

P R E S S R E L E A S E

MEISSEN MEETS NEW YORK CITY – DINNER WITH WORLD PREMIERE



Meißen, 06/10/2024. Together with the artist Michael Moebius and Dresden Marketing GmbH, the MEISSEN Porcelain Manufactory invites to the official world premiere event of the new artist collaboration “MEISSEN x Michael Moebius - Legends Blowing Bubbles” in the vibrant Big Apple.

Modern Pop Art meets over 300 years of craftsmanship and lets the icon Marilyn Monroe shine in “White Gold” for the first time.



About the launch event

On June 10, 2024, the city of Dresden and the MEISSEN Porcelain Manufactory will present themselves together in New York City with an exclusive, top-class dinner event. MEISSEN will take the opportunity to present itself to the American market with a captivating artist collaboration with renowned German-American artist Michael Moebius. The highlight of the evening is the official world premiere of the iconic Marilyn Monroe, handcrafted from MEISSEN porcelain and with a mouth-blown “bubble” from Moser Glass Manufactory in an unprecedented combination of these two materials. The event marks the launch of the new Legends Blowing Bubbles Collection, which was created as part of the MEISSEN x Moebius collaboration. The timeless appeal of MEISSEN porcelain and the bold spirit of modern art are the hallmarks of this innovative art project and the evening. Chef Simon Cordes, who is known in New York City for his culinary reinterpretations of traditional German classics, will round off the exclusive event with a 3-course menu. The various courses will be served on the finest MEISSEN porcelain and the event will take place in the historically restored Loft29 in the heart of Manhattan, offering a luxurious and avant-garde ambience in keeping with MEISSEN and Dresden.

“We are pleased to be a partner of the MEISSEN presentation in the USA, an important foreign tourist market for us. The MEISSEN Porcelain Manufactory is important for tourism in Dresden Elbland in two respects. MEISSEN is a world-famous and renowned brand that harmonizes perfectly with our Dresden Elbland brand. In addition, a visit to the House of MEISSEN is one of the travel highlights for our tourists,” says Corinne Miseer, Chief Executive Officer of Dresden Marketing GmbH (DMG). The event was organized in cooperation with the New York City office of the German National Tourist Board.

About the artist Michael Moebius



Michael Moebius, born in 1968 in the Saxon town of Pirna, Germany, stands as a beacon in contemporary art, known for his fusion of pop culture with fine art techniques. He is the first artist in the world to win over 100 million US-Dollar in a monumental lawsuit against hundreds of foreign companies that infringed his copyright. Moebius' journey from a cartoon-loving child in communist East Germany to an internationally acclaimed artist is a testament to his relentless pursuit of artistic expression. His move to Los Angeles, California post-Berlin Wall collapse

marked the beginning of a celebrated career, where his work found resonance not just with art collectors but also within the echelons of popular culture. Promoted by Hugh Hefner, his art was subsequently bought by many Hollywood stars. Today, Moebius' art, especially his iconic bubblegum portraits, not only garnered acclaim but also attracted a collector base comprising prominent private collections, and global brands.

About the chef Simon Cordes



Simon Cordes, born and raised in Germany, became interested in food when he ate a pincho on a trip to Spain with his family as a young boy. After attending culinary school in Cologne and graduating in 2010, he moved to France as a young chef and entered the world of creative cuisine. He worked for a year at the renowned Le Château de Nantilly in Gray, a luxury hotel with an integrated Michelin-starred restaurant. Passionate about the culinary world, he entered the world-class restaurant scene and worked for Noma in Denmark, La Vie in Germany, Baeren Hotel in Switzerland and Red Bull Hangar-7 in Austria. In

2015, he finally moved to New York City. After working in a Michelin-starred restaurant in Lower Manhattan and for 2.5 years in the Executive Dining Room at JP Morgan headquarters, he decided to go his own way and developed the concept of the German speakeasy dinner.

MEISSEN x Michael Moebius „Legends Blowing Bubbles – Collection“

The cooperation between Michael Moebius and the MEISSEN Porcelain Manufactory represents an extraordinary fusion of artistic creations and creates sculptures in modern art. The unique bust of Marilyn Monroe was handcrafted in 15 months in the MEISSEN manufactory and carries a bubble gum bubble, handmade and mouth-blown by the renowned Moser Glass Manufactory from Karlsbad. With this work of art, over 300 years of craftsmanship merge with modern pop art and the collaboration underlines not only Moebius' innovative

approach to art, but also the dialog between historical art forms and forms of contemporary culture. The artwork was brought to life by the talented MEISSEN sculptor Maximilian Hagstotz. For him, the special charm in the design of his sculptures lies in what is hidden. The full beauty and deeper meaning of the sculpture only emerges when the viewer looks at the figurine and explores it in all its splendor. The bust has been in process since February 2023 and it took over a year to produce a sculpture from clay model to porcelain piece. Made with exclusive craftsmanship, each bust is unique and limited to a total of 10 pieces. This extraordinary cooperation is complemented by four MEISSEN mugs with Marilyn Monroe and Audrey Hepburn decor



The Bubblegum Series: Marilyn Monroe & Audrey Hepburn

Michael Moebius' bubblegum series, featuring icons like Marilyn Monroe and Audrey Hepburn, cleverly mixes realism with a playful touch. These artworks



not only offer a fresh look at icons but also connect with people by transforming well-known figures in a way that's both nostalgic and modern. What's remarkable is how these pieces, much like the Mona Lisa or the statue of David, have become some of the most replicated images worldwide. This series has made a significant mark in the realm of copyright law. Moebius' work led to a groundbreaking moment where he was awarded a precedent setting judgement, setting a new standard for how art can be protected and valued in the face of widespread imitation.

This achievement underscores the series' wide appeal but also Moebius' role in shaping conversations around copyright and creativity in art worldwide.

IMAGES: [HTTPS://MY.HIDRIVE.COM/SHARE/24MG3KLP1F](https://my.hidrive.com/share/24MG3KLP1F)