenchemie, the Music Festival of Mecklenburg -

West Pomerania presented the Russian master pianist Evgeni Koroliov on the occasion of its 25th anniversary.

In the context of Germany's third-largest festival of classical music, Koroliov gave a concert in the historic St Bartholomew's church in Wittenburg in August. On the same occasion the Hamburg businessman invited the concert audience to visit the nearby FlourWorld Museum. After the musical performance, the company's guests, including numerous customers, were able to experience a vital staple food at the exhibition of flour sacks that demonstrates the historic and cultural significance of flour.

Mühlenchemie has made a major contribution to Wittenburg's development as an industrial location. The production facility for the Stern-Wywiol group of companies was established in 1998 and has since established itself firmly as a contract manufacturer for the international food market. And the town of Wittenburg, situated between Hamburg and Berlin, is acquiring more and more appeal as a cultural centre.

After founding the unique flour sack museum, Volkmar Wywiol has now

Audio
sample

The miller's love

The best stories are real-life ones. For example, the song cycle "Die schöne Müllerin" (The Miller's Daughter) written by Wilhelm Müller in 1821 and set to music by Franz Schubert in 1823. It came out of a group of songs thought up by a circle of young people including the writer Clemens Brentano, the painter Wilhelm Hensel, his sister Luise and the composer Ludwig Berger. They sang about the tragic fate of a young miller's apprentice who falls in unrequited love with Rose, a miller's daughter. The unhappy story found its counterpart in reality, as almost all of the men in the group fell in love with Hensel's sister Luise. None of them were able to win her heart, but it inspired the classic German song "Das Wandern ist des Müllers Lust" (The Wandering Miller).

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The historic St. Bartholomew's church in Wittenburg was filled to the last seat

Evgeni Koroliiov interpreted works of Johann Sebastian Bach and Franz Schubert

Before and after the concert, the event was celebrated at the FlourWorld museum with the Director of the festival, the artist and representatives of the international milling family



opened up a new venue for the famous music festival. The start there was made with the Russian pianist Evgeni Koroliiov, one of the most celebrated contemporary performers of the works of Johann Sebastian Bach. The master pianist and winner of numerous awards lives in Hamburg, where he holds the post of a professor at the Academy of Music and Performing Arts. In the historic church, which was filled to the last seat, the audience listened to works of Johann Sebastian Bach and Franz Schubert, performed to perfection by Koroliiov. His outstanding technique and the supreme expressiveness of his music captivated the audience.

Before and after the concert, the event was celebrated at the FlourWorld Museum with the Director of the festival, the artist, and representatives of the international milling family. Volkmar Wywiol thanked the distinguished, yet modest musician for the unforgettable experience of the concert.

"For us as an enterprise operating internationally it is both a duty and a pleasure to live out the principle of international understanding. Culture is an important bridge towards this goal. And Evgeni Koroliiov's performance is a highlight in this context." 🗨️