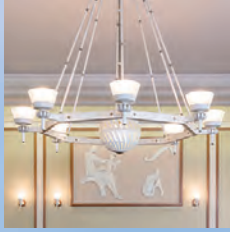


# EXPERIENCE SELB

A TOUR OF THE TOWN





# WELCOME TO THE PORCELAIN AND DESIGN TOWN OF SELB





Dear guests,

welcome to the porcelain and design Town of Selb!

Besides the enchanting landscape in which Selb is embedded, numerous sights will attract you, which you can marvel at during an interesting walk through the town.

Porcelain from Selb is famous around around the world and stands for innovative product design of the highest quality.

After a visit to our outlets, you can take a leisurely stroll through Selb's town center and discover not only many porcelain objects such as the Porzellanbrunnen (porcelain fountain) and Porzellangässchen (porcelain alley), but also many impressive works of art and architecture from various periods of history. Besides Walter Gropius, Friedensreich Hundertwasser, Victor Vasarely, Otto Piene or Marcello Morandini, local and recently also Spanish architects who have created their works of art in Selb.

As mayor of this interesting city, I would now like to invite you to discover all of this and much more during your tour.

Enjoy the porcelain and design town of Selb, collect fond memories of us and come back again and again.

Yours

A handwritten signature in blue ink that reads "Ulrich Pöttsch".

Ulrich Pöttsch  
Mayor



The weavers' town of Selb with the margravian hunting lodge 1851



The porcelain factory Jakob Zeidler ca. 1890 - today Porzellanikon (the Porcelain Ikon)



The Garden Street in 1926



The old post office, built in 1911 with a stagecoach in front of it

# GESCHICHTE

## Follow the trail of the creamer



Through great upheavals, a small sleepy village grew into a small industrial town in the 19th century, which brought it to world fame: a small weaving town became the porcelain town of Selb. One porcelain item can be found in most households and restaurants: the creamer. Graphically simplified, painted in Selb's town

colours, the creamer serves as the „red thread“ when walking through the town. With this signet, we have laid a trail through Selb, a trail that will lead you to places that are steeped in history, interesting or worth seeing. During this town tour you will learn how Selb has changed in the last 200 years. Some things have been

rebuilt, many things have disappeared, and many things have been added. But see for yourself.

We hope you enjoy exploring Selb's history.



## Selb's city history



The huge fire in Selb on 18. 03. 1856



Construction of the Selbbach Bridge on the Hohenberger Straße - approximately 1921



Porcelain factory Krautheim & Adelberg 1930 (presently Bohemia)



Ludwigstraße around 1900

At the time of the first recorded reference in 1281, Selb was a market town whose inhabitants usually lived from agriculture and forestry.

At that time, Selb was pledged together with the neighboring Czech town of Asch to the sovereign administrative officers of Plauen for 600 marks of silver. Selb thus belonged to Egerland.

At the beginning of the 14th century the Forster family became important, but later they sold their property to the Burgraves of Nuremberg and Selb - like the rest of the Sechsamterland - became part of Germany. In 1426 Selb was elevated to the status of a town.

In 1810 Napoleon surrendered the principality of Bayreuth, which he had annexed four years earlier, to the Kingdom of Bavaria. Selb became Bavarian. Although the strong ties to Egerland and Vogtland have been preserved to this day, people in Selb have strong ties to Franconian Bavaria.

A major historical turning point was the great fire in Selb on March 18, 1856.

More than 3000 inhabitants became homeless and lost their belongings.

When Lorenz Hutschenreuther founded the first porcelain factory in Selb one year after the devastating fire, he gave the town a new economic future. The porcelain industry dominated the economic structure of the town of Selb until the earlier 1990s. In its heyday, the companies Hutschenreuther, Rosenthal and Heinrich produced almost half of Germany's porcelain. This epoch in the town's history earned Selb the title of „City of Porcelain“.

Today, Selb is an industrial location with a future, where, in addition to the ceramics industry, other branches of industry such as machinery and plant engineering, the automotive supply industry and plastics processing have successfully established themselves.





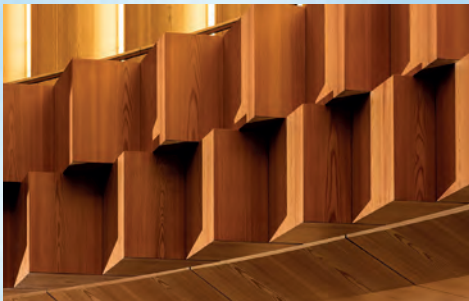
## The Rosenthal Theatre in Selb

As of 1927, on the site of today's Rosenthal Theatre, stood the Lichtspielhaus. It was a building complex consisting of a cinema, stage, and restaurant, which was taken over by the Town of Selb in 1966 and renamed the „Grenzlandtheater“.

In 1977 the theatre was renovated to its present form at a total cost of DM 17 million. The auditorium, which is completely clad in wood, can hold more than 600 visitors. The wall and ceiling design was created by the Düsseldorf artist and art professor Günther Uecker. The glass sculpture integrated into the lighting of the theatre foyer was designed by glass artist Michael Boehm, who worked for Rosenthal.



The cinema in the 1950's



The theatre does not have its own ensemble, but regularly hosts the Städtebundtheater Hof, the Hof Symphony Orchestra, a variety of touring theatre ensembles, as well as local and international artists. A cultural spectrum that is unparalleled in its breadth and diversity for a town the size of Selb.

One of the highlights of the year is the





„Weeks of White Gold“, which open each summer with a show of new products from porcelain and glass firms from Selb and the surrounding area in the Rosenthal Theatre.

Since the mid-1950s, Rosenthal AG has been committed to art and culture, and the Rosenthal festive evenings, in particular, have brought cabaret artists, actors, musicians and singers of international renown to Selb, such as Louis Armstrong, Duke Ellington and José Carreras.

