



Magical and matchless: the new Rosenthal Collection Magic Garden by Sacha Walckhoff.

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Rosenthal - Magic Garden

Rosenthal Magic Garden/Design: Sacha Walckhoff

The apothecary gardens (Latin: *hortus medicus*) were the inspiration for the joyful **Magic Garden** collection that the Designer Sacha Walckhoff, also Creative Director of the French couture label Christian Lacroix, designed for Rosenthal. **Three independent décors - Black Seeds, Foliage and Blossom** - symbolize the three development stages of a garden: from seeds and seedlings to shoots and finally full bloom.

It all starts with the seedling symbolized by the **Black Seeds** décor, an elegant black and white graphic pattern imagined from the shape of the Roucou seed. Then come the first spring shoots evoked by the **Foliage** design inspired by the volutes of the young leaves of Volubilis. Finally, the summer bloom is represented by **Blossom**, a happy and multicolored décor that mixes Cornflower, Camomile, Eglantine, Dandelion, Mulberry flower and Marguerite Dorée.

Just as you compose a bouquet from a single variety of flowers or combine a multitude of blooms together, **the magic of these three collections in one is that they can be mixed with each other or use separately** according to the desire or needs of the moment. Magic Garden is in some way in each of us, like this wise Spanish proverb says: „More grows in the garden than what the gardener knows he has planted.“

The design starting point for the Magic Garden collection was the Grünhaus, which Walter Gropius placed in the middle of the Rosenthal porcelain factory in Selb. „I feel honored to join the long list of talents who have combined their ideas with the incredible know-how of the Rosenthal company“, says Sacha Walckhoff, who has many years of expertise in working with porcelain.

What he particularly likes about the material is that all you need to form it is water, fire and craftsmanship.

Sacha Walckhoff (*1962) has been the Creative Director for Christian Lacroix since 2010 and is also responsible for the French label's Home Collection. In cooperation with manufacturers such as Kartell, Roche Bobois, Moooi, Designers Guild and Vista Alegre, he creates furniture, carpets, textiles and porcelain collections. Since 2014, the French-Swiss designer has been developing his own vocabulary through several projects for companies such as Taiping, Edition Van Treeck, Savoir Beds, Pulpo and Verreum.

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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