



THE MEISSEN EXPERIENCE





CONTACT DETAILS

TOURISM MARKETING

+49 3521 468 208 · TOURISM@MEISSEN.COM

MEISSEN THEME WORLD

STAATLICHE PORZELLAN-MANUFAKTUR MEISSEN GMBH
TALSTRASSE 9, 01662 MEIßEN, GERMANY

WWW.ERLEBNISWELT-MEISSEN.COM

IN COOPERATION WITH
THE MEISSEN PORCELAIN FOUNDATION



MEISSEN
PORZELLAN
STIFTUNG

WWW.PORZELLAN-MUSEUM.COM

ABOUT MEISSEN 04

MEISSEN THEME WORLD 14

SUGGESTED SCHEDULE 34

HOW TO REACH US 35

MEISSEN IN SAXONY – THE REGION 36

PARTNERS & COOPERATIVE VENTURES 37

ELBE SANDSTONE MOUNTAINS 46

CITY MAP 47

MEISSEN - SINCE 1710

OLDEST PORCELAIN
MANUFACTORY IN EUROPE

CENTURIES OF TRADITION



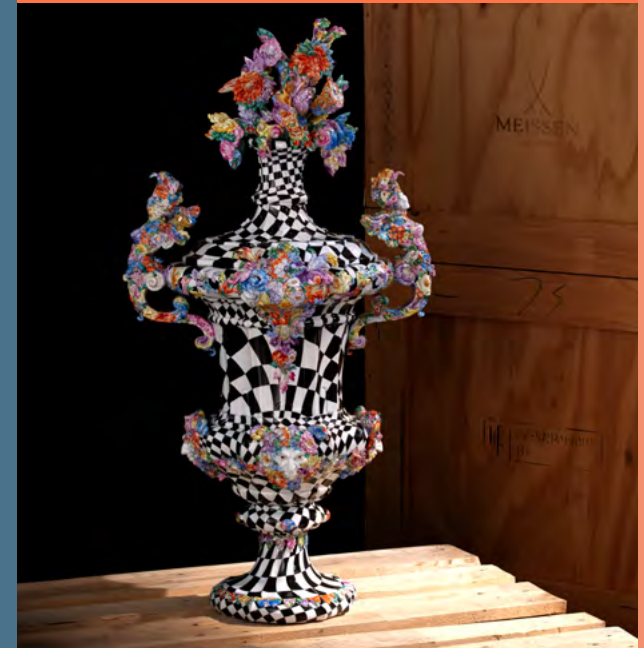
- 300 years of Manufactory history
- the first European luxury brand
- MEISSEN is a quality seal

UNSURPASSED PERFECTION



- Unsurpassed perfection and uncompromising quality from raw material to end-production

MODERN INTERPRETATION



- Adaptations as modern designs
- Origins serve as inspiration for modern-day work

Porcelain made in Germany -
Made at Meissen.

Cultural asset

Design,
craftsmanship,
MEISSEN is craft

Quality and worth.

Innovation.

Broad-mindedness.



FROM MINE TO MUG



From our own mine with Europe's whitest kaolin to finished hand-painted cup - all made at Meissen - made by MEISSEN

MEISSEN
est.1710

„Tradition is about passing the fire on
rather than worshipping the ashes.“

Jean Jaurès
French politician and pacifist

Vase
"Queen's Gambit"
Original
from 1732



Remake
from 2022

For example:
underglaze painting



BLUE ONION

Classic decoration



NOBLE BLUE

New design
clean lines, traditional decorative devices,
less decoration



BLUE ORCHID

More recent design
classic colour, pared-down decoration,
modern shape

TRADITIONAL CRAFTSMANSHIP MEETS CONTEMPORARY DESIGN

Vast treasures of a 300-year-plus history were tapped to create the new collection "The Original"- an incomparable set of tableware for modern dining.