The firm also contributed financially to the renovation of the theatre. For this reason,

the theatre has been called „Rosenthal Theatre Selb“ since 1982.

In front of the theatre and the adjacent Town of Selb music school stands the sculpture „Andante“ (in a glass case) by the French artist Gilbert Portanier, a ceramist born in Cannes in 1926, who worked as a designer for the Rosenthal firm between 1966 and 2009. The figure was installed in 2007, in the course of the reopening of the music school in the new premises in the Hohenberger Straße.



## 1a Pechhütte - Pitch Hut



Selb's oldest secular building is located about 150 m above the theatre on Hohenberger Straße.

In the Pechhütte, the resin of coniferous trees was used to make lubricants for wagon wheels and sealing materials for barrels, among other things. Because of the associated fire hazard, the building was located outside the town. However, this was its good fortune. It was thus able to survive the Selb fire (see 25) unscathed.

The half-timbered house was first mentioned in a document in 1583 but is probably much older.

The pitch works in the pitch hut was abandoned in the middle of the 19th century (last recorded in 1855); the building was then used as a residential house until the 1980s.

In 1987, the Selb branch of the Fichtelgebirgsverein (Fichtel Mountains Association) acquired the site and converted it into its clubhouse, which was officially opened on 10 October 1991. The Pechhütte is still used as a clubhouse today.

## 2 The Memorial Square



Memorial stone

Objects commemorating some formative events in recent history:

The granite column „1989 - The Year of the People“ refers to the political and social upheavals in Eastern Europe as well as in Argentina, Chile, Pakistan, and India in 1989.

The wall piece, which shows a person in uniform jumping over a barbed wire, originally comes from the Freedom Park at Checkpoint Charlie in Berlin. It is a reminiscence of the „leap to freedom“ by GDR border policeman Conrad Schumann on 15 August 1961 at the corner of Bernauer Strasse and Ruppiner Strasse in Berlin. The piece of the Wall was painted by the Berlin artist Jakob Wagner.

In 2013 the segment was erected in the Bürgerpark as part of the Grenzland Film Festival (see also 18 and 23) and moved to its current location in 2019.



The granite memorial stone „Separation and Reunification of Germany“ was designed by the artist and sculptor Wolfgang Stefan from Selb (for further works by Wolfgang Stefan see 8, 14 and 28). The two smoothly polished parts at the bottom, separated from each other by a gap, are intended to symbolise the artificial separation of Germany, while the irregular lid connecting the two parts symbolises the reunification.

The text on the plaque reads:

„wage war - occupy countries - divide blocs - build enemy images - divide Europe - build walls - pay reparations - fear nuclear death - receive aid - promote the economy - protect the environment - dismantle enemy images - open borders - unite Germany - overcome nationalism - unite Europe - preserve peace“.

The memorial plaque „Ascher Ländchen“ was donated by the Heimatverband of the district of Asch in 1984. It shows the Hainberg Tower, a lookout tower near Asch (Czech: Aš, a neighbouring town of Selb, just over the German-Czech border), and the names of the communities of the „Ascher Ländchen“, the area around the town of Asch. After the expulsion of the German-speaking population, the region was not very attractive for Czech immigrants due to its particular location. Many villages fell into disrepair and no longer exist today. In addition, some villages near the border were demolished.

Eighty percent of the Ascher Ländchen is surrounded by Bavaria and Saxony. This is the reason why this area is also called the „Ascher Zipfel“.



Memorial plaque

original piece of the Berlin Wall



Granite column



## The Hutschenreuther Porcelain Mural



The history of the town in porcelain on the Welzel House (formerly the Welzel bookshop) at Pfaffenleithe 4; was donated by the Hutschenreuther company in 1988 for the 125th anniversary of the company.

The mural shows three large main pictures (made of porcelain tiles) and several smaller representations of various stages in the town's history.

In addition to the first documented mention of the town in 1281, it deals with the great Selb town fire (see 25) as well as the subsequent reconstruction and the establishment of the first porcelain factory in

1857 in the „Ludwig's Mill“ by Lorenz Hutschenreuther. In addition, the coats of arms of the noble houses under whose rule Selb was in the course of its development. The coat of arms of the Hutschenreuther family and the current Selb town coat of arms are shown.

The coat of arms of Selb is divided into two parts: The left half is in the colours white/blue and documents the town's affiliation to Bavaria since 1810, while the right half in the town colours red and blue shows two sets of ten tipped antlers, which remind us of the town's importance in the history of hunting.





## The Porcelain Fountain



An eye-catcher on Martin Luther Square is the porcelain fountain, which was originally built in 1977 according to designs by Hans Achtziger and Erich Höfer (see 20).

In 2003 it was redesigned by the porcelain manufacturer Barbara Flügel (see Porzellangässchen, 9) using over 60,000 porcelain plates. Since then, it has shone in fresh white, blue, turquoise, and gold tones. The columns symbolise the smoking chimneys of the porcelain factories.

The fountain is decorated with plants in spring, summer, and autumn and the lighting bathes it in a magical light at night.







The Lutheran parish church was built in neo-Gothic style according to plans by August von Voit from 1859 to 1863 (consecrated on 6.12.1863), with its west façade, dominates the Martin-Luther-Platz. The building was erected on the foundation walls of the 15th century Gothic church which was destroyed in the town fire of 1856 (see 25). Only a few objects were saved from the burnt-down church, including two crucifixes, which are located inside the church. The nave is 42 m long and 16.5 m wide. A special feature is that both the tracery of the gallery parapets and the columns supporting the double galleries are made of cast iron. They were made in Martinlamitz in the local iron foundry (today Eisenwerk Martinlamitz). The spire of St. Andrew's is 48 m high and has a gallery.

