

## Press release

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### **"More than Bricks! Tradition and Future of Architectural Ceramics" - Advertising Cube on its 5th stop in Hof an der Saale.**

To accompany the current special exhibition "More than Bricks! Tradition and Future of Architectural Ceramics", which has been on display at Porzellanikon Selb since March, an "advertising cube" is traveling through our region - now the cube is making a stop in Hof an der Saale. The special exhibition will be on display until October 3, 2022.

This is already the fifth stop of the cube, which after Selb, Hohenberg, Rehau and Wunsiedel is now in the Saale city of Hof. Of course, it draws the attention of the people of Hof to the special exhibition at Porzellanikon Selb. But it is also intended to do more, as museum director Anna Dziwetzki describes: "With our traveling advertising cube, we are not only drawing attention to our special exhibition. We want to encourage passers-by to become more aware of the architecture in their own surroundings." In this way, the special show "More than Bricks!", which is structured like a city tour, makes museum visitors curious about architectural and artistic highlights in their daily lives. Exhibits in the special exhibition showcase world-renowned architectural highlights. But architectural ceramics, which are not far from Porzellanikon, can also be seen. For example, a 360° view from the porcelain cabinet in Arnstadt (Thuringia) or Pfund's dairy in Dresden, which is completely lined in architectural ceramics.

Therefore, the place in Hof where the cube now stands, right next to the architecturally interesting new technical town hall, is well suited to appeal to the people of Hof, Anna Dziwetzki and Hof Mayor Eva Döhla agree. "We as the city of Hof are happy to help provide a presentation area for attractions from our immediate neighborhood, such as Porzellanikon Selb," the mayor said.

Photo caption: From left: Museum director Anna Dziwetzki, Hof Mayor Eva Döhla and exhibition curator Thomas Miltschus.

**Martin Buchka**  
Leiter Marketing, Presse- und  
Öffentlichkeitsarbeit

Fon +49 9287 91800-121  
Fax +49 9287 91800-199  
martin.buchka@porzellanikon.org

Porzellanikon in Selb  
Fabrik & Technik  
Museumsverwaltung  
Werner-Schürer-Platz 1  
95100 Selb  
Fon +49 9287 918000  
Fax +49 9287 91800-999  
info@porzellanikon.org

Porzellanikon in Hohenberg  
Villa & Sammlung  
Schirndinger Straße 48  
95691 Hohenberg a.d. Eger  
Fon +49 9233 77220  
Fax +49 9233 7722-689  
dpm@porzellanikon.org

www.porzellanikon.org  
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