COOPERATIVE VENTURES



HUGO BOSS



LINDT



SUPREME



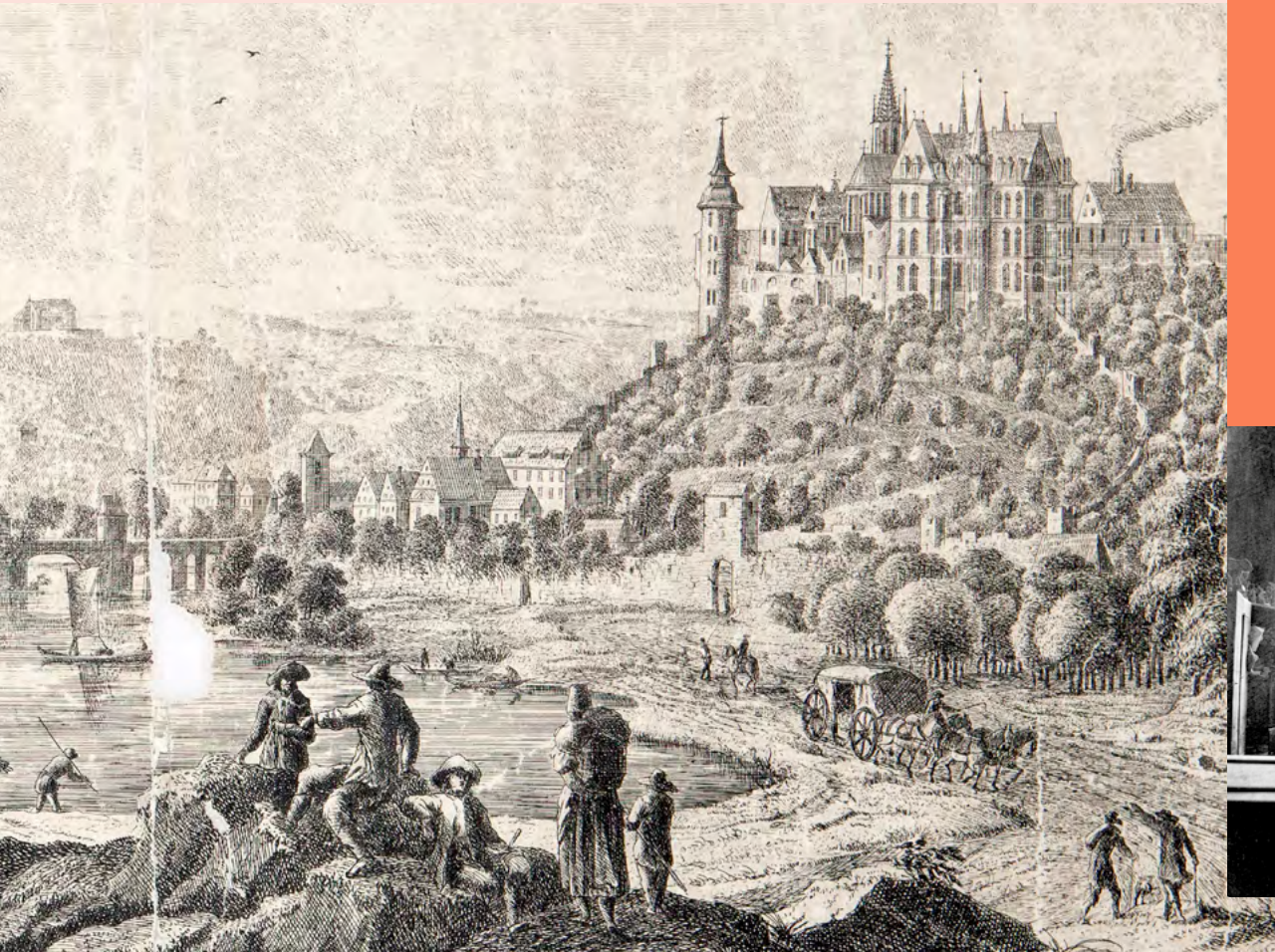
ADIDAS



FLOYD

Cooperative ventures with strong brands
in recent years

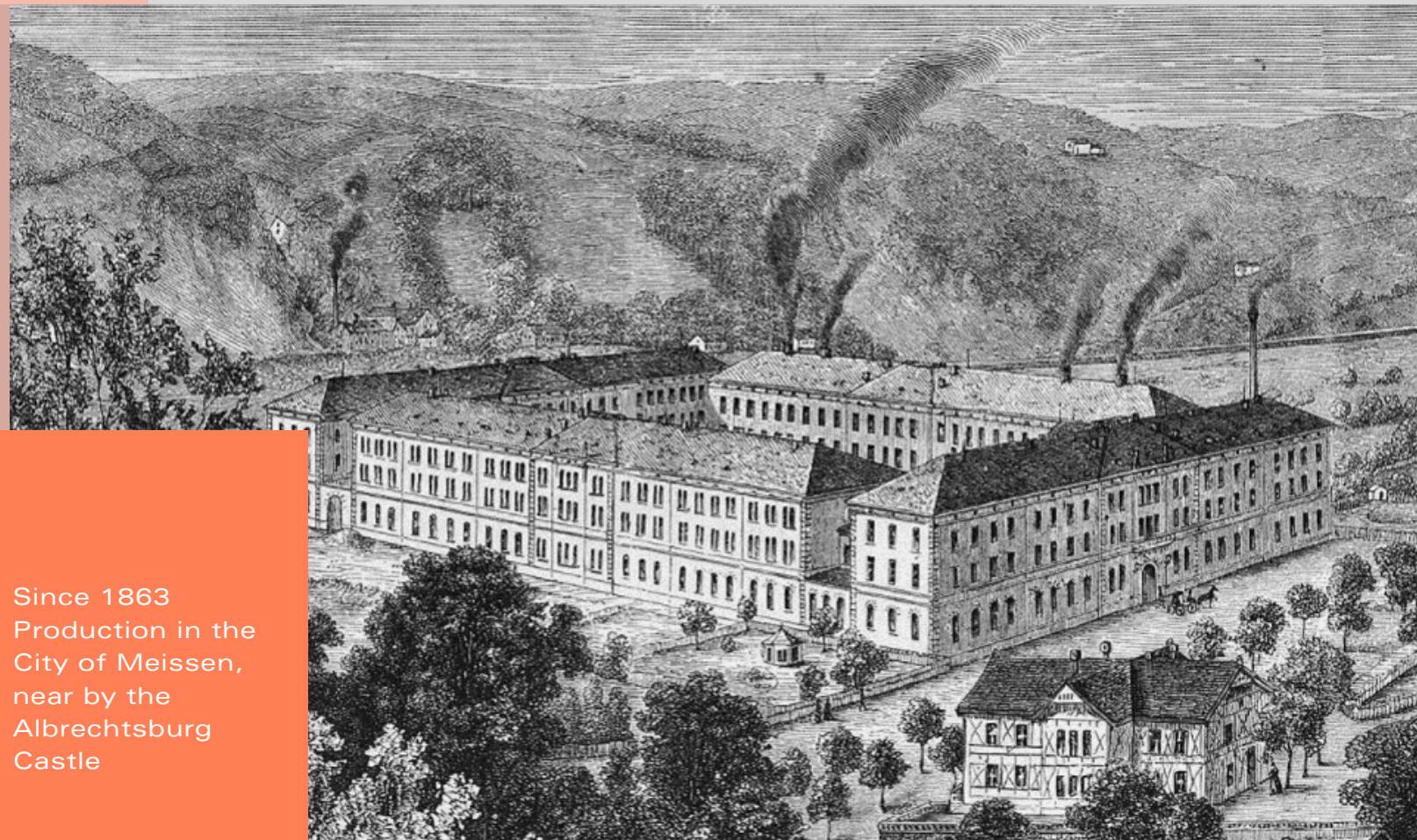
MEISSEN - SINCE 1710



Established by
Augustus the
Strong in
Meissen's
Albrechtsburg
Castle -

the oldest in
Germany





Since 1863
Production in the
City of Meissen,
near by the
Albrechtsburg
Castle

MEISSEN THEME WORLD



Meissen porcelain has always been produced exclusively on the Manufactory premises.



Located here is the MEISSEN Theme World inclusive of its Museum, visited by around 180,000 people from over 40 countries.



Discover the secrets of porcelain
with all your senses

THEME WORLD

PRESENTING...