## The Dyer's House - former dye works

Various high-water marks on the house indicate flooding by the Engelmessbach. The Engelmessbach passes under Martin-Luther-Platz and flows into the Selbbach near Färbergässchen (in the direction of the theatre). After heavy showers or when the snow melted, it occasionally overflowed its banks until the Selbach was straightened in 1930.



## The Tanner House

This is a complex of buildings with a picturesque, vaulted ceiling and tanning vats in the basin. It was used as a tannery until 1923. During the extensive renovation by a private owner, which took place between 1996 and 2011, a beam from the year 1457 was found. This suggests that the vaults of the house survived the Selb town fire and thus belong to the oldest buildings in the town. The sign with the year 1697 embedded in the wall of the house indicates that Nicol Ludwig carried out renovations in the 17th century.





## Gerber Square



The square derives its name from the former tannery, a building complex adjacent to the square (Martin-Luther-Platz 3 and 4, see 7). The contemplative square is dominated by the Lebensbrunnen (Fountain of Life), designed by Wolfgang Stefan in 1992 (further works by Wolfgang Stefan see 14 and 28). The fountain symbolises the cycle of life from childhood to old age.



## The Porcelain Alley

In Selb, porcelain also lies in the street - at least in the Porzellangässchen, which connects Ludwigstraße with Gerberplatz. First covered with porcelain tiles in 1970, it was redesigned in 2003 by porcelain artist Barbara Flügel. 55,000 porcelain mosaic pieces with different structures were joined together piece by piece. On the wall at the Ludwigstraße entrance is one of the porcelain street signs designed by the BBZ vocational school for product design, which can be found at various places around town.







The original Gasthaus Nahr, later Gasthaus Horner, was the founding site and clubhouse of many of Selb's clubs. For example, the Turnverein II Selb was founded here in 1887. Later the inn was given the name „Goldener Löwe“ (Golden Lion). As such, it stood empty for a long time, was visibly deteriorated, and was threatened with demolition in the 2000s.

Through private initiative, however, it was successfully restored and renovated, so that today it is truly a gem in the centre of Selb.

It has housed the tourist information office of the town of Selb since 2015.



In 1865 this building was owned by the Catholic community. After reconstruction, it was used as a pastoral centre and prayer room (accessible via a flight of steps, consecrated in 1866). The bell tower, among other things, is a reminder of this time. Due to the beginning of industrialisation in Upper Franconia, the Catholic population in Selb grew rapidly, so that the prayer room was no longer sufficient. The Catholic parish sold the building for 16,000 Marks to the children's school association, which opened the first Selber Child Care Institution on this site in 1889. In the early years, about 120 children of different ages (up to pre-school children) were cared for. Two years later, the children's school was combined with a community nursing station. The old Catholic vicarage served as a residence for the children's and community nurses. The former prayer hall became the school hall. Today, the building is a residential and commercial building.



Painter, porcelain painter and designer (1894 - 1965).

Plaque depicting Otto Keitel situated on the house at Ludwigstraße 51.



After an apprenticeship as a porcelain painter at Rosenthal (1907 to 1909), he studied at the porcelain school in Selb (master student of Prof. Fritz Klee until 1912) and at the School of Applied Arts in Munich (with Prof. Robert Engels).

In 1913 Otto Keitel began working as a porcelain painter and designer for form and decoration at Rosenthal's Selb railway station factory (the Selb-Bahnhof district is now called Selb-Plößberg) and from 1922 to 1953 he was a specialist painting teacher at the State Porcelain Vocational School in Selb.

The fountain on Otto-Keitel-Platz was donated by Energieversorgung (utility) Selb-Marktredwitz GmbH in 1996 to mark the 100th anniversary of the drinking water supply in Selb. The best Selb drinking water flows out of it.





The building, which now stands on the site of the former „House of Youth“ in Karl-Marx-Strasse, houses the Youth & Culture Centre JAM (Young and Old Together) on the right and the Family Centre FAM on the left.

It was the result of the EURO-PAN 9 architectural competition and was designed by a Spanish team of architects. In January 2014, the JAM was opened as a meeting place and has since offered a varied programme for different age groups. In May 2016 the FAM followed as a facility of the Evangelisches Jugend- und Fürsorgewerk EJF.



## Gottesackerkirche (Cemetery Church)

The Lutheran Church of the Holy Trinity (foundation stone laid in 1607, consecrated in 1613) survived the Selb fire (see page 25) because it was located outside of the town centre at that time.

In 1599 the churchyard in the town became too small because 84 townspeople and 80 other people from the villages belonging to the church parish died of the plague within a short time. As a solution, first a cemetery and then a church were built on a field on the lower Längenau Street. Work began in 1607 and was completed on 1 January 1613. Inside the church there are two paintings from the 17th century; outside on the north side there are gravestones from the 17th and 18th centuries.





## The Symbiosis

Rough stone and fine porcelain - are two materials, which only contrast at first glance. Porcelain is made of quartz, feldspar and kaolin (also known as porcelain clay). Kaolinite, the main component of kaolin, is a product of the dilution of feldspar.

Depending on the firing temperature, the percentage of the raw materials and the presence of any admixtures, such as bone meal, different types of porcelain are produced (hard porcelain, soft porcelain, bone china, etc.).

The „Symbiosis“ was created by the artist Wolfgang Stefan from Selb (see also „Der Sinnende“, 28).



## Tax office

In 1862 an independent tax office was established in Selb, which was initially housed in the town hall. In 1898, it moved into the newly constructed building that still houses the tax office (branch of the Wunsiedel tax office).



## The Business Sculpture Park

After the demolition of the buildings on Schillerstraße, the Business Sculpture Park was created on the site of the former Sammet/Wagner property in 2006. Various companies in Selb present themselves here. The idea came from Thomas Rucker, and the designs for the pedestals came from the Berufsfachschule für Produktdesign (BSZ).



