

**cor unum**

The Story of Cor Unum

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The history and story of Cor Unum are long and eventful, dating back over 70 years. Cor Unum is a ceramic studio in 's-Hertogenbosch where beautiful ceramics are created with great passion and craftsmanship by nationally and internationally renowned designers. Cor Unum – literally “one in heart” – is supported by many: ambassadors and students, designers and volunteers, people distanced from the labor market, and professionals. They all share a common ideal: everyone deserves a place, everyone has a talent, and everyone can contribute to making the world a better place.

“...When Clay Becomes Ceramic”

About Cor Unum

Ceramic studio Cor Unum in Den Bosch was founded in 1953 by Zweitse Landsheer and has been continued by his daughter Charlotte Landsheer since 2009. Cor Unum produces ceramics designed by leading (inter)national designers, architects, artists, and other creatives. The products are sold both in their own store and in shops around the world. The company places great importance on taking social and cultural responsibility for the heritage of the ceramic craft and passing on its knowledge and expertise. This mission is supported by a team of professionals, students, people distanced from the labor market, designers, and volunteers.

The Cor Unum Team

A unique aspect of Cor Unum is the diverse team behind the ceramics. The team consists of both professionals and people distanced from the labor market who wholeheartedly dedicate themselves to the company. Under the inspiring leadership of Lotte Landsheer, operational manager of Cor Unum and designer, they transform leading designs into world-class ceramic objects.

Social and Sustainable

Cor Unum has its roots in social employment. Throughout the rich history of this 70-year-old company, a special cohesion has grown from the diversity of its employees. Together, they tell the story of Cor Unum to the world in 2016 and beyond. This is the story of responsible entrepreneurship through the preservation of a traditional and clean production process. It is the story of providing meaningful work for people who struggle to find employment elsewhere. It is also the story of the belief that everyone has a talent – the designer, but also the caster; that everyone deserves a place – the deaf intern, but also the promising student. The end products they create together are unique, and the way Cor Unum operates serves as an example for the entrepreneurship of tomorrow: a world where commercial enterprise is combined with idealistic goals. Sustainable entrepreneurship at its best!

Production: Cor Unum, The Netherlands

www.cor-unum.com

facebook: /corunumceramics

Instagram: /corunumceramics

More information: charlottelandsheer@gmail.com

073-3030058 or 0648775189



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English | Text

Cor Unum

Vughterstraat 270
5211 GR 's-Hertogenbosch

www.cor-unum.com
mail@cor-unum.com
+31 (0) 73 303 00 58

KVK : 54094747
BTW: NL851158407B01