1



2



3



4



5



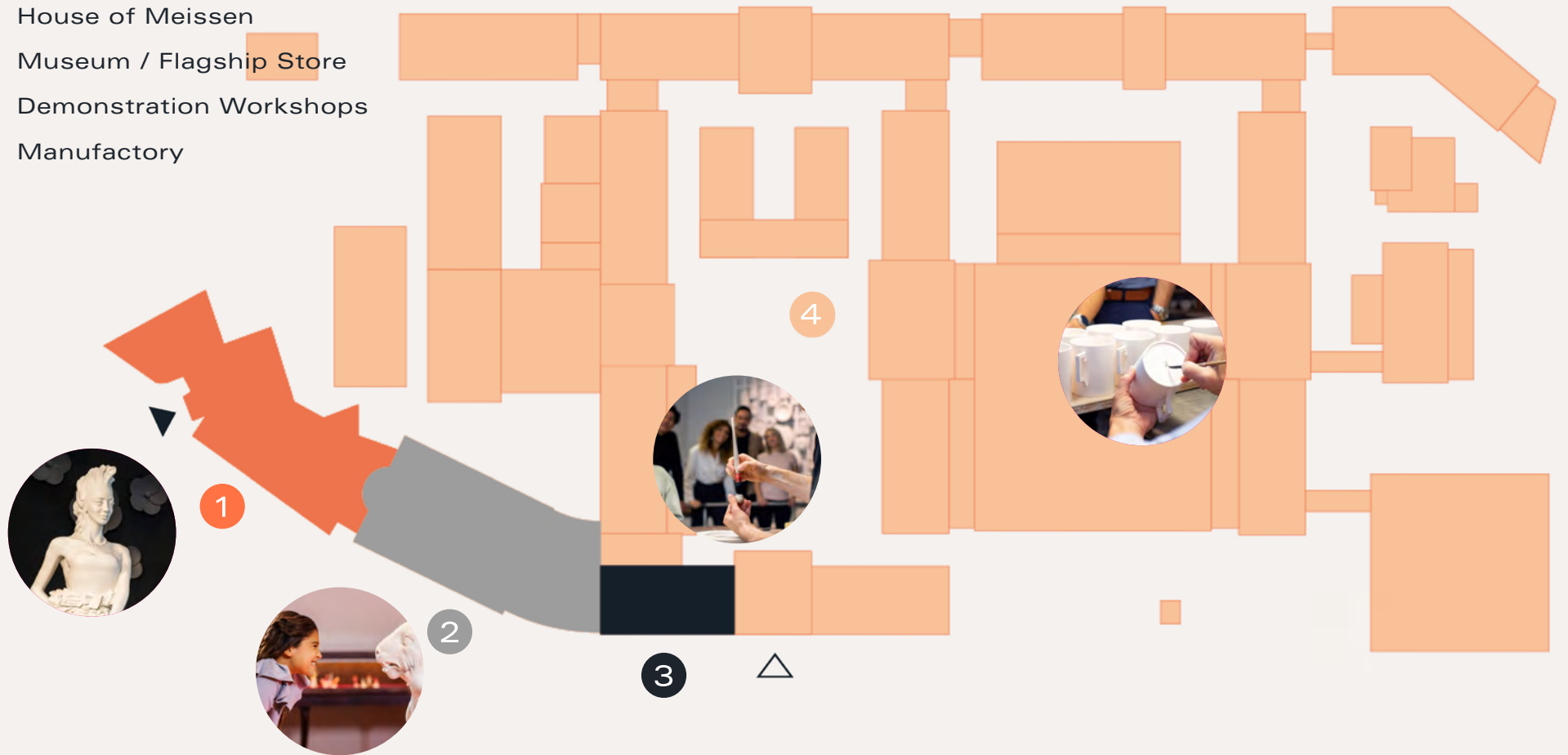
6

- 1 Manufactory Tour
- 2 Demonstration Workshops
- 3 DIY / Workshops
- 4 Museum
- 5 Flagship Store
- 6 Delicacies & Events

GENERAL PLAN

THEME WORLD AND MANUFACTORY

- 1 House of Meissen
- 2 Museum / Flagship Store
- 3 Demonstration Workshops