## Granite Crime Scene

The exhibited stone sculptures made of granite from Fichtelgebirge go back to the symposium „Tatort Granit“, which took place in 2008 as part of the art project „Miteinander! - Společně!“ of the Hochfranken Art Association.





There is hardly any other place in the centre of Selb that has changed more over the last 40 years than the Schillerstraße/Poststraße intersection. Where the employment agency is now located, the old post office stood until the 1980s. Diagonally opposite, on the site of the former Bürgerpark (community park), was the private brewery Rauh & Ploß, which was closed in 1995. The brewery complex and the associated villa (on the Commerzbank site) were demolished in 1996.

In 1997, the city acquired the brewery site and transformed it into a community park in 2004 with the participation of the local residents (ideas competition in 2003), although this was planned from the beginning as a temporary solution. A residential and commercial building is soon to be built on this site, which will also house the town library.



The old post office, built in 1911



The Ploß-Villa before its demolition

It was created by the Marktredwitz artists Bärbel and Horst Kießling („The Warm Rain“, 21). Three times a day, at 12 noon, 4 p.m. and 6 p.m., one of 30 different melodies chime. The tiled ornament in blue tones on the side of the carillon represents the Selbbach stream.



20

## Art at the Sparkasse (savings bank)

For decades, the Sparkasse Hochfranken has supported not only clubs and schools but also art and culture in the region. It is therefore no wonder that there are several art objects in the vicinity of the Sparkasse building.

In front of the Sparkasse Hochfranken stands Selb's first porcelain fountain, designed in the 1970s by Hans Achtziger and Erich Höfer.

Next to the bank is a small park with sculptures made of blue Kösseine granite, which emerged in 2010 from the stone sculpture symposium „Steinschlag“, under the direction of the Hochfranken Selb Art Association.

At the rear entrance stands „The Warm Rain“, created in 1977 by the Marktredwitz artists Bärbel and Horst Kießling. A bronze figure sits on a local granite boulder and joyfully awaits a „warm rain of money“.

Inside and outside:

Inside the bank, a rainbow symbolises the bridge between man's natural existence and the cool world of finance.



21

## The Former Küspert Furniture Store

Built in 1890 as an office building for a construction company, remodelled in 1911 in the Jugendstil style as a residential and commercial building for the master upholsterer Hans Küspert, who manufactured upholstered furniture here and set up stylish sales rooms.





## The Former Gardening School



The former elementary school building, which started operating around 1900, and is now the town of Selb's public library. In this area, Friedrich-Ebert-Straße, was the educational orchard that Deacon Friedrich Wilhelm Hagen (1767-1837) established in 1806 to teach children and adults how to handle fruit crops and graft fruit trees. The garden was the first in the Kingdom of Prussia and earned much recognition (the Margraviate of Bayreuth and thus Selb did not become Bavarian until 1810, after the French occupation). In the following spring, at the time of the blossoming of the trees, on 10 May 1807, the opening of the garden was festively celebrated. Part of the festivities was a procession with music in which more than 1000 people, including about 200 school children, took part. The annual repetition of this celebration developed into the Selber Heimat- und Wiesenfest, which takes place every year on the 2nd weekend in July. One of the highlights is the traditional procession of the school children to the festival site, the Goldberg Park. The meadow festival attracts thousands of visitors every year and many people in Selb only know two seasons: „before the meadow festival“ and „after the meadow festival“.

## An old fountain

The fountain in the Poststraße used to supply the surrounding farmers with drinking water. The current stone fountain dates from around 1930.

Not far away from it is the Selb Cinema Centre, one of the few municipal cinemas in Bavaria since 2019/2020. As of 1981, the cinema has traditionally hosted the Grenzland Film Festival in the week after Easter, with a focus on Eastern European films. The second venue of this festival is in the nearby Czech town of Asch.



## The Porcelain-decorated Christmas Tree

Germany's largest Christmas tree decorated with porcelain stands at the Marktplatz in the town centre during Advent. Decorated with cups, teapots, coffeepots and other porcelain objects, it has been an integral part of Selb's small but exquisite Christmas market for the past few years.



## The Porcelain Mural "The Selb Fire"

In the entrance area of the old pharmacy opposite the town hall there is a porcelain mural by Eva Grabmüller that depicts the Selb town fire, one of the most significant events in Selb's history.

On 18 March 1856, the surrounding buildings, most of which were made of wood, caught fire due to the carelessness of a maid who was employed by the pharmacist Georg Netzsch. She had poured glowing ashes onto the dung heap behind the house. Within a short time, about 270 of the 300 houses in the centre of Selb were burnt to the ground. More than 3000 people were left homeless. Only a few buildings escaped the catastrophe, including the Church of the Holy Trinity from 1602 and the so-called Pitchhütte, which was first mentioned in a document in 1583. Both buildings were located outside the town centre at that time.

The following year, on 10 August 1857, Lorenz Hutschenreuther (1817-1886) was granted a license to build a porcelain factory in Selb, thus establishing the tradition of porcelain production in Selb.



His plans were encouraged by the prospect of new jobs. Since before the fire the majority of Selb's population lived from agriculture and home weaving, many residents had lost their livelihoods after the fire. The first skilled workers for porcelain production were brought to Selb and employed from elsewhere.







Selb's town hall now stands at the site where Margrave Georg Friedrich von Bayreuth had his hunting lodge built in 1582-1584. It was built in 1861/62 and later extended.

Today, it is connected to the former district court (see porcelain carillon) via a glass entrance area. In 2018, an extensive renovation of the façade and the roof was completed.

What would a „City of Porcelain“ be without porcelain objects in and around the town hall? The colourful lettering „Rathaus“ („Town Hall“) made of porcelain tiles above the main entrance was designed by the Italian designer and architect Marcello Morandini (see also the stele in front of the Porzellanikon, point L of the excursion). The floor in the registry office is made entirely of porcelain tiles. In the foyer, the honorary plaque listing all honorary citizens and dignitaries of the town, as well as the two murals by Helmut Drexler in golden tones, are also made of porcelain.



