

Kreativwerkstätte

The art of loving the woodcraft

Marcus Wagner from Carinthia/Austria is a wood artist and an all-round talent, whose passion for carving began in Canada. The handmade products of his company "Kreativwerkstätte Wagner" are made from wood of his own forest and are therefore 100% sustainable, regional and unique.

It all started in Canada. "I was there 2015 for three months as an assembly manager for Electrics for a local company. I met Ryan Cook in a bar and first I didn't take his chainsaw carvings too seriously. Then he showed me when visiting him what great can be carved with a chainsaw and since then my passion began." Marcus build log houses as well after he got the basic knowledge of working with wood in Canada. "To get closer to the woodcraft, I extended my stay abroad even for a total of six months."



When Marcus was back home in Carinthia, he built himself a studio in his former barn building and purchased the first machines to make his dream of working with wood come true. With the further special knowledge, he acquired through self-study, he was able to manufacture the first products such as wooden series-ready keychains. Then more and more products were added, for example wooden jewelry. "Because I also wanted to offer something for men, I made the very popular leather belts with a wooden buckle, women also like to wear those yet," Marcus explains. He initially built the custom-made furniture for his own needs and specialized his knowledge to the fullest. Now he produces the handcrafted furniture individually for customers too.

Diversity and uniqueness as a recipe for success

Marcus Wagner has been self-employed as a wood artist for a few months yet, but already has a showroom and a webshop, because the demand is very high. What makes his products so distinctive? "My designs and my style is very unique. I combine the rustic with the modern, what brings variety. I can work up wood inclusions and adhesions with synthetic resin. For example the wood for the belt buckles and the furniture has got an own character." The diversity of his products is very extensive and ranges from serving plates, drink coasters, jewelry and furniture to the belt buckles made of wood etc. Special designs are e.g. the "Lichtenberg" technique or the integration of pinecones in epoxy resin.

The design ideas in Marcus' fantasy for new prototypes certainly never ends. The focus is always on the wood itself and Marcus' claim is to integrate the life of the wood into every single product. "I really love wood as a raw material and even as a child I liked to go to the forest with my father to find firewood and lumber. With our own sawmill this passion has grown steadily. When I see a nice texture in the wood, my heart melts." The many positive feedback from his customers has confirmed his work. The inspiration for new products or for optimizations often resulted from discussions with his clients. "If someone gives me a suggestion, I'm already thinking about how I can implement it," says Marcus. He listens to people attentively and then tries to implement their needs in the process. The creative ideas are always going to be written into his "secret" book to not forget the them. "With the existing products I often push myself to the limit of how I can further develop them," Marcus smiles.

New exhibition plans and international sales

Marcus Wagner's "Kreativwerkstätte" is currently mainly represented in the regional area. This year Marcus will again be at numerous trade fairs and exhibitions as well as Easter and Christmas markets in Carinthia and Styria. "To do this, I will boost regional sales and will be also represented in shops like the 'Fachl' in Klagenfurt. My showroom in Kraig is already doing well." Marcus is intensively focusing on his online performance with his webshop and the social media presence since the first day of his company. He also will take part at the "Fesch'markt" and at the spring fair in Graz. He could imagine to be more strongly represented in the German-speaking area with his products too. A leather belt with a wooden buckle and a logo in it recently went to Switzerland, products are regularly shipped throughout the whole EU via the webshop. "I'm currently redesigning my showroom to create more space and to present my products at a self-made wooden 'sales island'."

Marcus' further plans are to sell his products also to English-speaking countries and worldwide. The webshop will soon be translated into English for this purpose. "I am also in preparation for my participation at the Expo-Dubai. The envisaged products that I will exhibit are floor lamps and the leather belts with wooden buckle, wooden jewelry as well as wooden serving plates and beverage coasters." One can therefore remain curious what else will be manufactured in "Wagner's Kreativwerkstätte" in Carinthia.



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