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Rosenthal - Year of the Rat Zodiac Plate/Design: iSHONi

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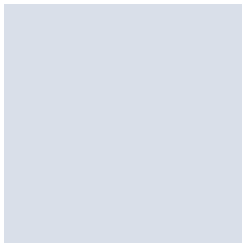
Curious, intelligent, careful: As the first animal in the Chinese zodiac, the rat is a true hedonist. With tremendous energy, it is able to fully embrace the kindness of fate in any situation. Once on the right path, this rodent will never let go of the golden key to happiness. As this year's zodiac plate from the design company iShoni shows, the rat is even able to turn simple rice grains into pure gold, by conjuring up delicious rice cakes that traditionally bring good luck and prosperity for the New Year. Surrounded by golden ears of wheat, the rim of the plate combines Chinese and Celtic symbols of fortune. The strong red shade of the rim, which is the colour of life in China and is known for its lucky qualities, impressively contrasts with the soft turquoise of the rest of the plate. Once again Zodiac collectors can also look forward to a service plate and a cup.

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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