

Pressemitteilung

07.10.2021

## TRADITIONAL TREE DECORATING CAMPAIGN IN THE PORZELLANIKON SELB

**Once again this year, the popular "tree decorating campaign" for the coming Christmas season will be carried out by several players from the region. The Bavarian State Representation in Berlin could be won as a prominent delivery address for the approx. 3-metre-high fir tree from the Fichtelgebirge, which will be donated by the Bavarian State Forests for the campaign. It is expected that on 26 November 2021, all participating actors will travel to Berlin and decorate the tree there.**

On Thursday, 7 October 2021, 15 boys and girls from the Luitpold Primary School in Selb took part in the annual tree decorating campaign at the Porzellanikon - State Museum of Porcelain, Selb, from 9:00 a.m. onwards and cut out several hundred classic Christmas tree hangings together with the museum team in the museum's creative factory. Carsten Hentschel, representing the Lord Mayor of Selb, Ulrich Pötzsch, Jörg Nürnberger, Member of the German Bundestag, Ellen Scherpp, Deputy Headmistress, Udo Benker-Wienands, initiator and organiser of the event, Iris Reichstein, Press Officer of Rosenthal GmbH, Olga Masliuk, Rosenthal GmbH and Joachim Reuer, Plant Manager of Rosenthal GmbH, were welcomed to the tree decorating event, which took place for the 10th time today. The tree decorating campaign, which has now become a permanent feature of Porzellanikon in cooperation with Rosenthal GmbH, is specifically funded by the Free State of Bavaria to encourage children and young people to visit the museum and to enjoy educational museum activities.

The porcelain mass and the production utensils needed for the Christmas tree campaign are provided by Rosenthal GmbH. After the cookie-cutting activity, the ornaments will be fired in the kilns of the Rosenthal factory at Rothbühl in Selb. The pupils will then also be able to experience the emptying of the kiln, which is planned for 9 November, at first hand.

So far, the fir tree from the Fichtelgebirge has always been set up in prominent locations in Germany and other European countries, for example in 2011 in the Bundestag in Berlin,

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# Porzellanikon

Staatliches Museum für Porzellan  
in Selb & Hohenberg a.d. Eger

in 2013 in the Bavarian Parliament in Munich, in 2014 for the Federal President Joachim Gauck in Berlin, in 2015 in the European Parliament in Strasbourg, in 2016 for the Obermünster Diocesan Centre in the Regensburg diocese, in 2017 for the Castle Church in Lutherstadt Wittenberg, in 2018 for the German Embassy in Prague and in 2019 for the Bauhaus Museum in Weimar.

After Christmas, the pendants will be sold as always. The proceeds will go to the „Leben und Lernen in Kenia e. V.“ association based in Selb, which uses them to support a sponsored child in Nakuru in Kenya.