



The classic Rosenthal shape Sanssouci is the perfect showpiece for the opulent decor "Midas" of the Heritage Collection.

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Rosenthal Heritage Collection - Midas

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Italian designer Gianni Cinti translates the history and traditions of Rosenthal into the here and now. The Rosenthal Heritage collection is an eclectic interplay of shapes, colours and patterns from different eras and cultures, interwoven with personal memories.

"In the **140-year history of Rosenthal**, various forms of visual expression overlap," says Gianni Cinti, who was surprised by the treasures he discovered in the Rosenthal Archive in Selb. The designer worked with porcelain for the first time and is fascinated by the material. Because it is modern, versatile and one of the oldest materials of all. While the décors **Midas**, **Turandot** and **Dynasty** differ strikingly from each other, a visual bracket made of gold tones holds the collection together. All three designs include Cinti's extremely imaginative handwriting and the abstracted borrowings from Rosenthal's history. He sees the decors as "new classics" passed down from generation to generation.

Each of the three décor themes is understood as a holistic concept and complemented by matching drinking glass series and linen napkins from Rosenthal as well as accessories from Sambonet.

All gold that shines: Midas

For his collection „Midas“ the Italian designer took reference from the Greek mythology of King Midas, who was given by Dionysos the power to turn

everything he touched into gold. A very contemporary story that can be seen as an analogy to today's materialistic world. On the classic baroque shape of Sanssouci, Gianni Cinti created a pattern that plays with different gradients of gold: just traces of gold, hint or full golden - like fingertips - on the plates and cups.

The pattern has a handcrafted character that is explicitly imperfect in its perfection of handpainted golden lines at the handles of the sugar bowl or the coffee- and teapot. Each item is individually decorated repeating the motif of the golden leaves and branches. Gianni Cinti used the so-called "Camouflage" effect by using a tone-on-tone pattern with mat white leaves underlying the golden ones. In this way, the décor "Midas" appears to be three-dimensional – an effect that can be discovered by looking at the object from different angles.

Gianni Cinti(*1979) is at home in many worlds: in product design and fashion as well as in illustration and graphic design. He received his design training at the Istituto Superiore per le Industrie Artistiche in Urbino. Cinti works for companies such as Sambonet, Rosenthal and Pininfarina as well as for fashion brands such as Marithé + François Girbaud, Alberta Ferretti and many others. Before becoming self-employed as a designer and consultant with his own studio in Milan, he worked for five years as assistant to the Italian fashion designer Gianfranco Ferré.

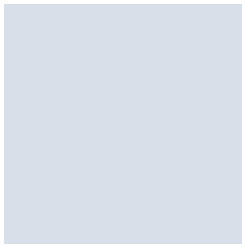
He is currently a design consultant for many international companies. Cosmopolite, curious traveler, and passionate about contemporary art, he is a Visiting Professor at numerous universities all over the world and teaches Personal Design at the "Istituto Europeo di Design" in Milan, the city where he lives and works.

From Porcelain Pioneer to International Design Company

Founded in 1879, Rosenthal reflects on its longstanding company history. The story of Rosenthal is the story of a father and son – founder Philipp Rosenthal Senior and the visionary entrepreneur Philip Rosenthal Junior. The former laid the foundation for modern porcelain production, while the latter built Rosenthal into a renowned international brand. His credo: a passion for everyday luxury and a heartfelt commitment to design. For well over a century, established designers, artists, and trendy newcomers have crafted elegant, high-quality tableware collections and exclusive pieces that enhance

living spaces. Rosenthal's clientele includes not only households worldwide but also 800 international restaurants and hotels. Rosenthal is already on the path of green transformation and established the "Corporate Sustainability" unit in 2022. The company actively addresses sustainability in environmental and energy management and social responsibility. The Rosenthal portfolio features the Rosenthal, Hutschenreuther, and Thomas brands, along with collaborations such as Rosenthal meets Versace and Swarovski x Rosenthal. Since July 2009, Rosenthal has been part of the Italian Arcturus Group.

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