

ABOUT MEISSEN



Since its founding in 1710, the Meissen porcelain manufactory has stood for the highest-quality porcelain and the utmost workmanship, represented around the world with the insignia of two Crossed Swords in cobalt blue. The quality of Meissen porcelain has its beginnings in the manufactory's own mine near the city of Meissen, where the purest kaolin is sourced day after day. This white clay is the key to the striking radiance of Meissen porcelain. The precise blending of kaolin with native feldspar and quartz has been refined in Meissen over the past 300 years and is still completed by hand to this day.

Charting new territory in the creation of new porcelain objects is as much a part of the manufactory's tradition as the observation of its own rich heritage. For this, MEISSEN can draw on the world's oldest and most comprehensive archive of historic models and plaster molds, making it possible to reproduce practically any form to ever come out of the manufactory.

Meanwhile, the manufactory's paint laboratory while constantly formulating new, vibrant hues closely guards the formulas for approximately 10.000 different porcelain colors, enabling the Meissen painters to revive every nuance of historic patterns true to the originals. This rich trove of historical inspiration in Meissen's Triebischtal, not far from the Saxon capital of Dresden, is combined with peerless craftsmanship to create intricate figurines, large-format sculptures, exquisite dining services, and one-of-a-kind works of art that attain the highest standards of exclusivity and individuality.

"MANUFACTORY HAS LIVED WITH US AND IT WILL REMAIN SO IN THE FUTURE." - CEO DR. TILLMANN BLASCHKE'S VIEW INTO THE FUTURE.

Please do not hesitate to contact presse@meissen.com for any further questions.

DIGITAL MATERIAL: <https://my.hidrive.com/share/btlajxfiil>

MEISSEN THEME WORLD



Highlights in 2024/ 2025:

- **Do it yourself!**
Paint your very own MEISSEN mug or vide-poche:
Mug: 69 EUR per person, incl. shipping within the EU.
Mug: 99 EUR per person, incl. shipping outside the EU.
Vide-Poche Bowl: 39 EUR per person, incl. shipping within the EU.
Vide-Poche Bowl: 89 EUR per person, incl. shipping outside the EU.
- **March 14, 2024- October 10, 2024**
Bones, Timber & White Gold
In the Meissen Porcelain Foundation Museum
- **November 8, 2024 – March 2, 2025**
Onion Pattern Project
In the Meissen Porcelain Foundation Museum

Current news:

"The Sites of Meissen Porcelain" - joint application by the Meissen Porcelain Manufactory, the Meissen Porcelain Foundation, Albrechtsburg Meissen and the City of Meissen for the title of the UNESCO World Heritage Site 2024.

Cooperation with the Semper Opera Dresden - introduction of a combined ticket for visiting the famous opera house and the MEISSEN Theme World.

OUR TOURISTIC OFFER



Demonstration Workshop:

The demonstration workshop illustrates the most important production steps required to produce Meissen porcelain. The tour begins at the potter's workplace, then continues through modelling to under-glaze and on-glaze painting. The expert and very experienced manufactory employees provide information about their work and the individual manufacturing stages.

Duration: approx. 30 min

Price: see admission prices

"Behind the Scenes of the manufactory" - Tour:

With the manufactory-Tour, we offer a live experience of the artisan creation of porcelain in the real manufactory environment. From kaolin from the company's own mine, to the production of porcelain paste, the manufacture of white porcelain, model and mold making, to the historical mold archive, porcelain painting and the kiln hall, a comprehensive insight into the production processes is provided. We recommend sturdy shoes. The Tour is not suitable for people with physical disabilities, wheelchair users and children under 6 years of age.

Duration: approx. 2.5 hours

Price: 40 € per person incl. visit to the museum

Museum of the Meissen Porcelain Foundation:

Built in 1916 in the style of a Neoclassical banquet hall, the Museum of the Meissen Porcelain Foundation is home to a vast collection from the manufactory's 300 years. The wide variety of pieces on display tell the story of Europe's oldest porcelain manufactory, tracing the development of European table and dining culture in countless exhibits – Kaendler's opulent 18th-century "Swan Service", presented in an expansive wall mounting, being one of many highlights. QR codes on many displays offer visitors additional information on historical backgrounds, while children are invited to explore the museum on a treasure hunt rally. For groups, we recommend booking an exclusive guided tour through the museum and our Demonstration Workshops (available in 11 languages).