Even the Great Hall of the Town Hall on the first floor is decorated with porcelain: a chandelier, as well as various wall sconces and a mural entitled „Mother and Child“.

The objects were donated by KPM (Königliche Porzellan Manufaktur Berlin), whose production had been relocated to the Lorenz Hutschenreuther Porcelain Factory, department Paul Müller (premises on Hartmannstrasse, the buildings no longer exist) between 1943 and 1954.

The chandeliers were designed by Trude Petri (1906-1998) in 1946, before she moved to the USA from Selb three years later.





Porcelain floor in the registry office



The great hall at the town hall



Porcelain chandelier in the great hall



In the great hall of the town hall

In the part of the town hall that formerly housed the Selb district court, 22 (2 x 11) white-glazed bells made of Meissen porcelain hang, together forming a carillon.

There have been such playable instruments of this kind in Germany since 1737. Selb's porcelain carillon was designed in 1994 by the Staatliche Fachschule für Porzellan (now named the Vocational School for Product Design, BSZ). Four times a day, at 11 a. m., 1 p. m., 3 p. m. and 5 p. m., different melodies ring out - according to the seasons.

The production of a harmonic sound is very complex and difficult for a porcelain carillon. The period of oscillation of a porcelain bell, which is related to its pitch, is only determined after firing. The individual bells are then tuned to each other by carefully sanding the edge of the bell.

The town coat of arms, made of porcelain, hangs between the two halves of the porcelain carillon on the balcony parapet of the new Gothic three-wing building dating from 1860.

The district court of Selb was revoked on 1 July 1973; jurisdiction for this area - with the exception of the municipality of Neuhausen, which was assigned to the district court of Hof - was subsequently taken over by the district court of Wunsiedel.

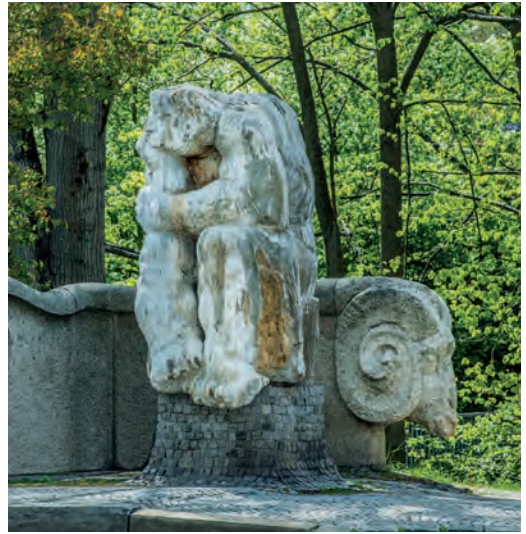




## The Deliberator

On the bridge behind the town hall, between Ludwigstraße and Talstraße, „The Deliberator“ looks out over his surroundings, lost in thought, and reflects on the passage of time. The sculpture, made of marble from Wunsiedel, was created in 1994 by the stone sculptor and painter Wolfgang Stefan, who lives in a district of Selb.

Behind and next to the contemplative figure is a sweeping balustrade of Epprechtstein granite with Art Nouveau ornaments, reflecting the vitality of the water in the little Selb stream, which the locals call the Selbbach.



## Badershof



In the passageway between Burgstraße, below the former Burgapotheke and the Badershof, there is a wall with the coats of arms of the Bavarian administrative districts and the twelve astrological signs, painted by the apothecary Otto Koch, who lived in Selb.

The Badershof is the remnant of the „Sedelhof“, the residence of the Forsters, a noble family that lived in Selb in the 14th century. Sedel (from sedeln = to settle, to settle down) stands for a noble residential building that probably fulfilled the function of an agricultural estate.

On the initiative of Felix Zandman, the founder of Vishay Intertechnology Inc. whose European headquarters are located in Selb, the history of Selb's Jewish fellow citizens was researched in the 2000s. In this context, a number of „Stolpersteine“ (stumbling stones) were placed in the town to commemorate the Jewish residents who were victims of National Socialism. The Stolpersteine are brass plaques laid in the ground and are the result of a project by the artist Gunter Demnig. On the pavement of the Badershof are two Stolpersteine with the names of Willi and Rosa Rosenthal, the former owners of the Thorn department stores' (currently: Küspert firm).

In 1896, there was a public water pipe at this location, but the pipe box was dismantled a few years later.

In 1921, an artistically designed ornamental fountain was built. The substructure dates back to the 19th century. The current, third fountain figure, is a little bit more than 10 years old.







## House of the Day Care Mothers

The building, designed in coloured stripes, emerged from the EUROSPAN 9 competition and was designed by the same Spanish team of architects as the JAM & FAM ensemble (see 13). It received the Bauwelt prize „The First House“ in 2013.

Each stripe fulfils a different function: learning and playing, technology, office and administration. The multicolours continue on in the interior of the building.

The house with the official name FIZ (Familie im Zentrum - Family in the Centre) is home to the day caretakers in the district of Wunsiedel and houses the day care facility „Minihelden“(Mini Heroes).



## Sacred Heart Catholic Church

The first mention of the parish in Selb was in the year 1326. Due to the Reformation in 1528, it was not until 1868 that a pastoral station was again established. The associated prayer room was located in Ludwigstrasse (see 11). In 1887/1889, the Catholic town parish church was built on the current site in the neo-Romanesque style; it was designed by the cathedral vicar Georg Dengler.

In 1958/1959, the existing parish church was rebuilt and extended according to plans by Heinz Meckler, Weiden. Only a few foundation walls and the tower, which was raised by the bell tower in 1958, remained from the previous church.

