

The qualification “Gestalter/in für Lehmputze (HWK)” (Designer in Clay Plastering) and the associated teaching resources

3

An analysis of the results of the Leonardo da Vinci Project “Clay Plaster des Leonardo da Vinci Projektes „Lehmputze”



3.1. Introduction to the preceding project “Clay Plaster”

An increasing awareness of environmental issues has led to a growing demand for earth as a building material. A growing range of earth building products is available on the market allowing use of new earth building techniques. As a building material, earth is not just restricted to restoration and building heritage but is gaining ground in the construction of new buildings.

A previous European project “Clay Plaster” therefore developed a training programme “Clay Plaster and Interior Design” in 2002-2005. The training aims to open up this new innovative market to the building trade.

The course for the qualification of “Designer in Clay Plastering (HWK)” has been accredited in Germany by the Chamber of Trade in Schwerin and is therefore recognised throughout Germany. The 200 hour course ends with an examination by the Schwerin Chamber of Trade.

The Leonardo da Vinci Project “Clay Plaster” has drawn up a curriculum and educational materials for trainers and trainees in Bulgarian, German, Greek, French, English and Polish. These materials are now being used not only for the recognised course “Clay Plaster and Design” but in different formal or informal learning environments all over Europe, e.g. learning on building sites, in short training courses or in vocational schools. The skills acquired in these situations have, to date, not been assessed and are not officially recognised.

3.2. The results and products of the Clay Plaster project

An increasing awareness of environmental issues European Commission within the programme Leonardo da Vinci Pilot Project. Under the leadership of FAL e.V. a team of 14 partners from Bulgaria, France, Germany, Greece, Poland and UK developed a training course “Clay Plaster and Design”. This training course was meant to offer regional craft companies new opportunities in the clay plaster market sector.

It is aimed not only at earth building experts but primarily at plasterers, stuccoers, painters and decorators. It also addresses all those (self-taught) specialists, who have gained years of practical experience in earth building, without having passed an officially recognised qualification.

The project drew up a vocational training course based on three modules

Module 1: Clay Plaster and basic knowledge

Module 2: Design

Module 3: Marketing

Areas covered are the practical and theoretical basis of clay plastering, design skills and competences, marketing and customer focus. The training method opted for is interactive and builds on experimental practical work. Central to this is a detailed understanding of the building material, clay, its unique properties and use, understanding the effect of colours and materials as design elements and, not least, understanding how to develop market strategies.

Training and teaching resources

The training course consists of 46 sessions, which can be arranged flexibly into course programmes. Each session consists of a session plan which contains the essential information for the trainer such as learning targets and educational methods. The sessions are supported by information sheets and pictures for illustration, exercise sheets and text sheets with background information. Information sheets and photos can be printed out in A3-format and incorporated into workshop work. This way, theoretical and practical training can be closely connected. Training materials, the planning of practical work and choice of language have been carefully chosen so as to equally address both men and women.

The 46 units in the course modules “Clay Plaster and Design” are available on CD Rom:
Module 1 / Sustainable construction : Indoor room climate : Indoor rendering systems : Building site : Structural damage to earth renderings : Commercially available products : Exterior renderings : Basic properties of earth : Determining the mixture : Preparing the underlying surfaces : Selecting a rendering structure : Stabilised mortars and washes : Preparation of the underlying surfaces : Applying single-layer renderings : Finishing colours : Final treatment of surfaces : Earth as a raw material : Earth mortars for rendering
Module 2 / A journey through time and techniques : Clay plaster design : Colour symbolism : Colour ordering : Colour contrasts : Ornamentation : The effects of colour : Material and surface : interior design with colour : Exploration of earth as a material : Colouring of clay plasters : Making sample panels : Coloured fine clay plasters : Sgraffito techniques : Modelling techniques : Colour combinations in interiors : Design techniques with clay plaster
Module 3 / The Market : Distribution policy 1 : Pricing and Quality 1 : Corporate Identity :

Distribution policy 2 : Pricing and Quality 2 : Talking to clients : Best practice : Summary
31 picture gallery with all together 500 Photos illustrate the learning targets. A bibliography contains books, magazines and links in all partner languages. An index contains 217 key words and supports a search function.
The materials on the CD have been published in the respective languages of the partner countries. Points unique to each country such as building legislation and national examples of “good practice” have been included in the respective language versions. The marketing module contains a relevant example of a regional company to demonstrate “good practice”.

*

Products

The CD-Rom **Clay Plaster and Design** contains training and teaching resources for the course “Clay Plaster and Design” in German and English. CDs are also available in Bulgarian-English, French-English, Polish-English or Greek. A translation into Czech, Slovakian and Slovenian is planned for 2010 as part of the Leonardo da Vinci Innovation Transfer Project HlinArch (see Chapter 4).

The CD **Clay Plaster Photo Gallery** is aimed especially at trainers. The CD contains the same picture galleries as the course CD but in high resolution. The photos can be printed in A4 or A3 format and, in this way, can be used for presentation in any learning environment (training workshop or on site). More than 500 photos are compiled into 31 picture galleries related to the learning targets of the sessions: Earth as a building material : Sustainable building : Exterior plasters : Products : Wall heating : Damage : Work site organisation : Finishes : Plaster bases : Plaster layers : Kitchen and baths : Exercises : Details : Clay plaster application : Exploration of the material earth : Travel through Cultures: Africa / South America / Asia / Australia

/ Europe / North America : Earth & light : Cracks & polish & sgraffito : Crack & print : Relief examples : Asante Reliefs : Modelling 1&2. The photo galleries have an English commentary.

The CD “**Les enduits en Terre**” contains an educational film supporting the module “Clay plastering basics and skill development” in French language. Content: function of plasters, basic properties of earth, plaster mixtures, application, structure of earth as a building material, plaster bases, first layers, finish. Trainers: Richard Lacortiglia, Julien Chabanne. A film by Benjamin Guillot, Association le Gabion, length 26 min.

3.3. Accreditation of the clay plastering training course

The partner organisations in the participating countries have developed various strategies for incorporating the course into their respective national vocational training.

In Germany the 200 hour training course has been accredited by the Chamber of Trade in Schwerin. Participants who successfully pass the examinations are awarded the diploma □ Gestalter/in für Lehmputze (HWK) □ (Designer in Clay Plastering). This award allows them to start their own business as clay plasterers and is recognised all over Germany. In France a 30 hour training course on Module 1 Basics has been incorporated into an existing nine month Diploma course □ Ouvrier professionnel en restauration du patrimoine □ which is offered by le Gabion. In Poland ZSRG in Szczecin, a further education centre for life-long learning, and in Bulgaria, the Bulgarian-German Training Centre DBBZ, are entitled to offer accredited courses. In both countries there is as yet no demand for an accredited training in earth building. In the United Kingdom the Centre for Alternative Technology has accredited the training by City & Guilds. A “Profile of Achievement” documents the individual learning outcome.