

No.4	Der Original Bollenhut	Germany	Baden-Württemberg	Schwarzwald (Gutach, Kirnbach, és Hornberg-Reichenbach)
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## Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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## Description

The Bollenhut is a traditional headdress from the Black Forest region of Germany, dating back to around 1750. It features a broad-brimmed straw hat adorned with 14 woolen pompoms arranged in a cross. Unmarried women wear red pompoms, while married women wear black. Originating in the villages of Gutach, Kirnbach, and Hornberg-Reichenbach, the Bollenhut has become an iconic symbol of the Black Forest. It is still worn today during traditional events and celebrations. The website design is very lovable, easy to navigate, and truly builds the brand by allowing people to wear it in a visible and striking way.

<https://www.schwarzwald-tourismus.info/schwarzwald/klassiker/bollenhut>

## Types of handicrafts

Hat making	Embroidery	Wool processing	
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## Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Handicraft Centre of more than one local artisan Local festival	Shop selling local artisans' products eShop selling artisans' products Social media accounts
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## What can we learn?

<b>Heritage preservation / valorisation practice</b>	What do they expose with their practice?	<ul style="list-style-type: none"> <li>• Bollenhut exemplifies how cultural artifacts can be preserved and valorised through thoughtful marketing and storytelling, ensuring they remain an integral part of the region's identity and economy.</li> </ul>
<b>Success factors</b>	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> <li>• Almost 300 years of experience</li> <li>• Iconic symbol of the Black Forest region.</li> </ul>
<b>Local community involvement</b>	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> <li>• Foster a sense of belonging and shared heritage;</li> <li>• Workshops to encourage participation and belonging</li> </ul>
<b>Link to professional network</b>	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> <li>• 3 villages within the network</li> <li>• Strengthening businesses</li> </ul>
<b>Communication</b>	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> <li>• From Youth to Active Aging;</li> <li>• Downloadable publications - FR, EN, NL</li> <li>• Transfer of knowledge to younger generations;</li> <li>• Facebook, Instagram, Youtube; Pinterest; TikTok; LinkedIn; XING; Spotify</li> <li>• In English language, too.</li> </ul>
<b>Sustainability factor</b>	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> <li>• Local support organisation; support for rural areas in Baden-Württemberg; tourism grants</li> <li>• Tourism products and services</li> <li>• Living tradition - preserving folk costumes</li> <li>• Traditional costume associations</li> </ul>

## What makes it a best practice?

### PRODUCT MARKETING:

The Bollenhut is crafted by rare artisans, taking a week to produce. It is expensive and time-consuming to make, though cheaper versions are available for tourists. Seeing an original Bollenhut is highly valued. The hat is prominently featured in regional brochures, posters, and online ads, worn with local folk costumes during holidays and traditional events. It can be viewed in museums like the Black Forest Costume Museum in Haslach. Original Bollenhüte are handmade in Glottertal, with the technique for making the red wool balls being a closely guarded secret. The Bollenhut is a key marketing tool for Black Forest products, highlighting their authenticity and uniqueness. It is also used in films, theater, and art, remaining a symbol of the Black Forest.

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