Only three pieces of the original



inventory have been preserved, including a late Gothic Madonna (so-called Grape Madonna) from around 1550 in the chancel.

The magnificent altar mosaic „Heavenly Jerusalem“ was created by the Viennese glass and mosaic artist Isolde Maria Joham.



## Marian column



To the right behind the church is a porcelain Marian column designed by the porcelain artist Barbara Flügel (see also 4 and 9). The work of art was inaugurated on 12 September 2004.



## A! - Tower

This building is the company headquarters of Andres GmbH (supermarket advertising).

The 21.5 m high office building with 17 levels in the style of Antoni Gaudí was completed in 2004. This is now the third redesign of the façade.

Directly connected to it: the former locomotive shed of the old railway station „Selb-Lower Town“, made of quarry stones, which was in operation until 1914.

The dead-end station was the terminus of the Selb-Plößberg branch line, which was opened in 1894 at the prompting of the town and the entrepreneur Lorenz Hutschenreuther.







## Park Grafenmühlweiher

The original water reservoir for the Count's Mill (see G, Count is the name of the owner at the time). Locals usually refer to the pond as the Swan Pond. The area is to be redesigned for the Bavarian-Czech Friendship Weeks (which will take place in 2023).





## Place de Beaucouzé

This square was officially dedicated in 2011 to celebrate 10 years of the town partnership with Beaucouzé, a French municipality in the Maine-et-Loire department with a population of just over 5,000 - as of 2016. In the centre is an art object designed by Wolfgang Stefan (see also 2, 8, 14, 28).



## DITIB Sultan Ahmet Mosque Selb

The majority of Muslims living in Selb have Turkish roots. Many have been living in Selb for three generations. Their fathers/grandfathers and mothers/grandmothers mostly came to Selb as guest workers for the porcelain industry.

The Grafenmühle building (built in 1612 and extended in 1882) was acquired by the DITIB Turkish-Islamic Cultural Association in 1995.

It was converted into a mosque by members of the association and the rooms were renovated in an exemplary manner. In the cellar, among other things, original door frames can still be seen.

The mosque has a prayer room for men, a prayer room for women, a tea room with a historical vault and a flat for the imam (prayer leader).







## VHS Adult education centre

Built in 1928 as a secondary school (then a grammar school), from 1947 as a secondary school until the „Gymnasium Selb“ (renamed in 1999 to the Walter-Gropius-Gymnasium) moved to Hohenberger Straße in 1969. The building was then used as a secondary school until it was rebuilt in the school centre in 1980. Since then, the VHS – the adult education centre has been housed here.



## Sculpture Park

On display here are steel sculptures that emerged from a symposium organised by the Hochfranken Art Association as part of the German-Czech project CultureCitySustainability - KulturaMěsto- Trvāni. Young artists created various steel objects in 2014 under the direction of Helmuth Hahn (born 1958), a lecturer at the Academy of Fine Arts in Nuremberg.



## "Selb town" railway station

With the construction of the local railway from Selb to Hohenbrunn, the station „Selb Stadt“ was moved from its location on Grafenmühlweg (see D) to its present location in 1914.

The representative reception building, designed by Prof. Fritz Klee (1876- 1976, director of the Selb Porcelain School from 1907 to 1939), is still largely in its original state. It is privately owned.



## Locomotive shed

Due to its important position, especially for freight traffic, the Selb station was given a railway depot in 1914, which was subordinate to the Hof depot. This included a 7.5 m long turntable (replaced by a 16 m turntable in 1931) and an initially three-storey roundhouse with an annex containing a workshop, social rooms, an office, and an overnight accommodation for locomotive staff. A fourth locomotive shed was added in 1918/19.

The railway line from Selb to Hohenbrunn was officially closed in 1993/94. Passenger services were discontinued as early as 1986.

The locomotive shed is now home to the Selb-Rehau Model and Railway Club. The site was initially leased (partially from 1976 and completely in 1981) and was purchased at the beginning of 2003. Extensive renovation has been taking place since 2005. A railway museum is under construction.







## Indoor swimming pool

The municipal indoor swimming pool, built in 1972, was originally heated with waste heat from a Rosenthal factory.

The sports swimming pool has a diving tower covered with ceramic tiles designed by Victor Vasarely (1908-1997), a Hungarian-born French painter and graphic artist who was also a designer for Rosenthal from 1964.



## Porzellanikon

Northeast Bavaria with the town of porcelain - Selb is still one of the most important porcelain regions in the world. Here you will find the largest museum for porcelain in Europe - the Porzellanikon - with its two locations in Selb and Hohenberg an der Eger. In the former Rosenthal factory, the fascination of the „white gold“ can be experienced with all your senses. The exciting adventure trail leads past more than man-high rumbling drum mills and a huge hissing steam engine that once supplied the entire factory with electricity. In hourly live demonstrations in the mass mill, the foundry and the turning shop, former porcelain makers give insights into historic porcelain production and show how much skill is needed to turn a cup or cast a sugar bowl. The exhibition „Rosenthal - A Myth“ tells the eventful history of the world-famous Rosenthal company. At the second location, Hohenberg an der Eger, the over 300-year cultural history of German porcelain unfolds in a former director's villa.





## Rosenthal Casino

The Art Nouveau villa from 1912 with a modern extension houses a restaurant with upscale cuisine and a hotel with 20 rooms designed by various artists.

The restaurant in the style of the 60s still breathes the spirit of Philip Rosenthal in many places, for example in the illuminated glass wall made of beer bottle bottoms designed by him.

An exciting contrast is the old Franconian parlour with a porcelain stove that once stood in the Erkersreuth Castle (see R).



