PRESS INFORMATION

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Symbol of the Reformation in Miniature Format



The Nuremberg Convention and Tourist Office – together with the German National Tourist Board and PLAYMOBIL – has created a new representative of the Reformation: Martin Luther as a miniature toy figure.

Photo: Playmobil

The major exhibit “The Early Dürer” in the Germanisches Nationalmuseum in 2012 was the first occasion for which the Zirndorf toy specialists from PLAYMOBIL and the Nuremberg Convention and Tourist Office (CTZ) worked together to create a specially-themed toy figure: The artist himself, Albrecht Dürer. This limited edition figure was not designed for general retail sale, but was available from the CTZ and in selected museum shops. Collectors rushed to purchase them; Nuremberg hotels used the figure as a “give away” for valued customers and the reasonably-priced souvenir was a favorite purchase at the Tourist Information shop. The Prado Museum in Madrid, where the Dürer self-portrait that inspired the figure can be seen, has sold more than 27,000 in its museum shop.

“This success encouraged us to continue the excellent partnership with PLAYMOBIL and – in cooperation with church representatives – to design a ‘Martin Luther’ which can be an ambassador of the Reformation throughout the world”, said Tourism Director Yvonne Coulin. The German National Tourist Board (DZT), which has been responsible for international marketing of the Reformation Decade since 2008, supported the idea from the beginning and will use the figure worldwide. All 36 places where

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Luther lived and worked are depicted in a miniature brochure with a map of Germany which is included in the figure's packaging. The first production run is 34,000; the sale price is 2.39 Euros. The Reformation figure can now be purchased at the Tourist Information shops in Nuremberg or can be ordered in the Internet at http://tourismus.nuernberg.de/shop.

Nuremberg Events Commemorating the Reformation

The "Martin Luther" toy figure supports the marketing activities of the DZT to bring attention to exhibit highlights of 2015. "Image and Bible" is this year's theme of the Reformation Decade (2008 – 2017). Nuremberg, which as a prominent printing center strongly influenced the Reformation, will host three exhibits which show the Free Imperial City's decisive role in shaping history.

"I hope that the 'Martin Luther' figure will support worldwide interest in Nuremberg's exciting exhibits this year. For those who wish to know how the Reformation was publicized and won political acceptance, a visit to Nuremberg in 2015 is a must – and while they're here, they can also celebrate Cranach's birthday," said Lord Mayor Ulrich Maly.

On April 23, 2015, the City Museum Fembohaus opened the series with "Germany's Eye and Ear – Nuremberg as a Media Center in the Reformation". This art and cultural history exhibit will illustrate the most significant features of this important chapter of Reformation history using more than 100 prints, books, paintings and sculpture as well as early 16th century treasures from the Nuremberg archives.

"Black Art. White Art. Print and Paper in Nuremberg" is the title of an exhibit in the Museum of Industrial Culture beginning on June 18, 2015. It focuses on why and how Nuremberg became a major printing center.

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Beginning May 25, 2015, the Germanisches Nationalmuseum will commemorate the 500th anniversary of the birth of Lucas Cranach the Younger by focusing on works which are part of the museum's "Renaissance, Baroque, Enlightenment" permanent collection. The presentation "Between Venus and Luther: Cranach's Media of Temptation" includes almost 25 paintings and 30 printed works and lets visitors discover how images became both advertising material and a media of temptation. In addition, Reformation themes are given high priority.

The Lutheran churches of Nuremberg will also offer a wide spectrum of events focusing on this year's motto: A media discussion on the topic of citizens in a digital society on May 21-22, 2015 in the Germanisches Nationalmuseum and activities and events in St. Lorenz Church are highlights.

"The Evangelical Lutheran Church welcomes the new toy figure. In a Luther Decade with often earnest topics and in light of the many 'heroic' images of the Reformer from the 19th century, it's good that we can now approach Luther with a certain ease and in a more playful manner," said Christian Düfel, coordinator for the Luther Decade of the Evangelical Lutheran Church in Bavaria.

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