Special exhibition in the Meissen Porcelain Foundation Museum

- Bones, Timber & White Gold:

March 15, 2024 – October 20, 2024

Budding artistic creatives have put unusual projects to effect in the studios of the heritage-rich Meissen Porcelain Manufactory. They are not new to working with ceramic materials, having already furnished ample evidence of their talent in courses of specialised study and actual works. They all won Richard Bampi Prizes in 2022.

During subsequent periods spent in the Meissen Manufactory's studios, they got to know how the place ticks and exploited its great

potential for their own creations. The exhibition covers works by Helena Sekot, Philsoo Heo and David Torres and provides insights into the creative processes involved. Helena Sekot adapts typical Meissen shapes in images that beckon responses from their beholders. Philsoo Heo derives inspiration from wood. He morphs its fissured surface into bulkily elegant porcelain. Large-format sculptures by the Colombian David Torres reference the history of Meissen porcelain whilst also addressing stereotypes; “white gold” may stand for porcelain in Germany but in Colombia it’s a byword for cocaine.

Special exhibition in the Meissen Porcelain Foundation Museum

- Onion Pattern Project:

November 8, 2024 – March 2, 2025

The Meissen Porcelain Manufactory has been producing its famous Onion Pattern for almost three hundred years now. The cobalt-blue decoration evolved from Chinese designs and has remained a favourite for banquets and the home to the present day. Artist Antye Guenther guides the pattern through occasionally crazy embroilments between the GDR and Japan. Taking the GDR of the 1970s and 1980s as her cue, she tracks the pattern down in scenarios ranging from its being used as a means of payment in the illegal transfer of technology to the famous Dresden Zwinger reconstructed in Japan’s porcelain capital Arita. The artist narrates a science fiction story in which she enlists the Onion Pattern’s services as a clandestine storage medium for highly sensitive information. She devises new assignments for her secret agents in cooperation with the Manufactory.

MEISSEN Store:

After visiting the museum and our Demonstration Workshops, the House of MEISSEN Store is the first point of contact for everyone interested in taking a piece of the manufactory’s more than 300-years of history home with them.

Visitors will find the biggest selection of MEISSEN products here, be it sophisticated table services, beautiful figurines, delicate pieces of porcelain jewellery, pieces from our “Limited Masterworks” collection or one-of-a-kind works of art created in collaboration with external artists. Various gift formats and souvenirs from Europe’s oldest porcelain manufactory are also on offer. All products bought here can also be delivered by post.

Café & Restaurant MEISSEN:

The café of the House of MEISSEN serves contemporary cuisine that is at once cosmopolitan and regionally inspired. The menu changes monthly and features Mediterranean-influenced dishes, traditional Saxon cuisine, and specialities from the region such as Meißner Winzerschinken – ham that is cured in local wines and then air-dried – and cheese from the Elbe Valley. The menu also features delicious rosé, white, and red wines from regional wineries as well as beers from local breweries. For coffee or afternoon tea, the café offers a variety of

pastries and cakes, including the house speciality, Meißner Torte, featuring Meissen's signature Crossed Swords. All dishes are served on MEISSEN porcelain.

The café is open to the general public. We ask groups of 10 or more people to make a reservation in advance. We are happy to prepare tailored packages for private events such as birthdays, company parties, champagne receptions, or conferences.

Opening hours:

Daily throughout the year	11 a.m. – 5 p.m.
31 Dec and 1 Jan	11 a.m. – 4 p.m.
Closing days	24 – 26 Dec



All events and workshops at:

<https://www.erlebniswelt-meissen.com/en/events>

OUR TOURISTIC PARTNERS

City of Meissen

Nestled in Dresden's Elbe Valley, the State Porcelain Manufactory is only a few minutes' walk away from the historic town center of Meissen and is situated directly on the small river called the Triebisch. Winding romantic alleys characterize the image of the oldest town in Saxony. The historic town center invites you to linger thanks to its small cafés and traditional inns. The 1,100-year-old town is considered the cradle of Saxony.

Albrechtsburg Castle

One of Meissen's historic sites is Albrechtsburg Castle, Germany's first castle, which was completed in 1524. The castle gained special significance in 1710, when Augustus the Strong founded the MEISSEN porcelain manufactory. The white gold was produced here for over 150 years. Today, Albrechtsburg Castle houses various exhibitions. Visitors can also immerse themselves in the history of Meissen porcelain on a castle tour. Modern and interactive exhibits are a delight.