## High-voltage building

The cuboid building in Wilhelmstraße, built in 1928 by the former RIG (Rosenthal Isolatoren GmbH), houses an industrial monument: the first European high-voltage laboratory in which, among other things, lightning with up to 2.1 million volts can be generated. The laboratory is still in operation and is now owned by the company Lapp Insulators.

Ceramic insulators for power lines and transformer stations are tested there.







## Rosenthal artist facades

The ensemble belonging to Rosenthal on Wittelsbacherstrasse features three impressive examples of art on buildings:



### Mirror House by Marcello Morandini

The designer and architect Marcello Morandini (born 1940 in Mantua, see also „Hommage to Philip Rosenthal“ at the Porzellanikon - M) worked for Rosenthal from 1979. In 1987 he designed the exterior of the new head office building. The façade reflects the „Rainbow House“ on the right.

### Rainbow House by Otto Piene

In 1973, Otto Piene (1928-2014) created the impressive rainbow façade that adorns the old building of the Rosenthal headquarters. With a width of 195 m and a height of 18 m, it was the largest artistically designed façade in the Federal Republic of Germany at the time. It was officially opened in November 1973 with a large rainbow festival.

The rainbow was a basic theme of Otto Piene's art and can be found in various forms in his works.

### Hundertwasser House

The Austrian artist Friedenreich Hundertwasser (civil name: Friedrich Stowasser, 1928-2000) not only created as a painter and graphic artist but also as an architect.

He worked for Rosenthal from 1981. In 1983, he implemented his idea of co-existence with nature in the building to the right of the Rainbow House, in the gatehouse and in the car park on the opposite side of the street. Since then, the façade of the factory building has been tiled and planted with greenery; trees grow on the roof and out of the windows.

Part of the Rosenthal Outlet Centre is located inside the building.







## Rosenthal at Rothbühl

The porcelain factory with its impressive entrance area is one of the most important later works by Walter Gropius. It was officially opened on 5 October 1967.

It is one of the few examples of Bauhaus architecture in Bavaria and is

listed as a historical monument.

The simple, functional building houses an octagonal, approximately 55 square metre greenhouse inside, which was extensively renovated in 2017. As a kind of „giant flowerpot“, it is (or was)

intended to provide employees with relaxing views of the greenery.

In the past, there were three flamingos living there, but today the area is populated by turtles.

In the two-storey “Feierabendhaus”, which is still used for various events, there was a library, rooms for sports activities (climbing wall, table tennis, billiard tables) and a stage in the dining room. Today, Rosenthal am Rothbühl is one of the company’s two production sites (the second is in Speichersdorf, near Bayreuth).





## Erkersreuth Castle

This is the nucleus of today's Rosenthal company. In 1879, at the age of 25, Philipp Rosenthal Senior began painting porcelain in the building erected by the von Lindenfels family in 1748.

In 1953, the Rosenthal estate was bought and renovated. In the process, „genuine old“ was combined with „genuine new“. What could not be preserved was replaced by contemporary items.

The redesign was undertaken by artists who had worked for Rosenthal and their limited art series, including those of Victor Vasarely and HAP Grieshaber.

Erkersreuth Castle was the residence of Philip Rosenthal Junior until his death.







## SELB TODAY

The large district town of Selb is an Upper Franconian town with a population of around 16,000, which can boast a diverse range of remarkable things that one would not expect to find in towns of comparable size: plenty of greenery in the town despite a relatively high industrial density, design elements by renowned artists in the townscape, cultural institutions such as the Rosenthal Theatre, numerous sports facilities and much more. World-renowned companies develop global brands from here and manufac-

ture top-quality products. Of course, Selb has much more to offer besides porcelain.

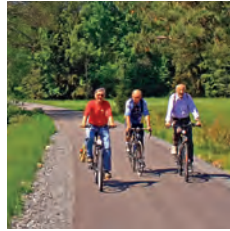
The town is nestled in the wonderful landscape of the Fichtelgebirge (Fichtel Mountains) and nature lovers in particular will find relaxation on a walk along the numerous forest and hiking trails or on a cycle tour into the romantic Weller and Eger valleys. The high recreational and leisure value, but also the future-oriented economic structure, make Selb a lovable and liveable town.



**Green Lung**  
Hike through water,  
forest, and stones  
around Selb



**Indoor swimming pool**  
Diving tower with  
ceramic tiles designed  
by Victor Vasarely



**Bridge cycle path**  
From Asch  
to Fichtelberg



**Mountain bike**  
Flow trail on the Gold-  
berg



**On the River Eger**  
Wild and romantic  
Wellertal



**Langer Teich (Long  
Pond)** one of the most  
beautiful forest pools  
far and wide



**Wavegarden**  
Paradise for skaters



**Pumptrack**  
Cycling - for all it's  
worth

## FREETIME IN SELB

There is much to discover in Selb - especially modern and unconventional things, art and culture. We inspire with an enchanting countryside as well as with a unique townscape characterised by porcelain. In our outlet centres you will find porcelain and glass. In the factory outlets, you are guaranteed to snatch up a bargain or two during a shopping trip.

But there are also plenty of opportunities for sporting activities, whether it's hiking along the Längenau „Bankerlweg“, Nordic walking in the Hammerwald, cycling along the bridge cycle path or swimming in the „Langer Teich“. There is something for everyone here.



