

Press release

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Special exhibition "More than Bricks! - Advertising cube goes on tour

Since Sunday, 20 March 2022, the new special exhibition "More than Bricks! Tradition and Future of Architectural Ceramics" at Porzellanikon Selb. Now the Porzellanikon advertising cube is going on tour to whet the appetite for the exhibition in neighbouring towns and communities. The first stop is in Selb.

"We designed the special exhibition "More than Bricks!" like a city tour. That's how we came up with the idea of using the advertising cube to advertise in an unusual way," says museum director Anna Dziwetzki. "We would like to thank the city of Selb for accommodating us in the execution." In the middle of Selb's city centre, the cube stands at its first station, with others in the region to follow.

"This advertising project again shows how closely Porzellanikon and the city of Selb stand together," says Lord Mayor Ulrich Pöttsch at the installation of the cube. "The action is a good example of the connection between the city and the museum, especially when it comes to appearing together and promoting our region."

Caption:

From right: Lord Mayor Ulrich Pöttsch, Head of City Marketing and Tourism, Nadja Hochmuth, Museum Director Anna Dziwetzki and Exhibition Curator Thomas Miltschus present the advertising cube for the new special exhibition "More than Bricks!"

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