Cathedral of Meissen

In immediate vicinity of Albrechtsburg Castle is the Meissen Cathedral on the castle hill. Even Johann Wolfgang von Goethe enjoyed the building, which was erected in the 13th century in the French Gothic style. He described the church as "the slimmest and most beautiful building of that time". Today, visitors can listen to the excellent acoustics at one of the numerous events in the Meissen Cathedral.

Vineyard Schloss Proschwitz

The landscape around the city of Meissen is characterized by beautiful vineyards that stretch along the Elbe River and offer magnificent views of the river valley. With a unique view of Albrechtsburg Castle, gourmets will get their money's worth at the Schloss Proschwitz

winery. Dr. Georg Prinz von Lippe owns the oldest private winery in Saxony, which includes vineyards that have been cultivated for over 850 years. Today, Schloss Proschwitz is known not only for its quality wines, but also as a place of joie de vivre in the region.



Vineyard Schloss Wackerbarth

Pleasurable moments are also promised by the Schloss Wackerbarth adventure winery in Radebeul, which played a key role in shaping viticulture in the region and can look back on a centuries-old tradition in this regard. Even the oldest known mulled wine recipe in Germany can be traced back to this winery. In addition to its award-winning quality wines, Schloss Wackerbarth is known for its art of sparkling wine production. Guests are furthermore delighted by musical & culinary highlights in the baroque palace and garden grounds, which form the heart of the winery.

Staatliche Kunstsammlungen Dresden

Dresden, which with its baroque beauty attracts visitors from all over the world, is only 25 km away from Meissen. Visitors can marvel at porcelain in all its glory in the Dresden Zwinger. Here you can enjoy the porcelain collection of August the Strong with exhibits from China, Japan and Meissen. To understand the artisan masterpieces in their entirety, a visit to the MEISSEN porcelain manufactory is recommended beforehand.

Semperoper Dresden

The Semper Opera Dresden, the world-famous opera house of the Saxon State Opera Dresden, is located directly next to the Dresden Zwinger. Performances of the Saxon State Ballet and the Saxon State Orchestra can be experienced by culture enthusiasts in the magnificent opera hall. Daily guided tours of the Semper Opera House also offer visitors a wide-ranging insight. Combined tickets with the MEISSEN porcelain manufactory are available.

GENERAL INFORMATION

Opening hours:

Open daily Monday - Sunday

January - March 9 a.m. – 5 p.m.

April – December 9 a.m. – 6 p.m.

31 Dec and 1 Jan 10 a.m. – 4 p.m.

Closing days 24, 25 and 26 Dec

Entrance fees:

Demonstration workshop and Museum

(Audio guide through the show workshop in 14 languages)

- Adults: 14 euros
- Children (6-18 years), students, trainees, university students, guests with severe disabilities 12 euros
- Family ticket: 30 euros
(2 adults and 2 children)

Public tour with guide through show workshop or museum

- Adults: 17 euros
- Children (6-18 years), students, trainees, university students, guests with severe disabilities 13 euros
- Family ticket: 35 euros
(2 adults and 2 children)

Exclusive tours with a guide can be booked in advance in 11 languages.

On request.

*On presentation of valid proof

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Social Media

-  meissen_porcelain
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-  meissen_1710



#meissenporcelain #thisismeissen #ilovemeissen #visitmeissen

Historic Milestones

17. c. **Maladie de porcelaine**
The European nobility is under the spell of Chinese porcelain. August the Strong, Elector of Saxony, who claims to be afflicted with a maladie de porcelaine, develops a particular passion.
- 1702 **Johann Friedrich Böttger & Ehrenfried Walther von Tschirnhaus**
Augustus the Strong brings the young alchemist Johann Friedrich Böttger to Dresden to produce gold for him. Böttger experiments in vain for two years and is finally placed under the supervision of the Electoral Saxon geological researcher Ehrenfried Walther von Tschirnhaus after a thwarted attempt to escape to Vienna.
- 1707 **Jasper Porcelain**
In November 1707, the first results appear. Böttger succeeds in producing a red stoneware called "jasper Porcelain." Its production is similar to that of white porcelain. Only the red clay has to be replaced by white kaolin - the last piece of the puzzle.
- 1708 **Birth of the first European porcelain**
On January 15, 1708, the first white European porcelain is finally fired.
- 1710 **Foundation of the first European porcelain manufactory**
On June 6, 1710, Augustus the Strong founds the first European porcelain manufactory as the "Royal Polish and Electoral Saxon Porcelain Manufactory." For more than 150 years, the production site is Albrechtsburg Castle in Meissen.
- 1720 **Johann Gregorius Höroldt**
The early creative period of the manufactory is closely associated with the porcelain painter Johann Gregorius Höroldt, who came to Meissen in 1720. Under his direction, the first heat-resistant underglaze and onglaze colors were developed at the manufactory, making unimagined colorful decorations possible. Outstanding examples are his famous chinoiseries, the "Indian Flowers" and the "Yellow Tiger."