- 4 Manufactory



THEME WORLD

PRESENTING...

Saxonia –
the largest free-standing porcelain figure
WALL PAINTING “FLOCK OF BIRDS”
Photo stations



„The magic is always in the detail.“

Theodor Fontane
German author

MANUFACTORY TOUR

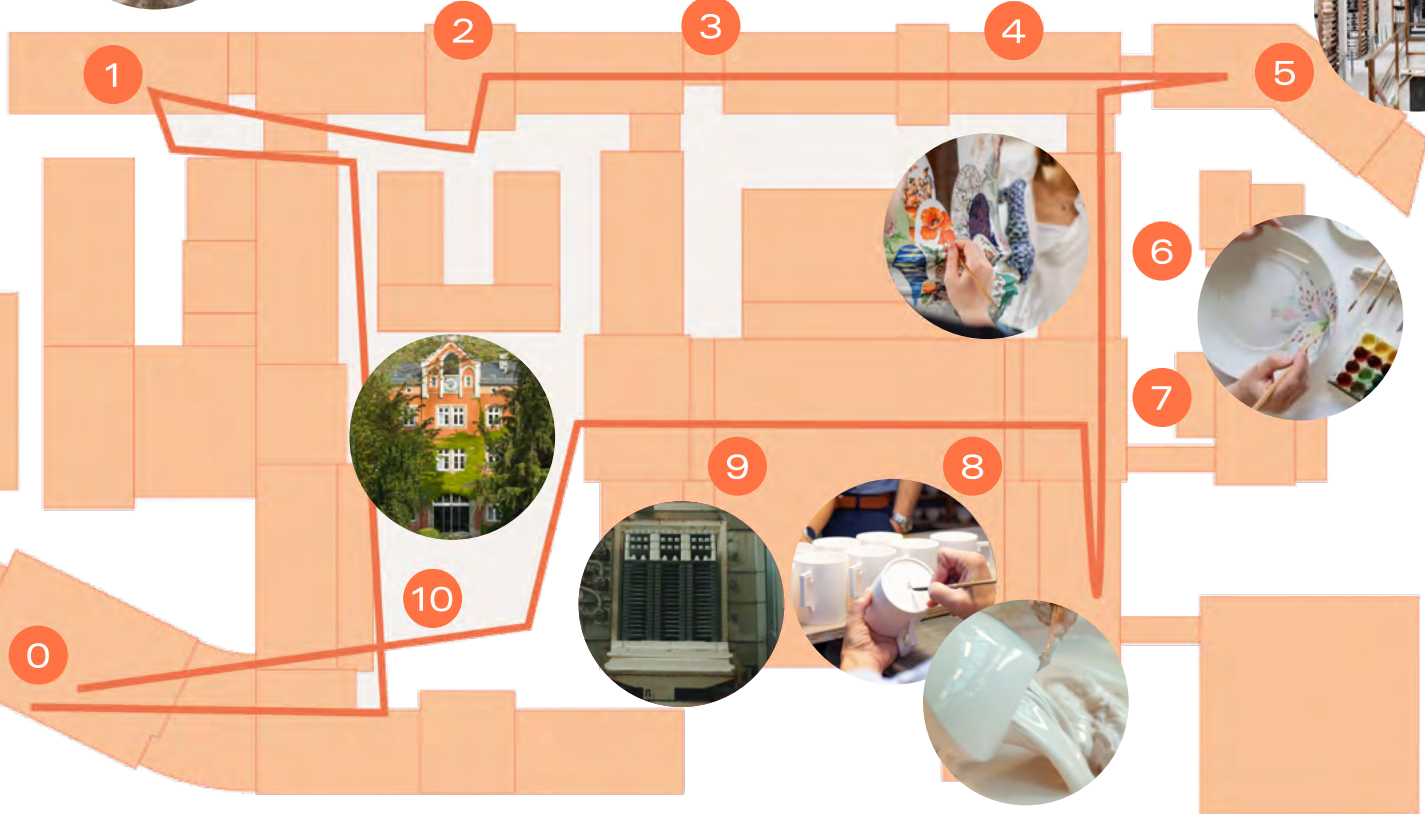
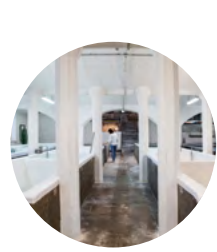


