

Designer Sebastian Herkner visits Rosenthal production plant to see the production of Falda vase.

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“A little bay to snuggle into and feel good” – Sebastian Herkner talks about his new product featured at imm: Bay for the Rosenthal Interieur collection

No other German designer mixes high-tech elements and craftsmanship as skilfully as Sebastian Herkner. Taking his inspiration from glass blowers in the Bavarian Forest, the handles of twisted paper bags in Barcelona and wickerwork in Zimbabwe, Herkner has been creating unique designs for a number of years – including for Rosenthal. Next week, the designer born in Bad Mergentheim will present one of his furniture designs for the Rosenthal Interieur collection for the first time at imm in Cologne. In this interview, he gives us a first impression of the new Bay sofa.

What do you find more appealing: a furniture design or a piece made using porcelain?

Herkner: Every design begins with a white sheet of paper and represents a new challenge for me each and every time. Every material has its own special characteristics and its own appeal.

Traditional craftsmanship techniques and materials play an instrumental role in your designs. What makes your Bay design for the Rosenthal interior collection so special?

Herkner: The circular, fabric-covered armrest, which lends itself wonderfully to arranging cushions, is one of the sofa's defining characteristics and is what makes it stand out visually. The low seat height is what makes Bay, quite literally, a little bay to snuggle into and feel good – whether you're alone or

with the whole family.

What exact requirements does a sofa have to fulfil nowadays?

Herkner: Requirements of a sofa have fundamentally changed. Sofas are used for a range of different things today: to relax, surf the Internet, work etc. A design has to cater to all these individual requirements.

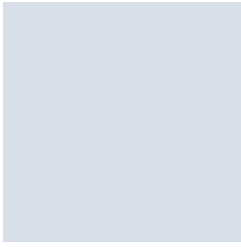
Bay and other pieces designed for the Rosenthal interior furniture collection can be found in Hall 10.2, Stand M011.

Come and meet Sebastian Herkner at our stand on Tuesday, 17 January between 1 pm and 2 pm.

Rosenthal GmbH may have one of the longest traditions of Germany's companies, but is also one of the most modern. Just as we did when we were originally founded over 135 years ago, Rosenthal develops products equally for discerning end customers and for exacting professional clients from the restaurant and hotel trade. Our products stand out with exceptional form, function, quality and craftsmanship and represent a cultural asset "made in Germany", never ceasing to combine innovation and creativity. With its award-winning porcelain design, trendy lifestyle collections and modern, elegant classics, the Rosenthal brand raises the bar time and again for aesthetics and individuality.

Established figures from the worlds of architecture, design and art, but also the hottest newcomers and talents design avant-garde dinner table collections, foster a joy of giving and create sophisticated furnishings. The collections are manufactured in the Rosenthal porcelain factory in Selb and the "Thomas am Kulm" porcelain factory in Speichersdorf, which offer some of the porcelain industry's most advanced production facilities anywhere in the world and deliver sustainable manufacturing with careful use of resources thanks to the forward-looking investments that have been made. New interior collections and accessories enrich the Rosenthal world by adding designer objects that go far beyond the limits of a conventional table setting and round off the huge product variety.

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