

MEISSEN AT AMBIENTE 2019:  
THE MANUFACTORY PRESENTS NEW  
SERVICES, VARIOUS NEW DESIGNS AND A  
MONUMENTAL MURAL

**Meissen/Frankfurt, 8<sup>th</sup> February 2019. This year's Ambiente trade fair sees Europe's first porcelain manufactory showcase an opulent mise en scène of new designs in combination with selected historical objects. As such, visitors are presented with an art installation of sorts, comprising classic masterpieces and icons of fine dining in an everyday setting fit for today's generation.**

In the centre of the stand, which covers 216m<sup>2</sup>, six individual wall paintings – finished by hand by 15 of the manufactory's foremost painters – form a mural, depicting a "swarm of birds". A total of 72 birds from all continents demonstrate a variety of painting techniques and are shown in dynamic flight poses. A first for Meissen's hand-craft repertoire, this comes as the result of this year's invested interest in bird motifs, which has also led to new tableware designs as well as vases, wall plates and figurines.

A second incarnation of the successful "The MEISSEN Mug Collection" serves as a continuation of the bird topic. 20 new mugs encompass naturalistic, detail-driven decors as well as graphic designs.

With "VITRUV", MEISSEN extends its tableware offering with a clean-lined, elegantly pure service: an example of artisanal refinement with its unique relief work and a translation of architectural design vocabulary in a graphic pattern.

The Ambiente trade fair is also an opportunity to discover a first preview of Meissen's 2020 Limited Masterworks.

**Dates: 8 – 12 February 2019**

**Venue: Frankfurt Fair, Hall 4, Level 1, Stand B16**

PICTURES : <https://my.hidrive.com/share/y18wzfzn5s>

( C O P Y R I G H T :   M E I S S E N ® )

C O N T A C T   M E I S S E N

BIANCA HERBST  
PR MANAGER  
+ 49 3521-468369  
PRESSE@MEISSEN.COM

## ABOUT MEISSEN



Since its founding in 1710, the Meissen porcelain manufactory has stood for the highest-quality porcelain and the utmost workmanship, represented around the world with the insignia of two Crossed Swords in cobalt blue. The quality of Meissen porcelain has its beginnings in the manufactory's own mine near the city of Meissen, where the purest kaolin is sourced day after day. This white clay is the key to the striking radiance of Meissen porcelain. The precise blending of kaolin with native feldspar and quartz has been refined in Meissen over the past 300 years and is still completed by hand to this day.

Charting new territory in the creation of new porcelain objects is as much a part of the manufactory's tradition as the observation of its own rich heritage. For this, MEISSEN can draw on the world's oldest and most comprehensive archive of historic models and plaster moulds, making it possible to reproduce practically any form to ever come out of the manufactory.

Meanwhile, the manufactory's paint laboratory while constantly formulating new, vibrant hues closely guards the formulas for approximately 10.000 different porcelain colours, enabling the Meissen painters to revive every nuance of historic patterns true to the originals. This rich trove of historical inspiration in Meissen's Triebischtal, not far from the Saxon capital of Dresden, is combined with peerless craftsmanship to create intricate figurines, large-format sculptures, exquisite dining services, and one-of-a-kind works of art that attain the highest standards of exclusivity and individuality.