- 1722 **Crossed Swords as trademark**
 Soon, manufactories are founded throughout Europe. In order to ensure the outstanding quality of Meissen porcelain and to mark its authenticity, the use of the Crossed Swords as a trademark follows from 1722.
- 1730 **Beginning of the sculptural period**
 One of August the Strong's central concerns is to turn the Japanese Palace in Dresden into a porcelain palace. Between 1730 and 1736, the modelers Johann Gottlieb Kirchner and Johann Joachim Kaendler create a large number of life-size animal sculptures commissioned by the Elector.
- 1731 **Blue Onion**
 Around 1731, the radiant "Blue Onion" pattern was created based on East Asian models. The most successful blue decoration in the history of porcelain does not actually show onions, but rather - following its models - peach and melon on the rim of the plate as well as bamboo cane and the delicate blossoms of the chrysanthemum in the center.
- 1733 **Johann Joachim Kaendler becomes model master**
 In 1733, Augustus the Strong died. Kirchner leaves the manufactory and Johann Joachim Kaendler is appointed model master of the Meissen porcelain manufactory in the same year.
- 1739 **Snowball Blossoms**
 Starting from the French court, a change in style is taking place in Europe. Asian fashion is no longer in demand, but rather an opulent European style devoted to its own motifs. In 1739, at the behest of August III, Kaendler creates a service with which the king shows his love to his wife Maria Josepha of Austria. Each individual blossom is shaped by hand, applied to the vessel with a pointed tool, and then individually painted by hand.
- 1742 **Swan Service**
 Commissioned in 1737 by Heinrich Graf von Brühl - at that time First Minister under August III - it takes five years to complete this century-old service. It is an impressive testimony to a past, glorious epoch, the opus magnum of German baroque art: the Swan Service by Johann Joachim

Kaendler. Never before had an ensemble been created on such a scale and so rich in opulent sculptural design. Designed for one hundred people, the service comprises more than 2,200 individual pieces.

1775

Death of Höroldt & Kaendler

With the deaths of Höroldt and Kaendler in 1775, two of the most important artists in Meissen's manufacturing history departed. They laid the foundation for all the artistic work that followed.

End 18. c.

Flowerpainting from Biedermeier

Towards the end of the 18th century, artistic creativity turned away from the opulent decorations and ornamentation of the Baroque and Rococo periods and was increasingly devoted to naturalistic motifs. A creative rethinking that finds its formative expression in the flower painting of the Biedermeier period.

Mid 19. c.

Ernst August Leuteritz

In the mid-19th century, industrialization increased the purchasing power of the middle classes and with it the demand for Meissen porcelain. A desire for new forms and decorations set in to serve the representational needs of the newly affluent class. The key figure of this period was Ernst August Leuteritz, who headed the design department of the manufactory from 1849 to 1886.

1861

Relocation of the production facility to Triebischtal

Soon the rooms of Albrechtsburg Castle become too small, their paths too long or too inconvenient. A historic castle building no longer seems the right place for a modern manufacturing operation. From 1861 to 1864, the new factory was built in the Triebisch valley. This is still the location of the Meissen porcelain manufactory today.

Beginning

Art Deco

20. c.

At the beginning of the 20th century, young manufactory owners unprejudicedly explored the aesthetic possibilities of porcelain and broke new ground for its design with Art Nouveau. The "Hentschel Children" by Julius Konrad Hentschel are an outstanding example of this renewed porcelain art.

1916

Opening of the showroom

As early as 1916, the show hall was opened to make the historically grown product range

accessible to employees, customers and visitors. This laid the foundation for today's tourism in the MEISSEN Theme World.

1918

Max Adolf Pfeiffer

In 1918, Max Adolf Pfeiffer was appointed director of the "Staatliche Porzellan-Manufaktur Meissen." Under his leadership, the artistic achievements reach a height comparable to those of the first heyday in the 18th century. Pfeiffer engaged artists such as the exceptional talents Paul Scheurich and Max Esser, who gave porcelain new expressive possibilities.

