

## Pressemitteilung

06.10.2020

### **The starting signal for a cooperation between Porzellanikon and Fichtelgebirgsverein e.V. has been given!**

On 06.10.2020, at 08:00 a.m., the starting signal for a partnership between Porzellanikon and the Fichtelgebirgsverein e.V., Wunsiedel, has been given at Porzellanikon - Staatliches Museum für Porzellan, Selb and Hohenberg an der Eger.

Participants of the press conference were Peter Berek, District Administrator of the district of Wunsiedel in the Fichtelgebirge; Martin Schöffel, MdL; Stefan Lorke, Managing Director Fichtelgebirgsverein e. V. Monika Saalfrank, main chairwoman; Harry Panzer, chief financial officer; Martina Dötsch, youth and family officer; Christian Kreipe, pathways officer; Wolfgang Neidhard, editorial office "Siebenstern" as well as on the part of Porzellanikon, Anna Dziwetzki, director; Wolfgang Schilling, deputy director and main curator; André Zaus, administration manager, events and tourism and Alexandra Oppitz, events manager and tourism.

The Fichtelgebirgsverein e. V. with its 15,000 members is organised in 50 local associations and, together with Porzellanikon, is one of the larger institutions in the region. Its main field of activity is concentrated in the Fichtelgebirge. It enjoys a high level of recognition in Bavaria as a large hiking and local history association as well as a recognised nature conservation association. "I became aware of the association through a newspaper report about Stefan Lorke, former porcelain maker, who was appointed managing director of the Fichtelgebirgsverein," reveals Anna Dziwetzki, director of Porzellanikon. Stefan Lorke, who

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is also "at home" in the porcelain industry, was very enthusiastic about the idea of a long-term partnership after initial contact and consultation with the association's board. Together with Alexandra Oppitz from Porzellanikon, they quickly came up with thoughts and ideas on how the members of the association could benefit from the cooperation. "There will be special offers for guided tours and museum educational programmes at the museum, for example under the headings of "Culture and Culinary Arts", "Porcelain Painting" or a "competition" in cooperation with the member magazine "Siebenstern", Alexandra Oppitz informed. "But this is only the beginning, further offers are being worked out", explains Oppitz. Stefan Lorke gives detailed information about the cups made available for the porcelain painting campaign, for which each participant can choose his favourite mountain from the Fichtelgebirge as a motif on the cup. The motifs available are the Kornberg, the Ochsenkopf, the Kösseine and the Waldstein. On the back of the cup there is the logo of the Fichtelgebirge association as well as the logo of the Porzellanikon.

"The cooperation between Porzellanikon and Fichtelgebirgsverein is by far not only of great importance for both institutions but also for the region", says district administrator Peter Berek and is enthusiastic about the great idea of combining closeness to nature and the material porcelain. "In view of these facts, it is long overdue that a cooperation with the Fichtelgebirgsverein e. V. and Porzellanikon has been established," Berek continues.

"Porcelain is an integral part of the region. This partnership gives Porzellanikon the opportunity to make the porcelain trade accessible to a wider public. Nature and culture belong together and therefore cooperation is a "must". With joint efforts, concepts can be developed to create a new "cultural tourism", reports the main chairwoman of the Fichtelgebirgsverein, Monika Saalfrank. Martin Schöffel, MdL, is also very pleased about cooperation. He speaks of two identities that have shaped the region: On the one hand the pride in the homeland, represented by the Fichtelgebirgsverein, on the other hand the porcelain production in the past, represented by the Porzellanikon! Both fit together perfectly and can be strengthened even more intensively through this initiative. "A win-win situation for both sides," says Schöffel.

Photo caption:

From left to right: Anna Dziwetzki, Director Porzellanikon; Martin Schöffel, MdL; Monika Saalfrank, Main Chairwoman Fichtelgebirgsverein e.V.; Stefan Lorke, Managing Director Fichtelgebirgsverein e.V.; Alexandra Oppitz, Event Manager and Tourism, Porzellanikon; Photo: Andreas Gießler; © Porzellanikon