



TAC Stipes 2.0 by Rosenthal.

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## Rosenthal - TAC Stripes 2.0

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The Stripes 2.0 line design is an homage to Walter Gropius, reinterpreted with a contemporary feel. His hand-drawn design appears more linear because there are bigger gaps between the individual lines. A new modern, urban and simplistic design is brought to the classic TAC in mix and match, with matte and shiny surfaces, shimmering metallic parts and coloured glass. The design is supplemented by colour and façade elements taken from the Rosenthal am Rothbühl porcelain factory, which was designed by Walter Gropius. For this, the Rosenthal Creative Centre took photographs of pieces of the legendary exposed concrete butterfly roof and placed them on a wall plate with a 3D effect. The collection's accentuated red tone, which is depicted on the glass plates and as a dot on the porcelain, was inspired by a railing at the factory. The Stripes 2.0 design draws on historical references, a building of immense appeal and a unique mix of structures and materials that is characteristic of Bauhaus to capture the essence of the Bauhaus movement and its founder Walter Gropius and create an amalgamated statement of clarity and existence for the here and now.

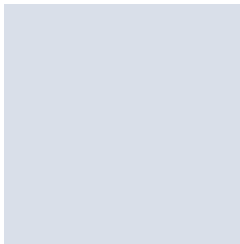
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### From Porcelain Pioneer to International Design Company

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.

## Contacts



**Barbara Stockinger-Torelli**

Press Contact

Pr Manager

[barbara.stockinger-torelli@rosenthal.de](mailto:barbara.stockinger-torelli@rosenthal.de)

+49 170 413 8510