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Rosenthal - Moon/Design: Jasper Morrison

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Jasper Morrison is one of the outstanding representatives of modern design today. Consciously unpretentious, simple and reductionist -- these are the features which distinguish this British designer's work. Morrison's language of form is based on a vocabulary of lines which he reconfigures, develops and recombines but does not reinvent. What is important for him is to present the object to us as something reliable and usable -- as though its existence had been eternal.

In „Moon" Jasper Morrison has created a porcelain dinner service for Rosenthal studio-line which is at once simple, practical and a thing of beauty, dispensing with exaggerated ornamentation. „Moon" is a supreme reworking of the best traditions of classical modernism. A comprehensive dinner service, it is an exquisitely reductionistic collection whose gentle form seems self-evident, a dinner service uncompromisingly stripped of all superfluous details and irrelevant effect.

„Moon" is a lesson in how to draw strength from reduction and distillation. Impressive and convincing designer dinnerware, fit for the everyday.

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.