Traditional craftsmanship
on a customised tour of
the production facilities

Exclusive glimpses behind
the scenes at the Manufactory



- 0 Saxonia
- 1 Elutriation shop
- 2 Casting
- 3 Shaping
- 4 Modelling
- 5 Mould archive
- 6 Embossing
- 7 Painting
- 8 Glazing/"Swording"
- 9 Firing
- 10 Ornamental courtyard



DEMONSTRATION WORKSHOPS



The main stages in the making of porcelain demonstrated by our crafters and artists.

A film on the historical evolution is shown, as are the following work routines:

- Shaping
- Embossing
- Underglaze painting
- Overglaze painting





Myths, sagas and tales have long inspired Meissen's artisans to produce painting and sculptures full of symbolism and imagination that transport you to unfamiliar worlds.

STAATLICHE PORZELLAN-MANUFAKTUR MEISSEN GMBH



MUSEUM



The MEISSEN Porcelain Foundation holds 33,000 historic MEISSEN porcelains in its repository and is home to the largest collection of MEISSEN in the world.

The Museum exhibits 2,000 of these, providing examples from all eras of the Manufactory's evolution over more than three centuries.





The "Great Temple of Honour" table piece by Kaendler stands 11 ft 7^{3/8} in (3.54 m) high and comprises 123 separate parts.

Just as unique are Augustus the Strong's porcelain zoo and the world's first porcelain organ.



DIY & WORKSHOPS



Discover the artist in yourself.
Paint your own MEISSEN mug or
vide-poche dish.
A marvellous bespoke special gift.



Discover the artist in yourself.

Creative workshops for people of all ages supervised by our experienced artisans



FLAGSHIP STORE



Modern MEISSEN
in our exclusive
Flagship Store.

Inspiration and
uniqueness –
Find your own
MEISSEN mementos.

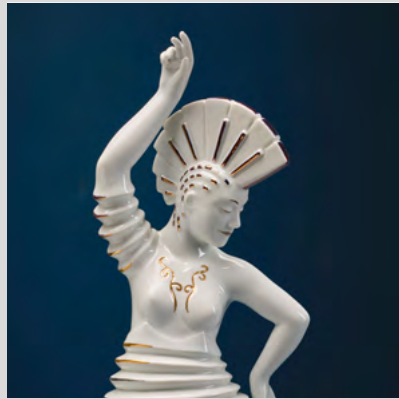


PRODUCT PORTFOLIO

FINE ART



FIGURINES



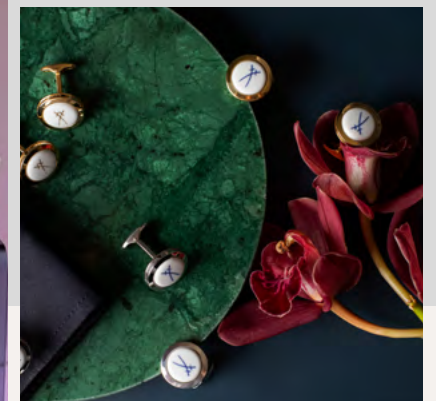
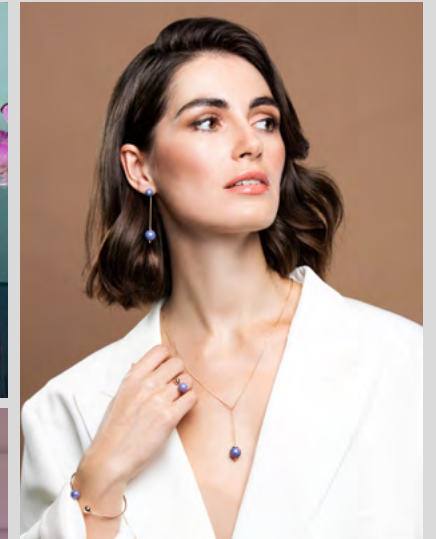
TABLEWARE



