



Press release

Rosenthal Novelties 2021 - Vases

The design of our time: 60 years Rosenthal studio-line

60 years ago, Rosenthal stirred up the porcelain industry - with avant-garde designs by artists, designers and architects. Now the German porcelain manufacturer is celebrating the studio-line with a limited anniversary collection and translates 60 iconic vases with twelve contemporary colours into the here and now.

The reinvention of porcelain

Rosenthal stands like no other porcelain manufacturer for the combination of form, function, craftsmanship and technical know-how. This corporate strategy is thanks to Philip Rosenthal, the son of the company founder. With his farsighted feeling for the market, he invented the New Look of porcelain, from which the studio-line collections have been created since 1961. Long before design was on everyone's lips, Rosenthal worked together with contemporary designers and supported young talents. The Upper Franconian porcelain factory becomes an international company that works across disciplines - at that time a radical break with traditional porcelain design.

The studio-line has produced timeless designs that are design icons of the 20th century, such as art objects by Andy Warhol, Victor Vasarely and Otto Piene. And the Service TAC by Walter Gropius (1969), Suomi by Timo Sarpaneva (1976), Moon by Jasper Morrison (1997) and Landscape by Patricia Urquiola (2008) - still part of the Rosenthal range today as design highlights. More than 150 artists, designers and architects have designed for studio-line since the early 1960s, including Tapio Wirkkala, Ettore Sottsass, Marcel Wanders and Konstantin Grcic. Rosenthal's love of experimentation is also demonstrated by the current collection with objects by Sebastian Herkner and BIG. Especially beautiful: porcelain from Rosenthal is made in Germany. It is manufactured in Selb and Speichersdorf under the most modern and sustainable conditions. In production, Rosenthal uses recycling management wherever possible. This includes dissipating the heat from the kiln to heat water, using recycled water in production and reprocessing porcelain paste for new products.

In colour: the anniversary collection

To mark the 60th anniversary of studio-line, Rosenthal is launching 60 selected vases in twelve different colours that reflect future trends and at the same time represent a journey through Rosenthal's design history. The limited edition alternates between restrained shades of grey, pastel green and blue as well as intense berry tones with sonorous names such as Sea Salt, Tangerine, Mint and Abyss. Included in the illustrious birthday series are Rosenthal classics such as Plissée by Martin Freyer (1968), Pollo by Tapio Wirkkala (1970), Arcus by Marcello Morandini (1983), Conio by Michele De Lucchi (1994), Fast by Cédric Ragot (2006) and Fondale by Office for Product Design (2017). The shapes are as varied as the colours: they range from pure, architectural volumes to sumptuous, floral objects. The restrained tones of the palette correspond with the strictly geometric vase shapes, while the intense colours blend with the poetically playful objects. The vases are made of through-dyed porcelain mass.

ROSENTHAL GMBH | PUBLIC RELATIONS

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Company Headquarters: Selb | Hof District Court | Entry No.: HRB 4617

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What appears easy at first glance is technically demanding, even for Rosenthal. The porcelain mass produced according to the company's own recipe changes according to the addition of the coloured bodies, which in turn has an effect on the stability of the bodies before and after firing. To achieve the shape of the coloured vase as in the white original, each of the 60 vases had to be newly created. The sophistication of the Rosenthal studio line vases therefore lies in the expertise and manufacturing art of the Rosenthal craftsmen, who like alchemists create artistic objects from porcelain according to a secret recipe.

All good things come in threes: Anniversary vase by Sebastian Herkner

One of the stars of the international design scene has created a new vase for Rosenthal this year: Sebastian Herkner. **His current designs Collana and Falda (both from 2014) are now joined by another extravagant object: Hop.** It stands out for its asymmetrically layered rings, which remind one of Michelin men or sculptures by Tony Cragg, as the art-affine designer says.

Hop is available in three versions: as a vase in two different sizes and as a bowl. The vase is available in white or black through-dyed porcelain with an internal golden titanization or as a collector's item in the anniversary edition "60 years studio line" in cameo color.

Sebastian Herkner (*1981) studied product design at the HfG Offenbach University of Art and Design. During the studies he began to concentrate on designing objects and furniture and developed his fine feeling for materials, colors and textures. In 2006 Sebastian Herkner founded his own studio in Offenbach. Since then he has been designing furniture, lamps and smaller objects for renowned manufacturers such as ClassiCon, Moroso, Thonet and Rosenthal, just to name a few. Herkner also implements interior design projects as well as museum and exhibition design. His work has received numerous awards - including the IF Award, the Iconic Award and the Elle Deco International Design Award (EDIDA). As guest of honor at the imm cologne 2016, Sebastian Herkner provided the design for "Das Haus". Maison&Objet named him "Designer of the Year" in 2019.

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