**Netzsch-Arena**  
Fascination Ice Hockey

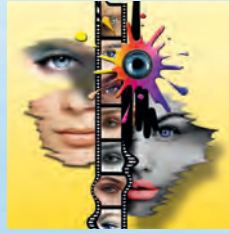


**Show quarry**  
Granite used to be  
quarried here



## WHAT ELSE IS GOING ON IN SELB?

Of course, Selb also has its own celebrations, as can be seen from the calendar of events that is full to bursting throughout the year. One of the oldest and most traditional festivals is the Heimat- und Wiesenfest (town and meadow festival) on the idyllically situated Goldberg Park, which was first celebrated in 1830. Europe's largest porcelain flea market and Europe's largest medieval festival are also celebrated here in Selb. Here are some more highlights from the Selb calendar of events:



Border Film Festival  
The weekend after  
Easter



Town Fair  
The end of May



Regional Fair/ Spring  
Market  
March/April



Selber Art Night  
March/April



Porcelain Festival  
The first weekend  
in August



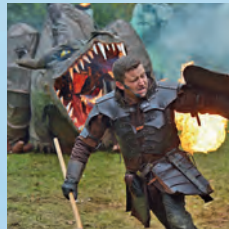
Jazz Festival  
The beginning of Sep-  
tember



Bonfire Festival  
(Meiler Festival)  
One week after  
Pentecost



Selber Heimat- und  
Wiesenfest  
On the 2nd weekend  
in July



Festival-Medieval  
beginning of  
September



Christmas market  
On the Advent  
weekends before  
Christmas

Further events:  
[www.selb/veranstaltungen.de](http://www.selb/veranstaltungen.de)

## SHOPPING IN SELB



### Our tip:

Visit our weekly market, which takes place every Saturday from 7 a.m. to 1 p.m. in the Grafenmühlweg and offers a wide selection of regional and fresh produce.

In addition to many cultural sights, attractive leisure activities and a packed calendar of events, there is another facet of Selb to discover. With several outlet centres in the town, you are guaranteed to find a bargain or two, especially in the porcelain and tableware sector.

But it's not just our outlet centres that entice you with fantastic offers, the charming little town centre also boasts numerous shops for a unique shopping experience here in Selb.

## THANK YOU FOR YOUR VISIT AND WE LOOK FORWARD TO SEEING YOU AGAIN IN SELB.

We hope you enjoyed the tour of our design city and were able to gain an out-of-the-ordinary insight into the historical development of the city.

We wish you a pleasant and enjoyable time here in Selb.

A big thank you goes to the members of the „Red Thread“ working group who have always actively supported the city administration in the redesign of the „Experience SELB“ tour.

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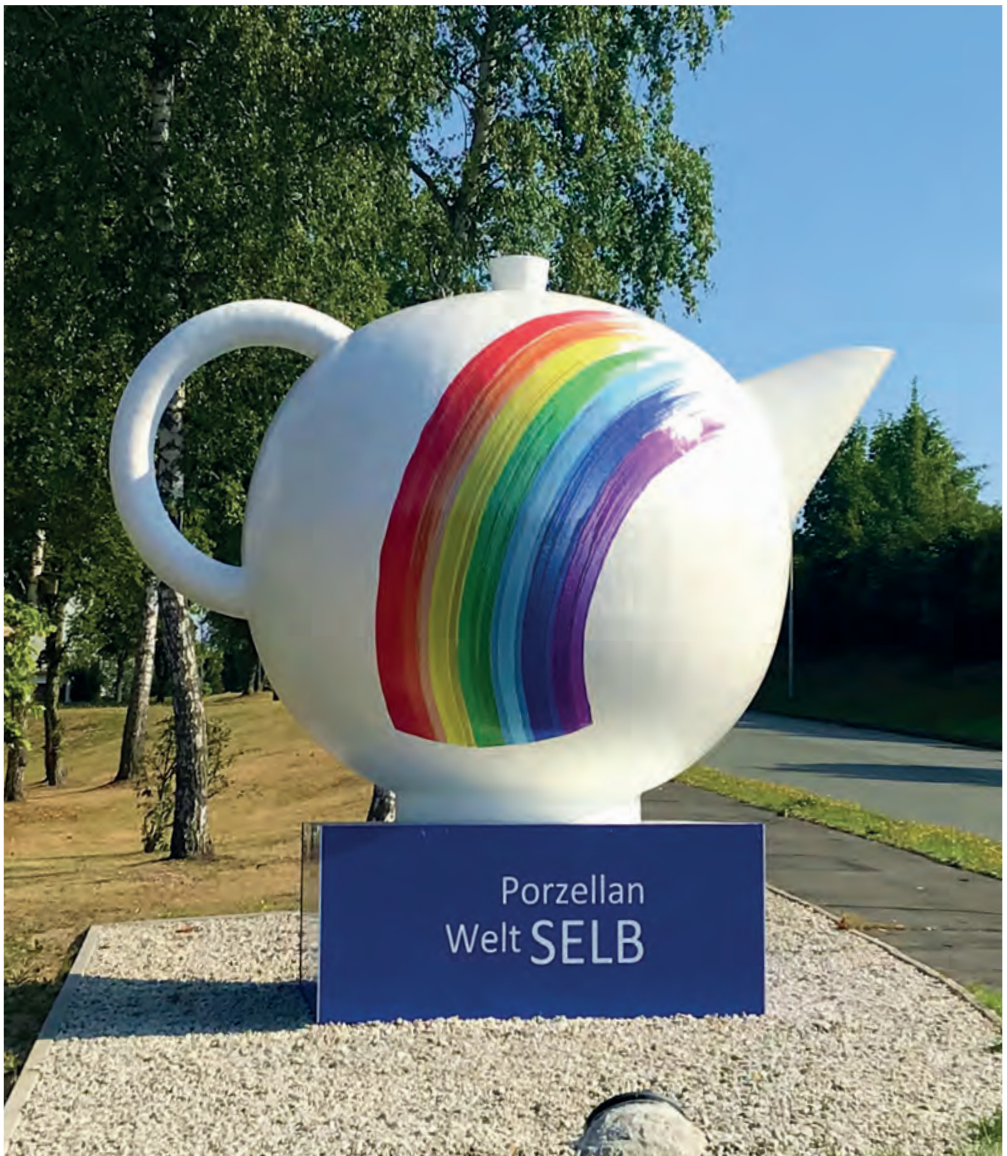
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