HOME DECO



JEWELLERY



DELICACIES & EVENTS

Culinary delicacies and hospitality

We serve Saxon specialities and modern cuisine with Mediterranean flair in our Café & Restaurant Meissen, on MEISSEN porcelain of course.



Our Café invites you to coffee and afternoon tea with a selection of sweetmeats, cakes and gateaux including our specially made MEISSEN gâteau with the crossed swords.





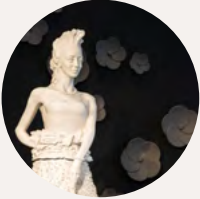
Parties and conferences

Bespoke events amid porcelain delights, meals on MEISSEN tableware from various eras in our Restaurant & Café, conference spaces or Museum.

SUGGESTED SCHEDULE

A DAY AT MEISSEN FOR VIP GUESTS

9 a.m.



ARRIVAL & WELCOME

- Collection by chauffeur from hotel
- VIP parking
- Welcome with a hot drink or liquid refreshment
- Introduction to personal guide

9.15 a.m.



MANUFACTORY TOUR

- unforgettable exploration of the Manufactory's most impressive sites
- Experience true art-handicraft

Duration: approx. 2 hours

11.15 a.m.



PERSONAL SHOPPING

- Introduction to your personal shopping consultant
- a piece from over 300 years of Manufactory history for your own home
- greatest range of MEISSEN products

12.15 p.m.



LUNCH IN RESTAURANT MEISSEN

- exquisite 3-course menu in unique, exclusive atmosphere
- in the Museum's clock cabinet or in the glass cupola to the original building
- Dishes with the flair of the Mediterranean and classics of Saxon cuisine
- Accompanied by wine to order

1.30 p.m.



DIY

- Paint your very own handled mug
- Supervised by knowledgeable experts
- Direct shipping to your home once glazed and fired
- Special gift or souvenir

Duration: approx. 45 min

2.30 p.m.



MUSEUM

- Collection held by the Meissen Porcelain Foundation from over 300 years of Manufactory history
- MEISSEN artworks from all eras
- Special changing exhibitions of contemporary art

