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## Rosenthal - Suomi

### Rosenthal Suomi/Design: Timo Sarpanevo

The porcelain service “Suomi” created by the Finnish designer Timo Sarpaneva was celebrated as a milestone in the history of the Rosenthal Studio-Line. “Suomi” embodies the Rosenthal standard for excellent design and the creation of lasting values and authenticity.

The special environment for designers and artists created by Rosenthal in Selb made the conception of the “Suomi” form at all possible. Since the 1960s renowned international artists have worked in an exclusive atmosphere in the Creative Center located at the Rosenthal head quarters. In the mid-1950’s the clear forms and lines of Scandinavian design had already curbed the American influence. Sarpaneva’s work for Rosenthal is characterised by his consistent further development of “Scandinavian Style” principles established in the 1950s. The result was the table set “Suomi” in 1976, a milestone in the history of porcelain design in the twentieth century.

Sarpaneva stands for a clear language of form, which is influenced by nature without, however, trying to imitate it. Soft flowing forms, a distinct feeling for materials and the desire for aesthetic perfection distinguish his designs. “Suomi” has gone through many stages in its development over the years. The result is an impeccable creation, in which the individual set elements all work in perfect harmony.

Timo Sarpaneva’s aim was for the perfect form, which is not angular, but instead reflects natural elements in its organic form. The set’s body is reminiscent of a river pebble, worn down and rounded off over the centuries by the power of water. The unceasing movement of the river, which smoothes

the resting stones, is the source of Timo Sarpaneva's design. The name "Suomi", which simply means Finland, is a clear homage to his home country. "Suomi" is lent its particular character by the combination of white porcelain and metal. The organic shaping between circle and squares has been honoured with the highest award presented in the porcelain world: the gold medal from Faenza.

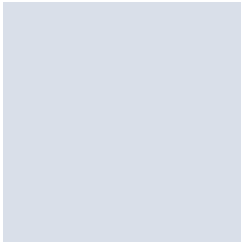
Today "Suomi" is one of the most successful sets by Rosenthal and is available as both a dinner and coffee set with numerous accessories.

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### **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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