

Pressemitteilung

04.09.2020

NEW ADVERTISING SPACES FOR THE PORZELLANIKON

Porzellanikon presents itself in the heart of the porcelain city of Selb on new advertising spaces. The State Museum for Porcelain uses the shop windows of the former STORG department shop as an advertising medium and orientation guide. Since yesterday, the large glass windows have been illuminated with large-format motifs from the two locations of Porzellanikon, which were glued by the Ellert GbR company from Wunsiedel. The photos of the porcelain highlights such as figures, showpieces, everyday crockery, artist objects from the exhibition "Rosenthal - A Myth" as well as technical ceramics are framed by a new corporate design, which appears in strong colours such as orange, pink and red and attracts more attention. Their radiant power creates a long-distance effect on all visitors to Selb and skilfully sets the museum objects from the "Villa & Collection" in Hohenberg a.d. Eger and from the "Factory & Technology" in Selb in scene. In this way, Porzellanikon aims to promote an even stronger anchoring in the region and presents itself as a showcase for the art and culture of porcelain (Hohenberg a.d. Eger) as well as a place of experience for families and school classes (Selb) in an authentic setting.

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