HOW TO REACH US

AIRPORTS



WWW.ERLEBNISWELT-MEISSEN.COM

MEISSEN IN SAXONY

THE REGION



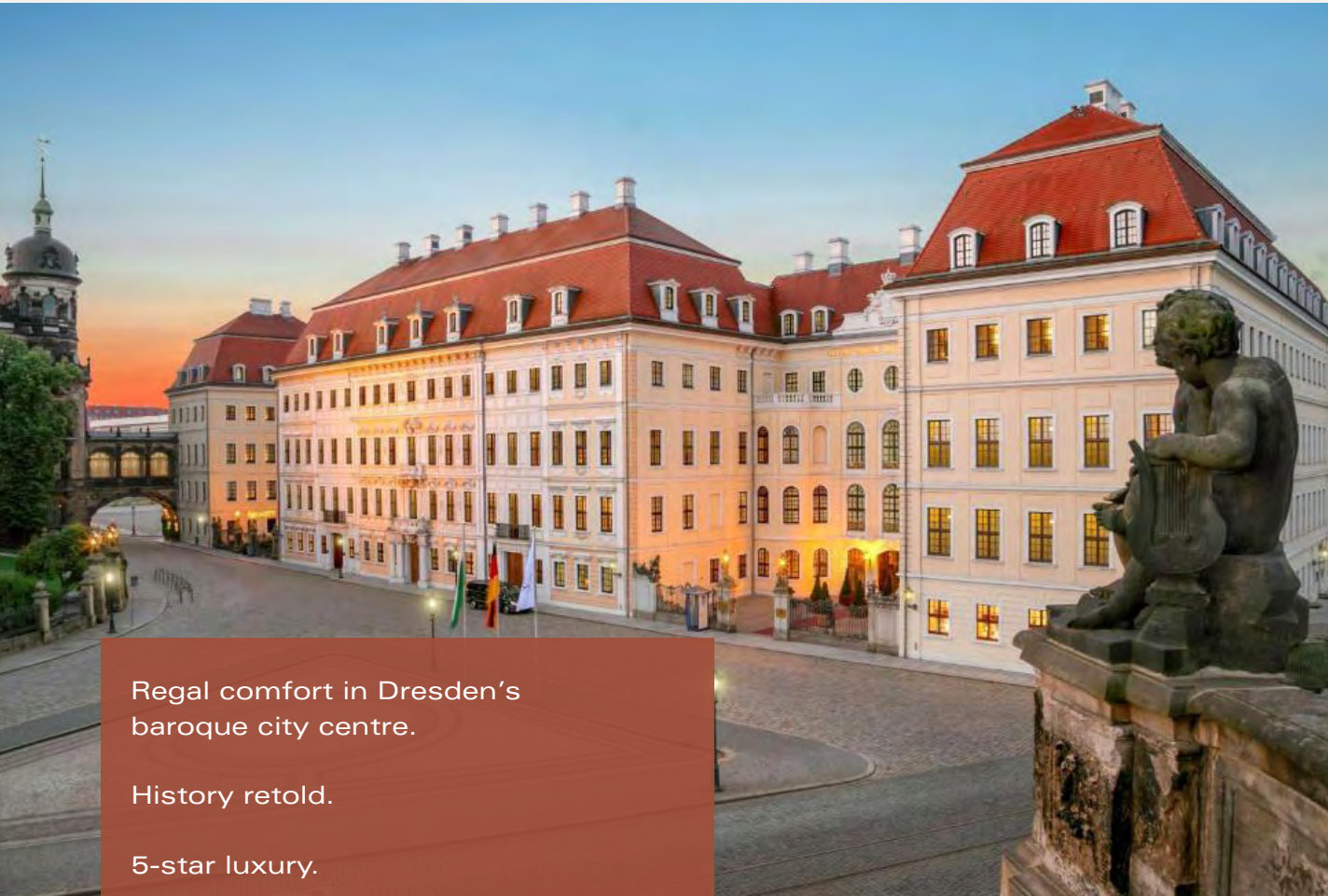
PARTNERS + SELECTED COOPERATIONS

Combine your journey with a visit to our tourism partners in the region.



SELECTED COOPERATIONS

HOTEL TASCHENBERGPALAIS KEMPINSKI DRESDEN



Regal comfort in Dresden's baroque city centre.

History retold.

5-star luxury.

Re-opening in February 2024.



PARTNER

SEMPER OPERA HOUSE DRESDEN



One of the most beautiful theatre buildings in the world with superb artistic achievements.

Performances by the Saxon State Ballet and the Sächsische Staatskapelle orchestra.

Guided tours.

Combined ticket with MEISSEN.



MEISSEN
est. 1710

PARTNER

ALBRECHTSBURG CASTLE



Oldest castle
in Germany

Where Meissen
porcelain was
first produced

Combined
guided tour
with the
Manufactory
possible.



MEISSEN
est.1710

PARTNER

CITY OF MEISSEN



Cradle of Saxony.

Romantic old city by the Elbe, with cathedral and Albrechtsburg castle high up above.

City tours.

City museum.



MEISSEN
est. 1710

PARTNER

WACKERBARTH PALACE

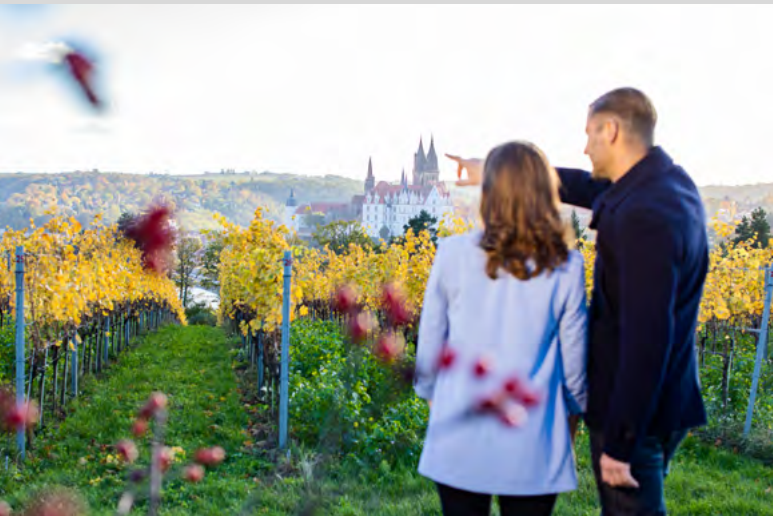
Europe's first
theme vineyard.

Baroque ensemble.
Modern manufactory.

Guided tours.
Walks.
Catering.
Wines to enjoy.



MEISSEN
est. 1710



Palace vineyard.

Oldest private vineyard in Saxony overlooking the City of Meissen.

Guided tours.
Wines to enjoy.
Walks.

