

Unique group photo for the jubilee

Faber-Castell celebrates its 250th anniversary in 2011

Faber-Castell is planning plenty of activities in summer 2011 to celebrate its 250 years of existence. In preparation for that, a snapshot of the workforce at headquarters in Stein near Nuremberg was taken on 7 July 2010. Back in the 19th century, Lothar von Faber assigned great importance to the welfare of his workers: he realized that motivated and committed employees would assure the company's continuing success. He arranged for a group photo as a symbol of the confidence he placed in his workers, and his successor Count Alexander von Faber-Castell did the same.



Group photo in Stein on the occasion of the 150th anniversary in 1911

Following this tradition, the employees at Stein, together with Count Anton Wolfgang and Countess Mary von Faber-Castell, grouped themselves into the figure 250. Perfect weather; the splendid backdrop of the Faber-Castell castle; over 500 participants, all wearing white tops; excellent hoists provided by the Gardemann company; and photographers poised a giddy 32 metres (105 ft) above the ground – that all added up to the best possible conditions for a unique picture. This motif will of course enrich the Faber-Castell reports next year, and it will also be presented to all those taking part as an once-in-a-lifetime souvenir.



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A barbecue party in the grounds of the castle formed a fitting reward for everyone's patience. For it was not just one static shot: the camera team recorded, from various angles, a sequence showing how the group came together. The result is a brief but telling film representing the culmination of an entire project and at the same time a fitting curtain-raiser for the celebrations in the jubilee year 2011.



Group photo for the 250th anniversary

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