

THE EARLIEST NEWS FROM OUR HUMMEL WORKSHOP

Hummel

Issue 1 April/2018

POSTILLION

*Dear Readers,
Dear Hummel Friends,*

Beginning with this, the first edition of our newsletter, you will now be receiving first-hand news from the Hummel Manufaktur on a monthly basis. Everything revolves around the endearing Hummel figurines based on original drawings by Maria Innocentia Hummel. Whether it's the presentation of our traditional manufacturing processes, portraits of new and/or familiar employees, new Hummel introductions, the benefits of our M.I. Hummel Club, or information about the planned content of the quarterly Hummel Post, news and tips, and much, much more. In the future you'll find it all in the "Hummel-Postillion." Take a break and have a look. You'll see – it's worth it!



Let us hear from you:

Mailing Address:

Coburger Strasse 7, 96472 Roedental, Germany

Take a look at our website: www.hummelgifts.com

call ☎ (212) 933-9188

Questions, orders, miscellaneous?

Send your E-Mail to: info@hummelgifts.com

In Tune
HUM 414
295 \$



Botanist
HUM 351/0
245 \$



Sweetheart
HUM 2323
180 \$



Garden Splendor
HUM 835
260 \$



"The Mail Is Here"!



A German Postillion was the uniformed coachman of a horse-drawn carriage.

With his postal stagecoach, which was immediately recognizable by the typical yellow color, he carried people, brought letters and mail, and provided all customers with the latest news. With the post horn, the Postillion announced his arrival, made sure everyone knew he was coming and cleared the roads. When using the main traffic routes, the signal from his horn always gave him priority.

In German the postillion was also sometimes called "Schwager" ("brother-in-law"). In 1973 Walter Scheel, a former German Federal President, even sang a folk song, "Hoch auf dem gelben Wagen..." ("high on the yellow carriage") on television

to help raise money for an association that supports children. One line in the song mentions sitting with the

"Schwager", but when the song was sung, many didn't realize that the song was about traveling with the postal stagecoach. In keeping with our free customer magazine "Hummel-Post", which is published four times a year, we christened our monthly newsletter "Hummel-Postillion."

In the future, our faithful mail coach will happily bring you the latest news from the

Hummel-Manufaktur and accompany you as a landmark through all topics related to "Hummel".

*Hoch auf dem gelben Wagen,
sitz ich beim Schwager vorn.
Vorwärts die Rosse tragen,
lustig schmettert das Horn.
Berge, Täler und Auen
leuchtendes Ährgold, ich
möchte in Ruhe gern schauen,
aber der Wagen, der rollt.*



Arthur Moeller
1952
The Mail Is Here
HUM 226



Spring has arrived!

The begin of an exciting future:

Entrepreneur and publisher Bernd Förtsch gives the Hummel figurines new prospects

He didn't want to allow the lovable figurines to die. At the end of 2017, the Kulmbach-based entrepreneur and publisher Bernd Förtsch took over the financially strapped Hummel Manufaktur in Rödental.

"We want to focus on our roots and continue to preserve and develop the high-quality, loving and traditional craftsmanship in the spirit of Maria Innocentia Hummel," the CEO looks ahead optimistically, "Hummel is a

strong brand with top products." Mr. Förtsch has known and appreciated the characters since his childhood. His mother collected and treasured the precious children's figurines. For him, as well as for many collectors and Hummel fans, these captivating figurines are also a reminder of his own family life.

With a telephone hotline Mr. Förtsch now offers easy contact and comfortable ordering direct to the Manufaktur in Germany. With all



the advantages: "We send you your desired figure directly to you – of course with a full return policy. In addition, you have an absolute guarantee of authenticity for your new Hummel masterpieces".

She loves me,
she loves me not
HUM 174
295 \$



Merry Wanderer
HUM 11 2/0
220 \$



Puppy Pause
HUM 2032
245 \$



New series honors the 95th birthday of master sculptor Gerhard Skrobek:

"Summertime Surprise"

Who doesn't enjoy remembering childhood and how beautiful it was to spend time outside in nature? And how nice was it, when we met a little red lucky charm on our trip across the blooming meadow? Maria Innocentia Hummel was an excellent observer of even the smallest details: with her drawings, the Franciscan sister perfectly captured just such a moment of happiness.

A little boy, with a walking stick in his hand, enjoys the cute little insect with the seven dots on his back. "I won't hurt you!" This figurine was sculpted by master modeler Gerhard Skrobek in 1980. This little boy, who is totally absorbed in the sight of the insect, has waited a long time for his

appearance in public – but now it is finally time.

The Hummel-Manufaktur has opened its archives in honor of Gerhard Skrobek and, as the first figurine of a special edition series, the lucky ladybug and its little friend are striding out into the world. The figurine is 5.50 inches tall and carries the number HUM 428. "Summertime Surprise" is the prelude to a series of six artistic figurines, first released on the occasion of the sculptor's 95th birthday in 2017. This edition is only available by pre-order for \$ 360. Order today by telephone hotline: (001)212-933-9188.



Each fall / winter season, a new collector's figurine will be released, all of them from the artistic hands of Gerhard Skrobek. The sixth figurine will be on sale for the sculptor's 100th birthday of the in 2022. Look forward to it!

Gerhard Skrobek
1980
Summertime Surprise
HUM 428
5.50 " 360 \$

 **(212) 933-9188**

Your direct line to the Hummel Club

Our team is there for you and very happy to help. It will take care of all your questions and concerns, and also gladly accept your orders.

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