PARTNER

MEISSNER SCHWERTER PRIVATE BREWERY



Saxony's oldest private brewery.

Historic tavern on Meissen's market square with cross-arched vaulting.

Brewery tour.
Beer tasting.
Hearty brewery cuisine.



MEISSEN

est.1710

PARTNER

KÖNIGSTEIN FORTRESS



Prime example of European fortress architecture

Unsurpassed view out over the river Elbe to the Elbe Sandstone Mountains.

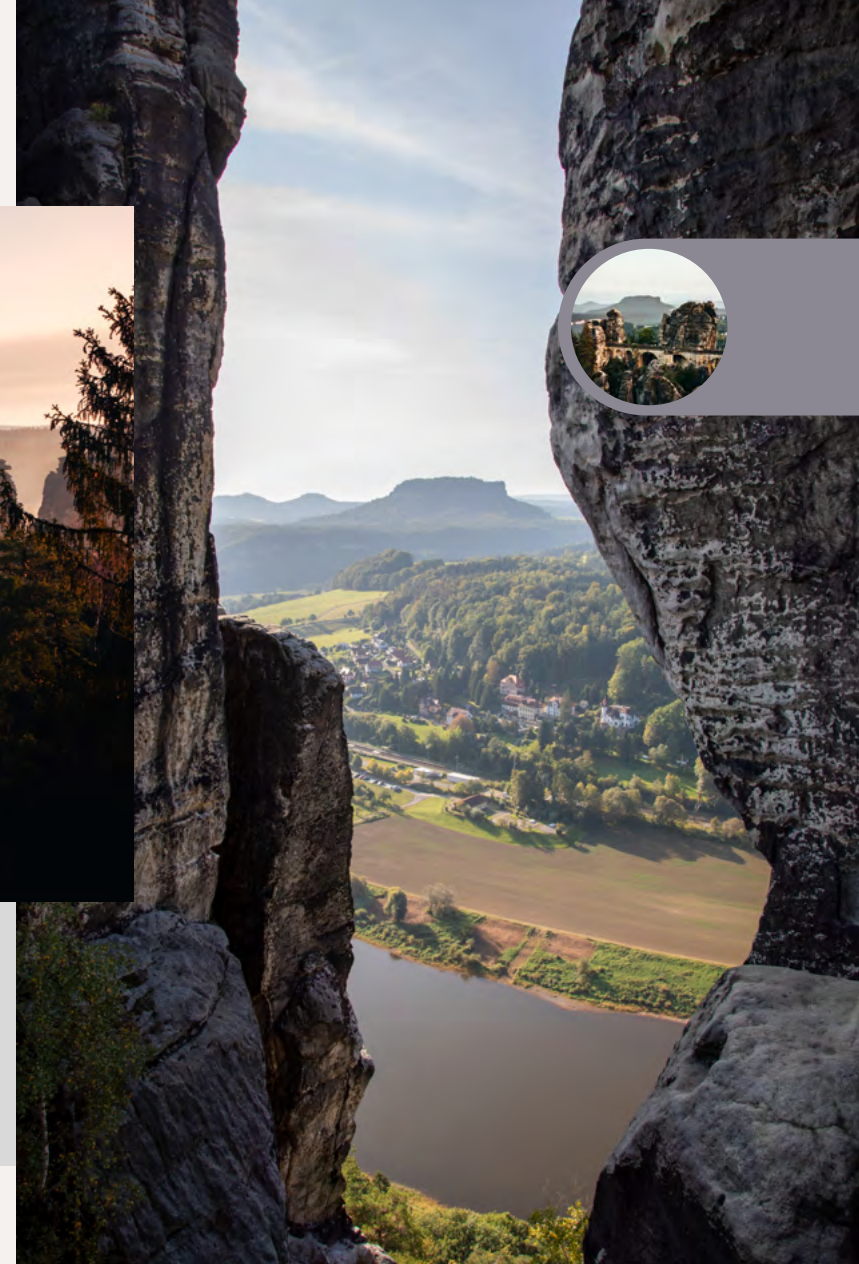
MEISSEN & Königstein Fortress: where Böttger was kept prisoner with orders to manufacture gold.



MEISSEN
est.1710

LOCALITY

ELBE SANDSTONE MOUNTAINS/ SAXON SWITZERLAND



Unique rock formations gouged out by the Elbe.

Hiking routes. Views. Nature.

CITY MAP

YOU'RE SURE TO FIND US.



PORCELAIN MANUFACTORY



CHURCH OF OUR LADY



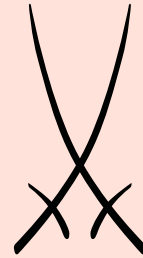
ALBRECHTSBURG CASTLE & CATHEDRAL



PADDLE-STEAMER LANDING STAGE

MEISSEN

est. 1710



MEISSEN

*est.*1710