1960

Kollektiv Künstlerische Entwicklung

The foundation for today's appearance of Meissen porcelain was laid by the "Kollektiv Künstlerische Entwicklung" (Artistic Development Collective) founded in the 1960s around designers, sculptors and painters such as Ludwig Zepner, Peter Strang, Heinz Werner, Rudi Stolle and Volkmar Bretschneider. Characteristic for this time is the tension between rich heritage and the need for creative originality of a contemporary porcelain design.

1960

Establishment of the demonstration workshop

In order to bring the arts and crafts closer to the general public, the first demonstration workshop was established in 1960.

1992

New generation

In 1992, with Silvia Klöde, Jörg Danielczyk, Gudrun Gaube, Olaf Fieber, Sabine Wachs and Andreas Hertel, a new generation of artists inherited the collective and ushered in the new millennium with new designs and icons.

1994

Jörg Danielczyk

During his time as chief sculptor, the contemporary artist Jörg Danielczyk has had a decisive influence on the Meissen formal language of recent decades: as a model master, he stands in a row with Meissen's old masters such as Kaendler, Kirchner or Leuteritz. As a former student of Peter Strang, he is regarded as the artist who transforms the most unusual commissions into porcelain. Works such as the "Swan" or the "Bald Eagle" were created, the latter for the foyer of the American Embassy in Berlin, and bear witness to his mastery. The

highlight of his work is "Saxonia," the largest free-standing porcelain statue in the world.

2005

Extension of the visitor area

With the extension in 2005, not only the premises of the theme world were expanded, but also the tourist offer. In addition to the museum, the demonstration workshop, the MEISSEN Store and the Café & Restaurant, new event and conference rooms were added.

2017

Crater Vase "World of MEISSEN Patterns"

Meissen's opulently embellished Crater Vase offers a colorful insight into the manufacture's artistic history, uniting all of its decorative styles and techniques in a single sculptural object. More than one hundred decor elements have been applied by the manufacture's many specialists, employing their full range of techniques – a masterpiece made possible only thanks to the close collaboration between painters and embossers. The vase is part of Meissen's exclusive collection.

2019

VITRUV

With the VITRUV service form, MEISSEN defines a completely new design language for tableware: clear and puristic. Its restrained elegance and straightforwardness embodies contemporary luxury that can take place at any moment of the day. "Graphic," a specially developed relief translates the design language into a graphic pattern, which appears in different variations. VITRUV also combines the highest craftsmanship and contemporary design in velvety bisque porcelain and the "Pure" and "Platinum" variants.

2021

Redesign of the MEISSEN world of experience.

Not only the MEISSEN store was completely redesigned and shines since in a new look, also the reception area received a modern appearance. In addition, the demonstration workshop was spatially as well as conceptually revised. Today, visitors can also dive deep into the world of Meissen porcelain through various workshops and events. The ManufakTOUR offers a special insight into this impressive craft and takes visitors through each the production rooms.

Today

MEISSEN Atelier

Today, in-house designers such as Lena Hensel, Zhuoyu Hou, Maria Walther and Maximilian Hagstotz or external artists such as the American Chris Antemann and the illustrator Olaf Hajek are constantly exploring the limits of porcelain, its formability and design, and expanding the Meissen repertoire with new design languages and decorations.



FACT & NUMBER SHEET



CEO: Dr. Tillmann Blaschke

Trademark: Crossed Swords

Workforce:

around 500 employees (of that around 300 in production)
of that 40 trainees (length of the apprenticeship: 3 to 3 ½ years)

Distribution network:

Sales are made through the company's own MEISSEN stores and worldwide through authorized dealers for Meissen porcelain, primarily in Europe and Asia.

- MEISSEN Store Germany (Meissen, Dresden, Berlin, Francfort a. M.)
- MEISSEN Online Store: www.meissen.com
- MEISSEN Outlet in the manufactory and Dresden

Annual Sales:

2020: about 27 Mio. €

2021: about 30 Mio. €

2022: about 32.5 Mio. €

Split Sales:

Germany about 55%, abroad 45%

Most important export countries:

Taiwan, Japan, China, Korea, USA & Italy

Number of export countries:

over 40

Visitors of House MEISSEN:

2022: 120,000

Most important numbers of the manufactory

Scope form archive:

around 700,000 model- and work forms from old and new times

Amount of uses per mold:

around 20 to 30 moldings

Used colors:

around 10,000 color recipes from all time periods are produced in house own laboratory

Amount of decors:

around 6,000 different decors

Kaolin deposits:

own mine in Seilitz (underground)

