PRESS RELEASE

HOUSE OF MEISSEN REOPENED AGAIN

Meissen, February 4, 2022. As of today, the House of MEISSEN is once again open to visitors. The demonstration workshops, the museum of the Meissen Porcelain Foundation, the café, store, and outlet are all opening their doors to welcome guests into the fascinating world of "white gold."

After the renewed closure of the House of MEISSEN at the end of November 2021 as a result of the Covid-19 pandemic, the demonstration workshops, gastronomy areas and museum are reopening their doors for the first time this year. The store and manufactory outlet, the Signature Store at Dresden's Frauenkirche and the Meissen section in Berlin's KaDeWe department store also remain open.

From today, guests can once again visit the House of MEISSEN from 10 a.m. - 4 p.m. daily in compliance with current hygiene regulations. The store and outlet remain open until 5 p.m. We look forward to welcoming you.

Bookings are also available for our new "manufacTOURs" every Friday throughout February. A real program highlight, the tours give visitors a live, up-close experience of artisanal porcelain production in the real manufactory environment, starting from kaolin sourced from our own mine all the way to the finished product. Book now to ensure you don't miss out!

During Saxony's school holidays this month, we invite our young visitors to join us on a voyage of discovery. A specially designed treasure map or tablet guides the little ones on a safari adventure through the exciting world of the House of MEISSEN.

Under this year's slogan, "300 Years of Brand History," the museum of the Meissen Porcelain Foundation invites visitors to explore the world of "white gold" and discover the story behind Europe's oldest trademarked brand. The exhibition "Pining For the Far-Away. Touring the World in Porcelain" also remains open until the end of February.

Booking your visit and all events is now easy, thanks to the new ticket shop at www.erlebniswelt-meissen.de.

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