



Rosenthal meets Versace La Scala del Palazzo.

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La Scala del Palazzo

As you enter the Milanese palazzo in Via Gesù that Versace calls home, before discovering the famous mosaic of the world's most powerful feminine icon - the Medusa - a scenic marble staircase catches your eye.

Swirling metallic spirals ascending into the Versace casa are the inspiration for the new "La Scala del Palazzo" fine porcelain dinner service from Rosenthal meets Versace collection. A hint at what happens behind closed doors, the central circular element gives a first sighting into the intimacy beyond the staircase.

The architectural style of the collection is enriched by an elegant green and pastel rose palette, reminiscent of the classical Italian palazzi facades.

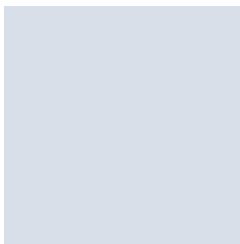
A contemporary shape that embraces expertly crafted coupe plates for the very first time. Unique and with a strong personality.

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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