

Press release

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Sixth stop: Advertising cube for the special exhibition "More than Bricks! Tradition and Future of Architectural Ceramics" travels to the Czech Republic!

The advertising cube for the current special exhibition "More than Bricks! Tradition and Future of Architectural Ceramics" at Porzellanikon Selb does not stop at national borders. Its sixth stop is the historic market square of the city of Cheb, located in the west of the Czech Republic, from 20 June to 3 July 2022. "We are of course very pleased that the advertising cube can also have an international impact and arouse the curiosity of the inhabitants and visitors of the city of Cheb about the special exhibition," says museum director Anna Dziwetzki. Mayor Mgr Antonín Jalovec of the city of Cheb is very happy to support the promotional campaign. "I am very pleased that we are able to promote the special exhibition of Porzellanikon Selb in our city as part of the cross-border cooperation and that we are contributing to increasing the awareness of Porzellanikon by placing the advertising cube on our busy market square. I believe that the cooperation we have now begun will continue in the future," said the Lord Mayor, Mgr Antonín Jalovec.

The mobile cube also reflects the design idea of the special exhibition. It is structured like a city tour, visitors experience the exhibits and stories behind them as if they were strolling through a city, past business and department stores, churches, industrial enterprises, museums and much more. "The beautiful examples of architectural ceramics often blend into the background in our hectic everyday lives," explains Dziwetzki. "The advertising cube in city centres in the region makes architectural ceramics more visible again as a new, unknown object in people's everyday lives. Just like the special exhibition in Selb does," says the museum director.

The special exhibition "More than Bricks! Tradition and Future of Architectural Ceramics" can be seen at Porzellanikon Selb until 3 October 2022.

Caption :

Mayor of Cheb/Eger Mgr Antonín Jalovec and museum director Anna Dziwetzki with the advertising cube for the special exhibition "More than Bricks! Tradition and Future of Architectural Ceramics" on the historic market square.

Advertising cube for "More than Bricks!" on the historic market square in Cheb/Eger

Photo: Thomas Miltschus, Porzellanikon

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