

In "Magic Flute" every piece of the service depicts a different scene from the Mozart opera

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Rosenthal - Magic Flute/Design: Bjørn Wiinblad

Die Zauberflöte/Design: Bjørn Wiinblad

„Zauberflöte“ („Magic Flute“) – An Opera in Porcelain - Music plays an important part in the life of the Danish artist and designer Bjørn Wiinblad. His creations are strongly influenced by his love of music. Time and again he is inspired by it not only in forms and pictures but also for complete stage settings for opera and ballet. Bjørn Wiinblad decided to transfer his favourite opera “Zauberflöte” by Mozart into porcelain, not only as decoration but as a relief in porcelain. This translation surely presented one of the most demanding challenges to the modellers and technicians in the history of this material. “Zauberflöte” is a masterpiece in porcelain craftsmanship.

Every piece of the service depicts a different scene from the Mozart opera. It was necessary to create spacethrough extremely wide plate rims for these scenes. On this stage of porcelain Wiinblad tells the story of the opera in a relief with detailed figures and ornamentation. Time and again one finds something new in these scenes. The rims had to be as wide as never before on plates. In order to prevent them flopping down during firing, a special firing technique had to be developed.

The service “Zauberflöte” possesses something so special that it is not apparent at first glance: a decoration on the underside of the porcelain! Even in the white range, all pieces carry on the underside the text of the opera libretto of the scene depicted in the relevant porcelain relief. Written in Bjørn Wiinblad’s ornamental handwriting and decorated with gold.

A further feature of this service: the relief surfaces are not glazed but

smoothed and polished after the second firing in a highly elaborate procedure. This produces the delicate, matt effect of the relief forming a most attractive contrast to the glazed surfaces.

“Zauberflöte” by Björn Wiinblad is an opera dream in porcelain, an imaginative and unique synthesis of music and table culture.

“Zauberflöte” is available in white and also in precious gold named “Sarastro”.

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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