



The golden key firmly in his hand: Rosenthal Zodiac plate for the year of the rat 2020.

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A very special turn of the year: Rosenthal Zodiac Plate 2020

Fireworks, lampignons, lion dance - not only in China the Chinese New Year is greeted with extensive festivities. Rosenthal is putting the lucky bringer of the upcoming Zodiac year in the spotlight with the new zodiac plate.

Rosenthal Year of the Rat/Design: iSHONi

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.

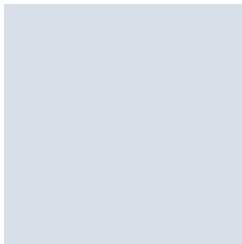
Rosenthal may have one of the longest traditions of Germany's companies, but is also one of the most modern. Just as we did when we were originally founded 140 years ago, Rosenthal develops products equally for discerning end customers and for exacting professional clients from the restaurant and hotel 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.

Contacts



Barbara Stockinger-Torelli

Press Contact

Pr Manager

barbara.stockinger-torelli@rosenthal.de

+49 170 413 8510