

BRINGING PORCELAIN TO LIFE IN THE CITYSCAPE - OFFICIAL OPENING OF THE PORCELAIN VIEWING PLATFORM IN MEIßEN

With the opening of the porcelain viewing platform, the MEISSEN Theme World now has a further attraction that allows visitors to experience this royal class of craftsmanship outside the House of MEISSEN. It is the starting point of the new porcelain trail, with which the town of Meißen is setting a new milestone in the town's unique porcelain history.



On 9 July 2024 at 01:30 PM, the new porcelain viewing platform was handed over to interested members of the public by the Mayor of Meißen, Olaf Raschke, and the CEO of the MEISSEN porcelain manufactory, Dr Tillmann Blaschke. This will form the start of the new porcelain trail, which is intended to bring the

cultural asset of porcelain to life in the cityscape. "I would like to take this opportunity to thank the person who came up with the idea for this project - Jörg Danielczyk, former head sculptor at the MEISSEN porcelain manufactory, was a very important driving force behind this project," said Dr Tillmann Blaschke, CEO of the MEISSEN porcelain manufactory.

The new porcelain viewing platform features a special work of art - a mural, made from MEISSEN porcelain. This unique masterpiece depicts the cycle of porcelain production and tells the story of over 300 years of craftsmanship. From the smallest mine in Europe, to the first production facility at Albrechtsburg Castle in Meißen, to the Fortune Dragon decoration, which symbolises the here and now for the MEISSEN manufactory. Another special feature of this mural is reflected in its creative design. The trainees at the MEISSEN porcelain manufactory were actively involved in the content and design concept. The decors of the mural were realised by the experienced porcelain painter Stefan Mikosch in naturalistically perfected hand painting. "The realisation of the porcelain scoop surface is a complete success. My thanks go to all those involved: the city council, the employees of the MEISSEN manufactory and trainees from the drawing school. We want to give our trainees the chance to contribute creatively," says MEISSEN CEO Dr Tillmann Blaschke.

As a public open-air museum, the new porcelain viewing platform presents relief panels explaining the porcelain production process as well as the raw materials quartz, feldspar and kaolin in specially designed display cases. The new porcelain viewing platform area is also the perfect photo opportunity, as visitors have a wonderful view of Europe's first porcelain factory from here. The design of the new porcelain viewing platform blends harmoniously into its surroundings and reflects the façade structure of the MEISSEN Theme World. Architect Thomas Bretschneider was responsible for the planning and

construction supervision. The construction of the new porcelain viewing platform was supported by the Free State of Saxony with the "Regional Initiatives" funding programme to the tune of 160,000 euros.



As part of the preparations for the opening, the city of Meißen received active support on 3 July 2024. Under the guidance of miner Andreas Kawka, who works in the manufactory's own mine, the after-school children from Ques-tenberg Primary School were allowed to fill the valuable kaolin into the display case provided for this purpose. For the primary school children, this special activity was not only a short and interactive lesson, but above all a lot of fun. The manufactory's mine is the smallest mine in Europe and is characterised by the unsurpassed purity of the kaolin.



Image picture of 9 July 2024

With the opening of the porcelain viewing platform, a new highlight has been added to Meißen's cityscape, which is characterised by magical beauty, living tradition and a romantic old town, which is considered the cradle of Saxony with its almost 1,100 years of history. For an unforgettable day in Meißen, a visit to the MEISSEN Theme World is a must, of course, to experience this 300-year-old craft at first hand. In addition to a guided tour of the show workshop, the manufactory or the museum, a wide range of activities are on offer for young and old, while the in-house MEISSEN Café & Restaurant invites you to enjoy and linger.

Another innovation: with the MEISSEN exchange bonus, the manufactory is creating wonderful synergies. For this campaign, end consumers can send in their old complete items of table and dining porcelain from MEISSEN and receive a 25 per cent discount on the purchase of their new MEISSEN porcelain, allowing them to enjoy luxurious moments. The exchanged MEISSEN porcelain will be used for future art projects. Once again, MEISSEN is demonstrating its innovative strength in the magical world of "white gold".

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